



Promotion Tool #6 – Keywords

Purpose

The purpose of this lesson is to teach you about the importance of keywords in your promotions and how to go about effectively using them to promote your products.

Keywords – Google vs. Amazon

When someone wants something to rank on Google (a website, etc.), they typically use keywords as part of their SEO strategy. This will mean strict use of keywords for such things as anchor texts, etc.

On Amazon, there is a little more flexibility. Ranking can occur apart from keyword-stuffing and, in fact, it is not recommended to do so. The areas on Amazon where keywords would be seen need to be reader-friendly because customers to Amazon will be reading them.

To explain, when setting up products on Amazon, there are three places you can use keywords:

- Product title
- Search keywords
- Product description

Were you to keyword-stuff these areas, it would make the reader experience somewhat unpleasant and, for all intents and purposes, isn't necessarily going to have the added benefit you think it will. A good rule of thumb for using keywords might be "season, don't stuff". People will search for products on Amazon using keywords, so if you use them effectively without overdoing it, you can get very good results. People will find your products, and reading your titles and product descriptions will be very easy.

Keyword Relevance

So the question now remains as to what is the relevance of keywords. Well, to understand how Amazon matches their different products with keywords people use to search for them, "*keyword relevance*" is a good thing to know.

A good way to illustrate keyword relevance is by example. If you type "blue yoga mat" into the Amazon search field, you'll notice right away that, unless it's been ranked really well, the product titled "blue yoga mat" is not necessarily listed at the top of the results list. This implies that having the keyword in the title (either as the whole title or in the beginning of it) doesn't guarantee the product will rank at the top of that keyword niche. However, in order to appear



on that results list of a keyword search, the keyword has to appear somewhere on the product listing (e.g. title, description).

Note: the keyword doesn't even have to appear in the title or description. As long as it appears somewhere on the product listing page (e.g. tags, reviews, etc.), the product can still make it onto those keyword search results lists.

Example

One product that appears when you do a keyword search for "blue yoga mat" is the product "Everything Yoga Ultra Thick Yoga Mat". If you go to this product's listing page, you'll see why this product appears on the results list.

First, on the product page is a color palette. When you hover your mouse pointer over the different colors, you will see that the word "blue" is used in a couple of the color descriptions (dark blue, light blue):



Further down the page you will see the keyword used in the "Product Description":

Product Description

Everything Yoga has been searching for years for the perfect (yoga mat) and this is it! This extra-thick 1/4 inch mat has the cushion, comfort and "stickiness" in 12 great colors: Dark (Blue), Purple, Dark Green, Burgundy, Light (Blue), Light Purple, Light Green, Light Lavender, Orange, Pink, Yellow and Red.

Another great location to add extra keywords is in "Tags". You can add your own tags and get others to do the same, which can help rank better for a specific keyword.

Another location to find/add keywords is in reviews. Having that keyword in a single review is enough to have your product appear in the search results list for searches on that keyword.

Choosing Keywords

As you can see, there are multiple ways to add keywords to your product listing so that it can appear on search results lists and potentially rank high for that keyword.

Knowing where to put keywords is one thing. However, knowing how to choose keywords is another whole discussion. Knowing which keywords to use will depend on looking at Google search volume and seeing what keywords you want to rank for.

As well, it heavily depends on your strategy. If you're using Kindle books to rank well on Google, you are likely going to choose different keywords than if you were just looking to rank on Amazon. This is true because Google is going to be much more competitive to rank for a single keyword than Amazon will be.



Conclusion

As you can see, keywords do have relevance on Amazon although in a slightly different way than on Google. Understanding how keywords are relevant, combined with your strategy, may help you decide which keywords you want to choose.

Once you have your keywords chosen, however, you want to place them wherever you can. "Season, don't stuff" each individual location (e.g. the title) but definitely use as many locations as possible, such as title, product description, tags, reviews, etc.