

FINDING HOT KEYWORDS

Finding the Best Keywords

When it comes to boosting your low-content book ranking on Amazon, there are many factors that go into how well you rank. The higher the ranking, the more exposure you'll receive.

StartupBros has an in-depth post outlining all the different variables when it comes to ranking on Amazon. I suggest reading that over to better understand how it all works. You can find that article here: <https://startupbros.com/rank-amazon/>

One thing that all Amazon sellers will agree on is that keywords play one of the greatest roles in helping buyers find your books.

If you're anything like me, this isn't going to be one of your favorite subjects. Keyword research has never been something I've ever found particularly enjoyable, but I knew that to maximize exposure and boost my book sales, there was no way around it: I needed to learn how to find the best keywords and categories.

Ugh. Let's make it as painless as possible, shall we?

The great news is that there is a method to the madness when it comes to marketing on Amazon and boosting your book's visibility and rankings (which means, more sales!). It all comes down to knowing **exactly** how to trigger Amazon's algorithms.

And it starts by recognizing one important fact:

Amazon isn't just a marketplace, it's a search engine!

If you want to boost your book ranking, you need to keep this in mind. Just like Google, Amazon matches keyword strings with products that are relevant to user search queries.

In fact, when it comes to securing a higher ranking on Amazon, gaining traction, and maximizing exposure, it all comes down to 2 main things: **keywords & categories**.

Keywords will help to dramatically improve discoverability of your book. They also make it easier to get your book into popular sub-categories, rather than just the main ones accessible to you via your KDP dashboard.

Unfortunately, keywords are often underutilized, or used incorrectly by authors, which results in their books not being seen by readers.

The truth is, without targeted keywords, no one will find your books. And without proper category placement, no one will understand your brand.

Thankfully, coming up with the best keywords for your book doesn't have to take a lot of time. The goal is to uncover 10-15 keyword strings commonly used by potential readers, and then use them within your book listing and other areas that all work towards triggering Amazon's algorithms.

To start, Amazon allows you to include up to **7 keywords** for every book you publish. These keywords are entered when you create your book listing via your KDP dashboard.

They also don't have to be individual keywords; nor should they be. You can enter in keyword phrases to take full advantage of the space you're given.

Example: Rather than using "journals" as one of your keywords, you could use: "journals for pregnant moms".

In author circles, we refer to this as our *hidden keywords* because they aren't seen by readers. They're only known to the authors who use them.

Then you have the *front-end keywords*. These are keywords used throughout your book listing itself, editorial comments, and even reviews. These are visible to potential readers.

Here's exactly how to uncover the best keyword strings for your book so you can maximize exposure and sales.

Tip: Before you start, I recommend using Google Chrome in **incognito mode** when searching for keywords. That way Amazon isn't using your account history to determine what results to show you.

Even if you log out of your Amazon account, your browser's cookies could affect the data.

To start, visit Amazon.com and enter the Kindle marketplace. You want to complete the next step from the **Kindle store** because it will give you far more accurate results when searching for keyword strings.

To get there, type in KINDLE STORE into the search page on Amazon.com, or click the drop-down menu on Amazon.com and choose Kindle Store as shown below. Click the search icon and then choose "Kindle eBooks" from the side bar.

Now that we're deep within the Kindle eBooks category, we can finally begin our keyword research.

You start by typing keywords into the Amazon search bar once you've dug deep into the sub-category that best matches your book. Think about a common keyword in your genre and enter that in.

When you do that, Amazon will offer recommendations by providing a drop-down list of commonly used keyword strings and phrases. These keywords are based on what readers are actively using on

Amazon to find relevant books!

Look at my example below:



When it comes to finding keywords this way, there are a few things you want to keep in mind:

Focus on **long-tail keyword strings** rather than single keywords. Think about how you would personally search on Amazon to find products that you are interested in.

You never want to enter just a single keyword when publishing your book via KDP because that's not how people typically search for things!

If you were a paranormal romance reader, you wouldn't just type in "romance" because it's too broad of a keyword, right? You probably wouldn't even type in just "paranormal romance" because it's not specific enough if you only read books about werewolves or dragon shapeshifters.

Instead, you'd type in a full keyword string that's far more descriptive, such as "dragon shifter romance", or "werewolf shapeshifter romance series". Keep this in mind when considering what keyword strings to use in your KDP dashboard.

You are only given the opportunity to use 7 keyword strings. Use them wisely by focusing on long-tail phrases that incorporate multiple keywords, instead of just one.

Explore Every Page Listing.

Don't rely just on the keyword phrases provided by Amazon's auto-fill in tool. You want to type those recommended keyword strings in yourself and visit every page so that you can double-check that your book would make sense being featured there.

Include the word “and” in your keyword search.

If you enter in a primary keyword (such as 'journal') + the word “and”, Amazon will provide you even more long-tail keyword strings.

Keep track of every popular keyword phrase you find.

Even though you can only use 7 within your book listing, you'll be able to use other keyword strings in other places on Amazon.

Save 1-2 keywords for your main categories.

To get into the main categories that best match your book, you'll need to include one of Amazon's primary category keywords in the 7 you can enter via your KDP dashboard.

