

AMZ Agency Academy

DAY 2

Halo Effect Method

To understand the Halo Effect Method you must first understand keywords.

Essentially keywords are how your buyers find you, they are signposts to your product and allow you to be discovered by your ideal customer. Amazon wants to sell as much as possible, so their algorithm will show those products they consider the most **relevant** and **high converting** to the search terms customers input. That is why it is crucial to give time and attention to your product keywords and how these integrate with your listing copy.

There are two different types of keywords:

Short-tail

Broadly describes niche
Relative - high search volume
High competitiveness
Higher number of listings indexing

Long-tail

Clearly describes product
Relative - low search volume
Low competitiveness
Lower number of listings indexing

EXAMPLE

Short-tail

Yoga Mat
410,000 searches per month
Average reviews 2,494
Over 3,000 index results

Long-tail

Thick Yoga Mats for Women 4 inch
1,177 searches per month
Average reviews 1,271
142 index results

Both short tail and long tail keywords play an important role in listing optimization. For example, finding 10 solid long tail keywords will often return the same search results as one popular short tail keyword for the same product. Long tail keywords are generally an easier market to compete and rank within and have lower advertising costs. Amazon will often reward your success from using long tail keywords with higher rankings within short tail keyword categories down the track.

The below ZonGuru method for identifying relevant short and long tail keywords will guide you to developing a list of keywords you may use in a successful optimization strategy. Keep in mind, like most product research tools it requires a human touch and level of finesse in assessing search results.

Step 1	From the Listing Optimization menu open Keywords on Fire .
Step 2	Click 'Add product by phrases' Enter your main buyer search phrase and click search. This will populate with the top 25 sellers for that phrase. Select all related listings to your main keyword and click '+ Add products'. Name the session and click 'Run Keyword Analysis'. We highly recommend running multiple sessions for similar keywords that explain your product. Similar keywords can return different search volumes which allows you to capture a greater section of the market.
Step 3	Once ZonGuru has performed the search click on the eye icon to view details.



The search results are very comprehensive, if you would like to adjust the columns that are visible in the table click on the settings icon and customize as needed.



Step 4

This is when your analytical skills will come to the forefront as you review the data to select your short-tail and long-tail keywords. To assist in the selection of your keywords we suggest using the below metrics which we have broken into three main categories; relevancy, search volume and competition.

ZG Score (Keyword Relevancy)

Is the keyword relevant and explains your product?

This is significant to both short-tail and long-tail keywords.

If you use keywords that aren't relevant to your product the Amazon algorithm will penalize your listing as you will most likely not have a high sales conversion rate. For example, using 'Yoga Mat' in your description for a 'Water Bottle'. It is also important not to use a competitors' brand name or other trademark that may mislead shoppers.

Search Volume

Search volume refers to the estimated number of exact match monthly searches for the keyword on Amazon. To help assess this metric we recommend ordering results by the search volume column.

Search Volume	
Short-tail	Long-tail
Greater than 10,000	Between 1,000 – 2,000

Above is an example for a particular niche within the USA , if you are using a very popular keyword such as 'Yoga Mat' the above metrics may be higher and if you are in a category with low demand or an emerging marketplace these numbers may be lower..... it's all relative!

Competition

Top 25 Competitors

This metric shows how many of the top 25 competitors for the search phrase you ran the KWOF session on also rank for the listed keyword. Ideally the lower this number the better as you would like to avoid competing with well-established sellers where possible.

Top 25 Competitors	
Short-tail	Long-tail
Greater than 12	12 or less

Competitor Position

The competitor position columns show where each of the top 25 competitors respectively rank for the keywords. To make things simple we have color coded the results as follows:

Red = Top 10 ranked listing

Orange = Listing ranked from 11 to and including 25

Light Green = Listings ranked from 26 to and including 50

Dark green = Listings ranked above 50

"-" (no number) = Listings that are above 150 or not ranked

If there is a keyword with few competitors ranking; showing green or "-" it may identify a long tail keyword opportunity. Remember long tail keywords are those with lower competition and when combined long tail keywords can provide fantastic search result opportunities.

Reviews

This metric shows the average number of reviews the top 25 competitors for this keyword have. The lower the average number of reviews the less competitive the keyword is likely to be.

Reviews	
Short-tail	Long-tail
Greater than 800	Up to 800

Again this is all relative depending on the category you are in, if you are using a very popular keyword the above metrics may be higher. Likewise, if you are within a low demand niche or emerging market these metrics will be lower.

Step 5

From the Keywords selected in Step 4, record these into a short-tail and long-tail keyword list. This can be done by saving the session within Keywords on Fire.

For more information on how to use the ZonGuru Keywords on Fire tool we recommend checking out the below help video.



Keywords On Fire - Tutorial

Tutorials

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