

In the world of [Amazon selling](#), Platinum Keywords emerge as the secret weapon for sellers aiming for higher [product ASINs on Amazon](#) and a superior shopping experience.

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Highlights

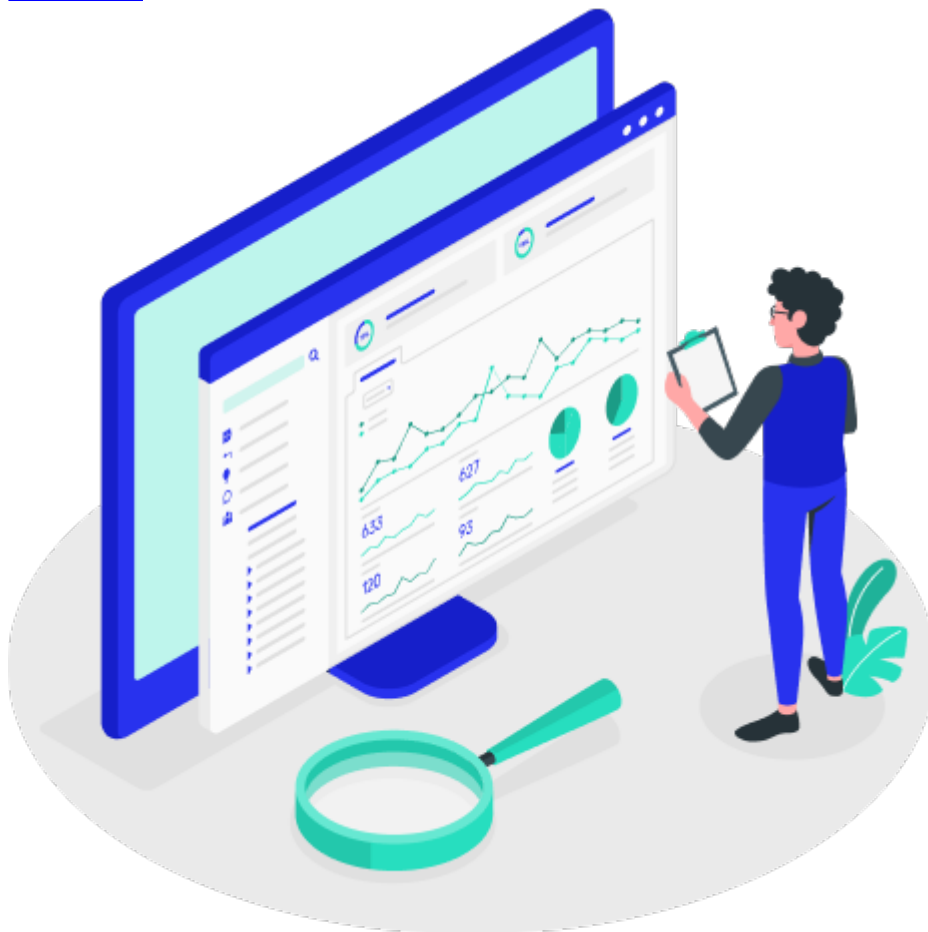
1. Explore how Amazon Platinum Keywords strategically position sellers' stores for increased visibility and provide an [inclusive shopping experience](#).
2. Learn effective methods, including [Google Keyword Planner](#) and a unique formula, to identify these keywords with high audience appeal.
3. Understand the role platinum keywords play in Amazon SEO, surpassing generic terms and optimizing search engine results.
4. Discover the step-by-step instructions to access and manage Amazon platinum keywords for optimal product listings.
5. Gain insights into nine practical tips for strategically integrating these keywords into your website.

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Why We Wrote This?

This content aims to empower [Amazon sellers](#) with comprehensive insights into the strategic significance of Amazon Platinum Keywords. By identifying, utilizing, and optimizing these keywords, sellers can enhance their visibility, attract a targeted audience,

and boost sales.

Therefore, in this blog, we'll discuss platinum keywords, how to identify and find them, why they're important in SEO, and 9 tips on leveraging these keywords for effective SEO on Amazon and other platforms.

What Are Platinum Keywords in Amazon?

In [Amazon Seller Central](#), Platinum keywords Amazon emerge as the pivotal tools that empower top-tier sellers to position their stores and product lines for higher visibility strategically.

These specialized keywords serve as the linchpin for Platinum Sellers, offering a pathway to enhance their store's prominence on the Amazon platform and curate a seamless and compelling shopping experience for their valued customers.

How to Identify Amazon Platinum Keywords?

Now, you're aware of what are platinum keywords on Amazon. Let's discover how you can identify them. When identifying platinum keywords on Amazon, the key lies in finding those that attract a substantial audience and possess a high potential for converting searches into valuable sales.

