

Amazon is an excellent platform for promoting your products. Amazon keyword research ensures your products appear in pertinent search results and attract buyers.

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## Highlights

1. According to [JungleScout](#), 66% of U.S. consumers conduct product research using specific search terms.
2. Amazon's algorithm [boosts product ASIN](#) visibility based on relevant keywords in search results.
3. Understanding and tailoring keyword strategies according to the Amazon audience is essential for effective optimization.
4. Prioritizing relevance in keyword selection and avoiding subjective phrases in listings contribute to better-targeted audiences.
5. Amazon keyword research tool helps to find the accurate keywords tailored for the Amazon audience.



## Build a Profitable Business On Amazon

Download our Amazon Seller Guide Now!

### Why We Wrote This?

Our main intention is to show readers that Amazon keyword research is crucial for sellers as it directly influences product visibility and sales. By [strategically employing keywords](#), sellers can secure prime spots in Amazon's vast marketplace, enhancing the chances of their products being discovered by potential buyers.

Therefore, in this blog, we've discussed the importance of Amazon keyword research, how it relates to products, tips and tools for making your keyword research more effective.

## **Why is Amazon Keyword Research Important?**



## Amazon's Q4

# Advertising Brilliance!



**Inflate Your Ad Budget:** It's Q4, and demand's going through the roof. Got enough ad fuel to keep the fire burning? → The Fix: Supercharge your daily ad budgets!



**Shine Bright with Sponsored Products:** Think of these as your golden tickets to sales stardom. → Tip: Focus on the hottest holiday must-haves.



**Create Buzz with Sponsored Brands:** It's not just about products; it's about telling a brand story. → Strategy: Deck the ads with holiday cheer and shout, "The best gifts are right here!"



**Go Above and Beyond with Sponsored Display Ads:** Not just on your product pages but everywhere. → Play: Target and woo those holiday shoppers with precision.



**Keyword Kung Fu:** Master the art of holiday keywords for sensational sales. → Gear Up: Dive deep into Amazon's Keyword Planner.



**Jingle All the Way with Holiday Campaigns:** Santa's on his way, and so are the shoppers. → Move: Spotlight those festive deals and bundles.



**Race Against the Clock with Lightning Deals:** Flashy deals? Instant attention. → Bonus: Boosted visibility and... "Hurry! Only a few left!"



**Don't Overlook External Buzz:** Beyond Amazon, the world's your oyster. → Tactic: Social media shoutouts, influencer magic, and email blasts.



**Watch, Rinse, and Repeat:** Keep your eyes glued to those metrics. → Mission: Turbocharge your ads based on real-time feedback.

According to [JungleScout](#), 66% of U.S. consumers do product research because buyers use specific search terms to locate what they want.

When [launching a new product](#) on Amazon, your focus should be on Amazon keyword research. Why? Because Amazon's algorithm, the virtual matchmaker, elevates your product in search results when it considers your chosen keywords relevant to a specific product search.

Thus, understanding and strategically employing keywords during the product launch phase can significantly impact where your product lands in Amazon's expansive marketplace. It's not just about being discovered; it's about securing a prime spot that [boosts sales](#).

## **How does Amazon Keywords Research Relate to Products?**

Amazon keywords aren't just important; they're vital. Neglecting strong and [Amazon negative keywords](#) renders your products on Amazon practically invisible. Here are some important practices that you should consider while placing your keywords:

1. Place more primary keywords in the forefront of your title.
2. The product details page offers the chance to highlight your product's best features. So, you also incorporate keywords that couldn't fit into the product title.
3. You can also incorporate keywords at the backend of your [Amazon seller](#) account. These hidden keywords provide Amazon with additional information about your product that consumers won't see, akin to alt text for images in content creation.