Although these keywords on Amazon are often fiercely competitive, their ability to yield a significant conversion rate makes them worth pursuing personal branding and professional development. Here are some approaches that you can use to identify them:

1. Google Ads Keyword Planner

One effective tool for this purpose is Google Ads Keyword Planner. By utilizing this tool, you can delve into the number of searches each keyword receives and their average monthly cost.

2. Keyword Value Formula

Also, you can consider the following formula to calculate a keyword's value, which adds a quantitative dimension to our evaluation:

Keyword Value = (Search Volume) / (Competition)

This calculation gives a value between 0 and 1, with lower values indicating higher desirability. Ideally, a keyword with a value of 1 signifies that it is virtually untouched by other advertisers, presenting a prime opportunity.

3. Evaluate Search Results

Another strategic approach involves manually inspecting the search results for specific keywords. Pay attention to those with a combination of high popularity and low competition.

If you spot multiple high-authority sites on the first page, it could be a strong indicator that the keyword is a prime candidate for platinum status.



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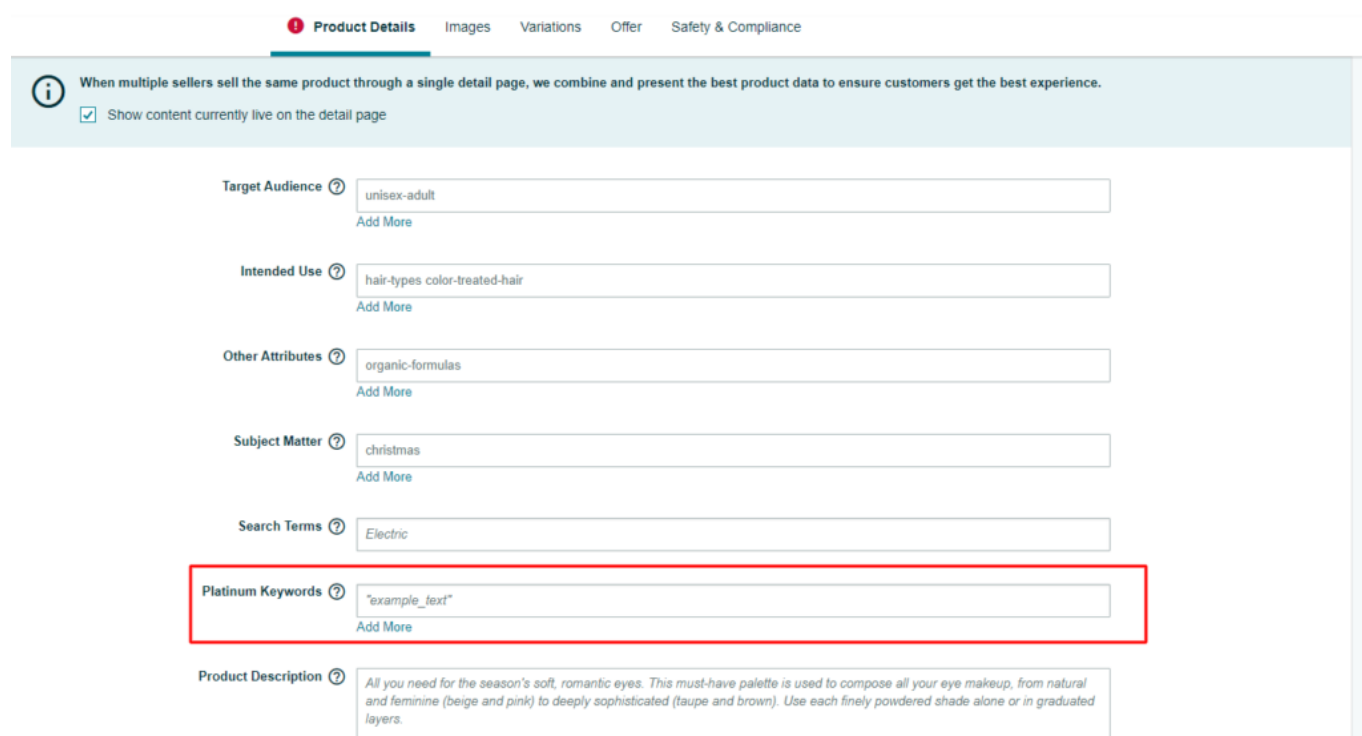
Why Are Amazon Platinum Keywords Important in SEO?

SEO stands as the linchpin for ensuring visibility and, consequently, success. Also, the digital arena has numerous websites competing for attention using similar keywords. Therefore, the choice of keywords becomes a pivotal determinant of success. This is precisely where the significance of platinum keywords emerges.

Platinum Keywords transcend the ordinary; they represent the specific words and phrases people search for on platforms like Google. In contrast to generic or "vanilla" keywords such as "dogs" or "cars," keywords are a dynamic force in the [Amazon SEO](#) playbook.

On platforms like Amazon, these keywords are vital in optimizing search engine results, functioning as a potent tool to elevate your website's visibility in the highly coveted Search Engine Results Pages (SERPs).