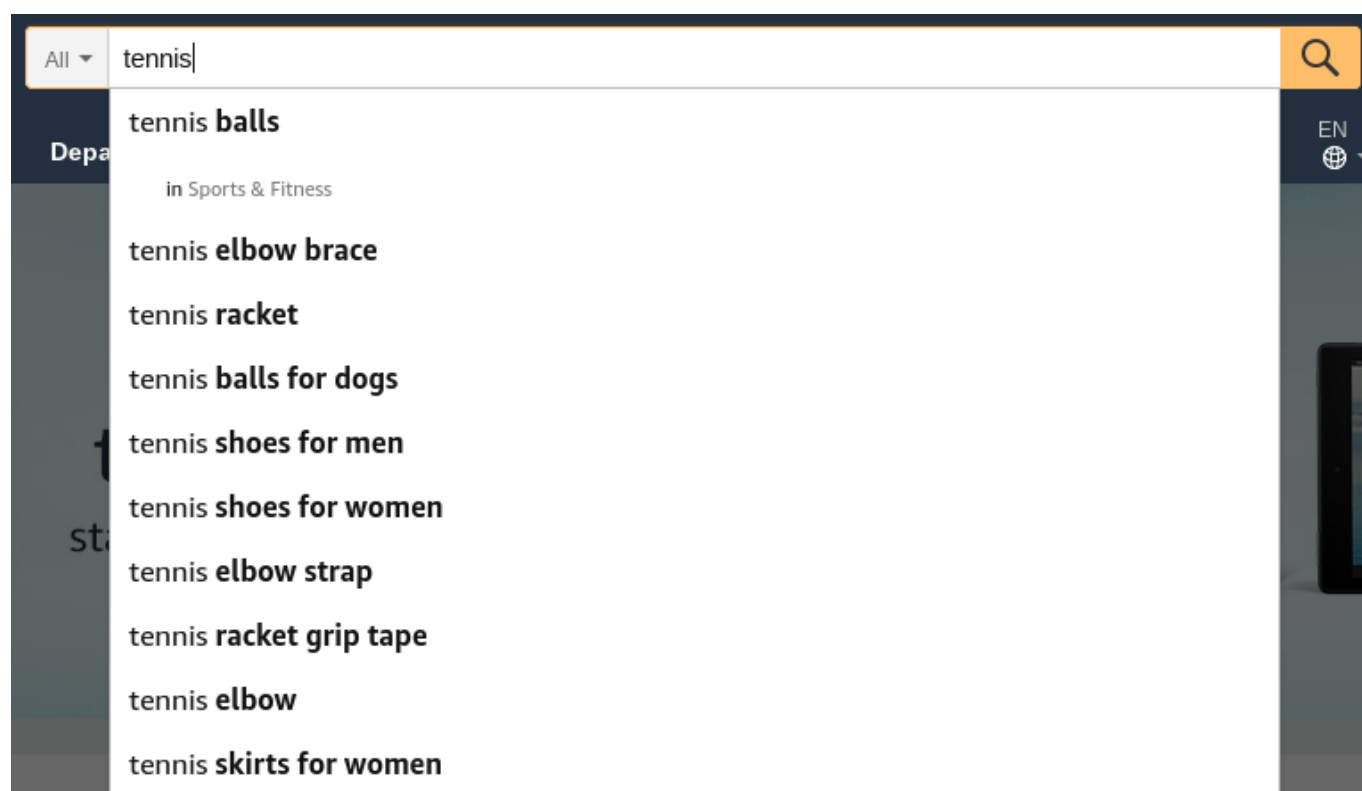
## **How To Find Keywords For Amazon: 8 Tips for Amazon Keyword Research**

### **1. Tailor to Your Amazon Audience**

Before delving into keywords for your Amazon products, understand your target audience. Unlike Google, Amazon has unique search behavior and requirements. Tailor your strategy exclusively to your Amazon audience and their behavior on the platform for effective search term optimization.

Furthermore, analyze how your Amazon audience conducts searches. Develop a list of

generic keywords like "ball" or "bottle" and consider potential expansions based on your audience's search behavior. This approach lays a solid foundation for generating relevant keywords and refining your Amazon search term optimization tasks.



Do you want to engage more customers towards your products? Read our guide on 5 benefits of [Amazon's customer engagement tool](#).

## 2. Utilize Amazon-Specific Keyword Tools

When searching for keywords for your [Amazon listing](#), rely on the Amazon keyword research tool. Amazon users have different search intents than Google users, so using Google-centric keywords won't cut it on Amazon.