How to Find Amazon Platinum Keywords?



The screenshot shows the Amazon Seller Central interface for a product detail page. At the top, there are navigation tabs: "Product Details" (selected), "Images", "Variations", "Offer", and "Safety & Compliance". Below the navigation is a light blue banner with an information icon and the text: "When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience." Below this banner is a checkbox labeled "Show content currently live on the detail page" which is checked. The main content area contains several input fields for product attributes, each with a question mark icon and an "Add More" link below it:

- Target Audience**: unisex-adult
- Intended Use**: hair-types color-treated-hair
- Other Attributes**: organic-formulas
- Subject Matter**: christmas
- Search Terms**: Electric
- Platinum Keywords**: *example_text* (This field is highlighted with a red border in the image)
- Product Description**: All you need for the season's soft, romantic eyes. This must-have palette is used to compose all your eye makeup, from natural and feminine (beige and pink) to deeply sophisticated (taupe and brown). Use each finely powdered shade alone or in graduated layers.

The slots for Platinum Keywords remain open within your Amazon Seller Central account.

It's important to note that these keywords hold significance exclusively for Platinum Sellers. Follow the below steps to find them:

1. To begin, access your Amazon Seller Central account.
2. Hover over the "Inventory" menu and select "[Manage Inventory](#)."
3. Choose "Edit Listing" within the menu to incorporate Platinum Keywords for a specific listing.
4. When you access the Keywords tab through the [Amazon Keyword tool](#), you'll find the section to review existing Platinum Keywords or introduce new ones to enhance your product listings.

9 Tips for Optimizing Your Website's Ranking with Amazon Platinum Keywords

Integrating Amazon platinum keywords thoughtfully into your website is crucial for boosting its ranking. Consider the following 9 tips to leverage Amazon platinum keywords effectively:

1. Title Tag Integration

Ensure that these platinum keywords find a prominent place in your title tag. Recognized as one of the key elements influencing search engine rankings, the title tag informs visitors about your page's content and signals to search engines the subject matter.

2. Headings Incorporation

Headings play a pivotal role in helping search engines comprehend webpage content. Use Amazon platinum keywords strategically in headings, ensuring grammatical coherence. Headings, often bold or underlined, grab attention, making your content more visible and reader-friendly.

3. Content Integration

[Optimize Amazon listing](#) with a keen eye on the words people commonly search for. For instance, if your online store specializes in pet products, include specific breed names in your descriptions. This enhances your site's discoverability when users search for those specific breeds.

4. Tagging in Advertising

Maximize the impact of Amazon platinum keywords by incorporating them as tags in Google Ads or Facebook ads. This simple tactic ensures your content appears prominently in search results without an excessive [advertising budget](#).

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5. Long-Tail Keywords in Content

Use long-tail [Amazon negative keywords](#) to expand your search visibility. For instance, instead of targeting a generic term like "women's jeans," consider using more specific phrases like "women's blue jeans" or "skinny women's jeans" to capture a broader audience.

6. LSI Keywords Utilization

Integrate Latent Semantic Indexing (LSI) keywords alongside your main keyword. LSI helps search engines identify synonyms and related concepts. For instance, if your main keyword is "women's blue jeans," consider incorporating terms like "jeans styles" and "jeans brands" in your content.

7. Strategic Use in Blog Posts

Leverage blog posts as a dynamic tool to attract search engine traffic. Thoughtfully weave Amazon platinum keywords into topics that resonate with your audience. Striking the right balance is key—avoid excessive keyword usage to prevent a spammy appearance while confidently placing them for optimal impact.

8. Inclusion in Product Pages

Capitalize on the potential of product pages to showcase Amazon platinum keywords. The more product pages you feature, the greater the opportunities to seamlessly integrate these keywords into your descriptions. Maintain a balance between keyword usage and delivering high-quality [Amazon A+ content](#) to convert leads into customers.

9. Comprehensive Keyword Audit



The image shows a user interface for a keyword audit tool. It features two input fields. The first field is labeled "Search Terms" with a help icon and contains the text "Electric". The second field is labeled "Platinum Keywords" with a help icon and contains the text "example_text". Below the second field, there is a small blue link that says "Add More".

Conducting a thorough keyword audit reveals your current ranking keywords and competitive landscape. Understand the differences between Amazon platinum keywords and general search terms. This insight enables the identification of new content opportunities tailored to specific keyword phrases, contributing to an enhanced online presence.

The Verdict

This comprehensive guide explains the significance of Amazon platinum keywords, offering strategic insights on identification, access, and optimization. Moreover, with our 9 expert tips, you can stand out your products in the vast Amazon landscape. So, utilize Platinum Keywords's power and transform your Amazon venture into a thriving success story.

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Frequently Asked Questions

What Are Amazon Platinum Keywords?

Platinum keywords on Amazon are premium search terms that sellers can assign to their products for a fee. These keywords enhance product visibility by increasing the appearance in relevant search results.