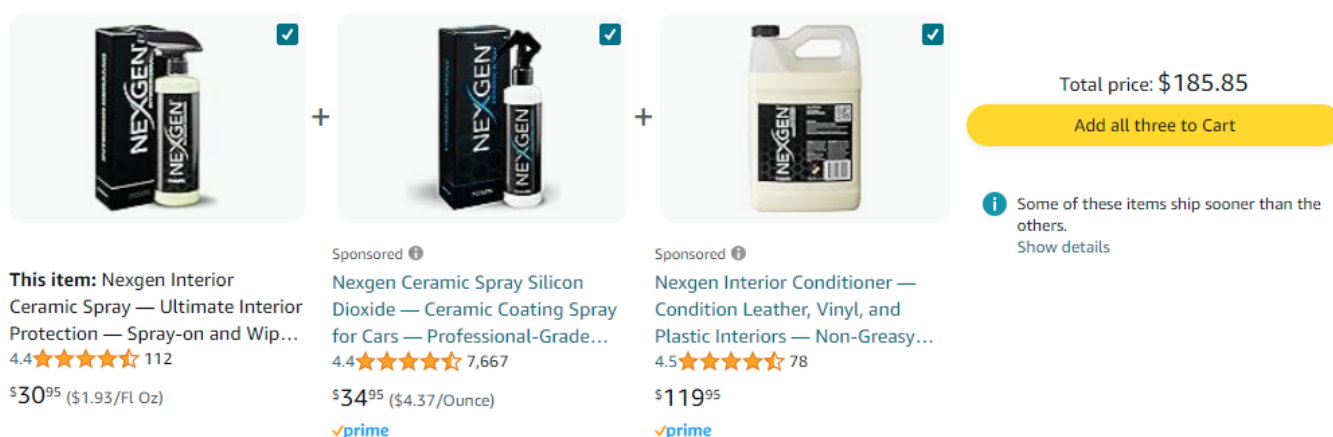
Explore Amazon-specific keyword tools such as Sonar and Keyword Tool. These tools generate keywords tailored for Amazon and provide insights into search volume.

Additionally, leverage the Amazon search bar to discover other relevant keywords. By inputting your base keyword, like "shirt" or "pants," you can identify what other terms people commonly search in conjunction. This strategy helps in brainstorming keywords for your product listing.

By employing Amazon-specific keyword tools, you ensure the selection of keywords that resonate well with your Amazon listing, reaching a broader audience.

### 3. Prioritize Relevance in Keywords

#### Nexgen products customers bought together



The screenshot shows three Nexgen products in a row, each with a checkmark icon in the top right corner. The products are: 1. Nexgen Interior Ceramic Spray (4.4 stars, 112 reviews, \$30.95), 2. Nexgen Ceramic Spray Silicon Dioxide (4.4 stars, 7,667 reviews, \$34.95), and 3. Nexgen Interior Conditioner (4.5 stars, 78 reviews, \$119.95). A yellow button on the right says 'Add all three to Cart' with a total price of \$185.85. Below the button is an information icon and text: 'Some of these items ship sooner than the others. Show details'.

**This item:** Nexgen Interior Ceramic Spray — Ultimate Interior Protection — Spray-on and Wip...  
4.4 ★★★★★ 112  
\$30<sup>95</sup> (\$1.93/Fl Oz)

Sponsored ⓘ  
Nexgen Ceramic Spray Silicon Dioxide — Ceramic Coating Spray for Cars — Professional-Grade...  
4.4 ★★★★★ 7,667  
\$34<sup>95</sup> (\$4.37/Ounce)  
✓prime

Sponsored ⓘ  
Nexgen Interior Conditioner — Condition Leather, Vinyl, and Plastic Interiors — Non-Greasy...  
4.5 ★★★★★ 78  
\$119<sup>95</sup>  
✓prime

Total price: \$185.85  
Add all three to Cart

Some of these items ship sooner than the others.  
Show details

Relevance is paramount in Amazon search term optimization. Your goal on Amazon is to drive conversions, making it essential to select keywords that [drive external traffic to Amazon listing](#). Steer clear of incorporating irrelevant keywords with high search volume, as this can backfire.

Some businesses attempt to include popular but unrelated keywords to broaden their reach. However, this practice can result in a mismatch between the product and the search intent. Imagine searching for Polaroid cameras and encountering a listing for a water bottle - it's confusing and counterproductive.

Amazon dismisses such practices, harming your ranking and reducing conversions due to irrelevant search results.

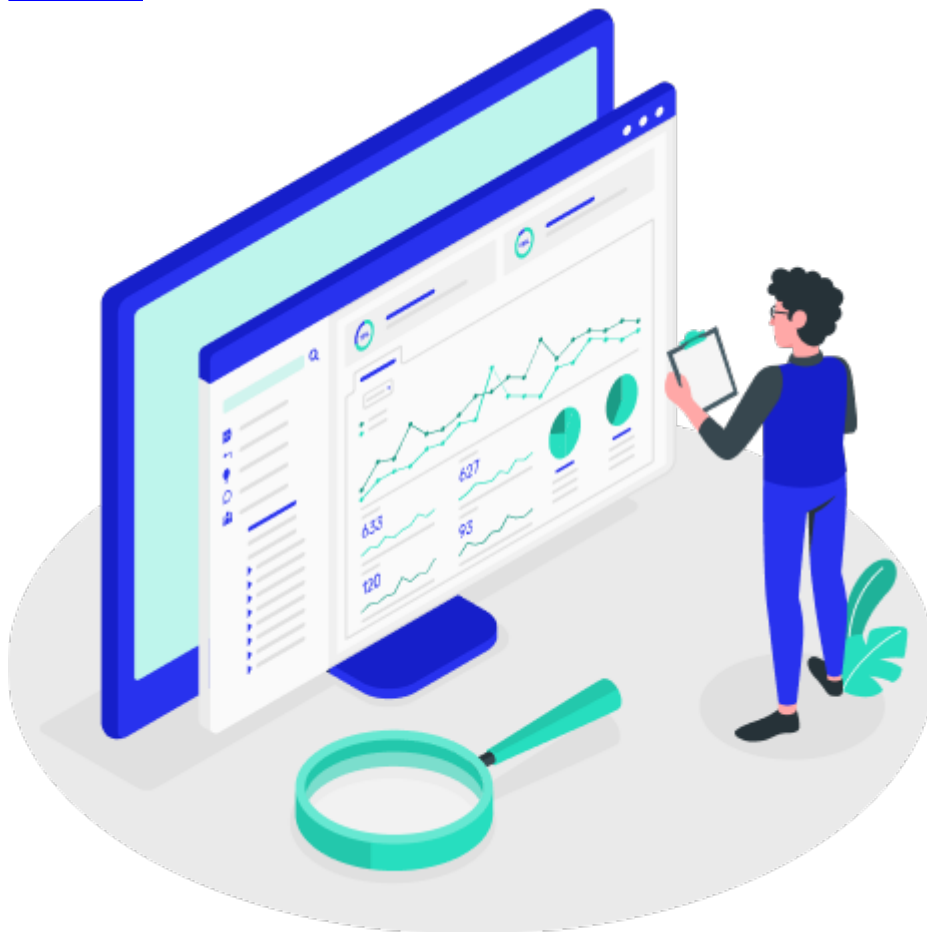
To [optimize Amazon product listing](#) effectively, stick to keywords directly related to your product, ensuring a more targeted audience and increased conversions.

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## Amazon Account Audit

Our team will diagnose your Amazon account and build a 100% customized, 30-point growth plan.

[WANT IT](#)



### 4. Avoid Subjective Keywords

If you're thinking about how to find the most searched keywords on Amazon, follow this step. Don't use subjective phrases that make your product sound superior when selecting keywords. Terms like "best-seller" or "the best of 2024" are subjective and based on personal opinions, which may not resonate with everyone.



On Amazon, users are more likely to search for specific features or attributes of a product rather than subjective praise. Instead of focusing on subjective keywords, use terms that accurately describe your product, such as "hair brush for curly hair" or "detangle hair brush."

Let your product's reviews showcase its merits rather than relying on subjective keywords. This approach aligns with Amazon's user behavior and enhances the credibility of your product.

### **5. Integrate Keywords Wisely in Listings**

Once you've done keyword research Amazon, strategically integrate them into your listing. Unlike Google, where multiple integrations enhance ranking, Amazon operates differently.

For optimal results, insert your primary keyword in the header and allocate your second and third most important keywords to the descriptions. Amazon only requires keywords to be used once to impact search results positively. Repeating the same keyword doesn't improve ranking and wastes valuable space.

Use keywords wisely to perform [Amazon SEO](#) efficiently, ensuring each keyword serves its purpose within the limited space.

### **6. Use Backend Keywords**

You'll compile a list of keywords in your Amazon product keyword research. While you can't include all these keywords in your listing without cluttering it, you still want to rank for them. Enter backend keywords.

Furthermore, Backend keywords are unseen by your audience and reside on the backend of your listing. This is a valuable space to include additional keywords.

Given the 250-byte limit for backend keywords per product, prioritize the most crucial ones from your list. Remember that each character from A-Z and 0-9 counts as one byte. Avoid redundancy with keywords already in your listing, using this opportunity to rank for other important Amazon keywords.

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### 7. Research Competitors for Strategic Insights

When aiming to rank for a keyword, analyze your competitors. To understand how to find competitor's keywords on Amazon, examine how they present their products to identify opportunities for your product to stand out.

Price is a critical factor. Amazon utilizes your pricing to predict your conversion rate, influencing your product's ranking. Ensure your product is competitively priced to avoid being ranked lower due to perceived lower conversion potential.

Evaluate your competitors' listings, scrutinizing titles, photos, and descriptions. Identify any gaps or shortcomings in their listings that you can leverage to enhance your own. Moreover, [optimizing product images](#) and [creating A+ content](#) can give your listing a competitive edge and boost conversions.



## Amazon's Q4

# Keyword Gold Rush!

Here's a Sneak Peek

Keyword Gold Rush:

**Seasonal Keywords:** Grab the spirit of the season.

Think "Christmas costumes" or "Thanksgiving decorations."



**Hottest Holiday Hits:** Spot the trendiest holiday products this year. What's sizzling?



**Fancy Focus Phrases:** Opt for those elegant long-tail keywords. They're like the sequins in a sea of plain text.



**Sneak a Peek at Competitor Keywords:** Spy on your rivals and steal their thunder. Learn from the masters.



**Customer Whisperer:** Eavesdrop on customer reviews and feedback. They're the secret keepers of keyword treasures.

Now, stash these gems in strategic places:

- **Title** (Your Keyword Crown Jewel)
- **Bullet Points** (The Ammo in Your Arsenal)
- **Product Description** (The Storytelling Stage)
- **Backend Search Terms** (Hidden Gems)
- **A+ Content** (The Wow Factor)
- **Advertising Campaigns** (The Star-Studded Show)

## 8. Regularly Monitor Keyword Performance

Adding keywords to your Amazon listing isn't a one-time task. Regularly monitor keyword performance to gauge their effectiveness in driving valuable traffic.

If certain keywords fail to attract traffic, consider swapping them out for new ones. This ongoing monitoring allows you to adapt and reach a more qualified audience, particularly with backend keywords that can be adjusted without impacting your listing's ranking for other keywords.

By staying aware and responsive to keyword performance, you enhance your listing's visibility in relevant search results. Thus, you can [drive traffic to Amazon](#) and increase conversions.

## 6 Best Amazon Keyword Research Tool

Here's a list of Amazon keyword research tools that will help you find and target the right keywords:

1. **[Helium 10](#)**: Offer features like keyword research, competitor analysis, and listing optimization.
2. **[Jungle Scout](#)**: Provides Amazon product sales, trends, and keyword insights.
3. **[AMZScout](#)**: Helps to identify profitable keywords and estimate their search volumes.
4. **[Ahrefs](#)**: Provides keyword research insights for product optimization and improved search rankings.
5. **[Keyword Tool Dominator](#)**: Provide long-tail keywords and optimize product listings.
6. **[SellerApp](#)**: Offering keyword research, competitor analysis, and product tracking.

## Summary

Amazon keyword research is a game-changer for sellers. Our article provides actionable tips, including strategic keyword placement, audience-tailored strategies, and continuous monitoring for optimization. It concludes that mastering Amazon keyword research isn't just about being discovered but securing a prime position in the competitive marketplace.

## Become A Part of Swift Community

Amidst the rising competition, do you want to optimize Amazon storefront and [supercharge](#)

[your sales](#)? Swift offers free 1 ASIN reports ([Amazon listing audit](#)), affordable Image stacking, A+ recharge, SEO Listing, and PPC services to enhance your product listing, visibility, and sales. Moreover, our Amazon Catalogue Course will help you become an experienced Amazon seller.



## Stop Missing Out on Amazon's Goldmine!

Gain Actionable Insights that profitably scale your Amazon business with our comprehensive 30-Point Review. At SwiftStart your brand's long term value is based on results driven analysis of your data.



## About Swiftstart

SwiftStart is where magic meets functionality. We are your ticket to better business outcomes for your Amazon brand! With a proven approach to digital marketing, PPC management, creative services, and customer experience, we craft the perfect recipe for your success. Our secret ingredient? Cutting-edge technology combined with the brightest advertising minds from all corners of the globe. Lets partner to take your Amazon growth to new heights!



**Geoff**  
Bekavac



**Marty**  
Borotsik

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Also, if you want to streamline your brand's operations without hiring an agency, our 450+ [Amazon SOPs](#) Library is your solution. So, don't miss out on the opportunity. Contact our [Amazon agency](#) experts today and take the first step toward elevating your brand's presence.

Join our social footprint for more Amazon insights and growth hacks. Become a part of SwiftStart [Amazon Mastermind](#) to stay updated with the latest Amazon news, tips, and growth hacks.

## **Frequently Asked Questions Related To Amazon Keyword Research**

### **How Can I Find Competitor Keywords On Amazon?**

Utilize Amazon keyword research tools like Helium 10 or Jungle Scout to analyze competitor listings and identify relevant keywords.

### **How To Find Negative Keywords Amazon**

Conduct thorough research on your Amazon advertising campaigns, analyzing search terms that generate clicks but not conversions, and add those as negative keywords to refine your targeting.