Check out the category page here for details on the best keywords for your book.

https://kdp.amazon.com/en_US/help/topic/G200652170

The key is to think from a reader's perspective. When they visit Amazon looking to buy a book, they do one of the following:

- 1: They use the **on-site search bar** to type in relevant keywords relating to the books they enjoy.
- 2: They **browse categories** looking for interesting reads.
- 3: They go to the **authors pages** they're familiar with and look through recent releases, as well as the also-boughts (the books that are recommended by Amazon because they're similar to previous purchases).

So, if you want to maximize book sales, you need to cover all 3 areas.

You do that by discovering popular keyword search terms and incorporating them into your book listing

page, and making sure your keywords and categories align with your genre so that you appear in the also-bought section of other authors.

Tip: Publisher Rocket: Find the most profitable keywords, categories AND niches in minutes.

This is a **huge time saving tool** that helps you find the best keywords for your books as well as the top categories for your genres and market. We absolutely love this tool and it's currently set as a one-time fee rather than monthly (though there's rumor, that's going to change soon).

Get it here: <https://profitablejournals.com/kdprocket>

Once you have a list of possible keywords, the next step is to include them in prime locations to boost visibility.

Where to Use Keywords for Maximum Exposure:

First, use the 7 keyword spots available in your KDP book listing. Again, keep in mind that you should

use keyword-phrases (long tail) and not individual keywords. Make every character count!

Examples: *gratitude journals for moms to be, pregnancy journals for first time moms, etc.*

Next, whenever possible, include one of your primary keywords in your book title.

Note: The sub-title doesn't have to be included on your book cover, however the title must either appear on the front cover or the spine.

And finally, incorporate it into your book blurb/description. Again, keep in mind that you are writing for readers first, not the Amazon search engine.

Don't stuff keywords into the blurb, but instead focus on including them in a way that makes sense.

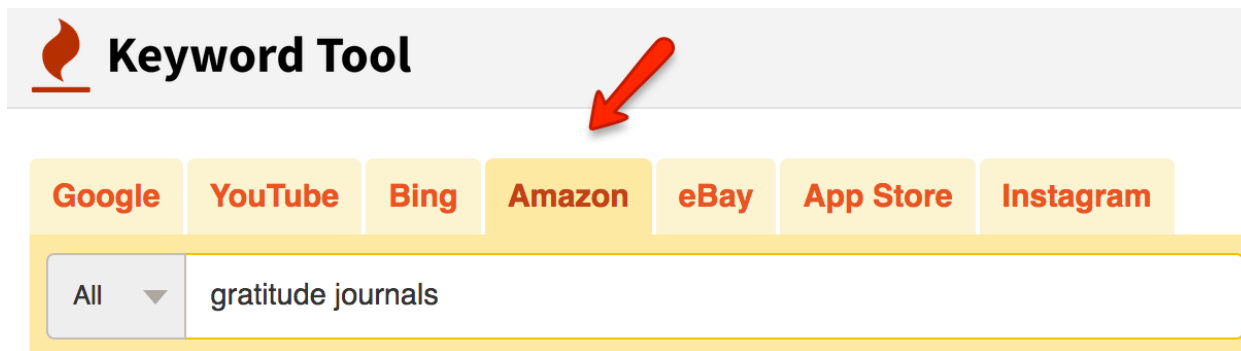
Just make sure to avoid using keywords that misrepresents your brand or your book. In addition, stay away from blacklisted keywords including:

- Bestseller
- Free (or other price based keywords)
- Trademarks of any kind.
- Other author names.

Here are a few other keyword tools I use:

<https://keywordtool.io/>

Start by clicking on the “Amazon” tab and then enter a seed keyword as shown below:



Keyword Tool

Google YouTube Bing **Amazon** eBay App Store Instagram

All ▼ gratitude journals

You'll then be given a full list of relevant keywords.

<input type="checkbox"/> ▼ Keywords ?	Search Volume ?	Trend ?	CPC ?	Competition ?
<input type="checkbox"/> stripbooks	15,000	95%	0.00	0.00
<input type="checkbox"/> gratitude journal	15,000	95%	0.00	0.00
<input type="checkbox"/> gratitude journal for women	15,000	95%	0.00	0.00
<input type="checkbox"/> gratitude journal for kids	15,000	95%	0.00	0.00
<input type="checkbox"/> agenda organisateur journal gratitude	15,000	95%	0.00	0.00
<input type="checkbox"/> simple abundance journal of gratitude	15,000	95%	0.00	0.00
<input type="checkbox"/> gratitude journal brenda nathan	15,000	95%	0.00	0.00
<input type="checkbox"/> gratitude journal for boys	15,000	95%	0.00	0.00
<input type="checkbox"/> tiny buddha gratitude journal	15,000	95%	0.00	0.00
<input type="checkbox"/> gratitude coloring journal	15,000	95%	0.00	0.00
<input type="checkbox"/> gratitude journal christian	15,000	95%	0.00	0.00
<input type="checkbox"/> daily gratitude journal	15,000	95%	0.00	0.00
<input type="checkbox"/> journal de gratitude en français	15,000	95%	0.00	0.00
<input type="checkbox"/> journal de gratitude	15,000	95%	0.00	0.00
<input type="checkbox"/> five minute gratitude journal	15,000	95%	0.00	0.00

Do You Need This Information?
Keyword Tool Pro Provides Search Volume Data
For English Keywords. Try It Now!

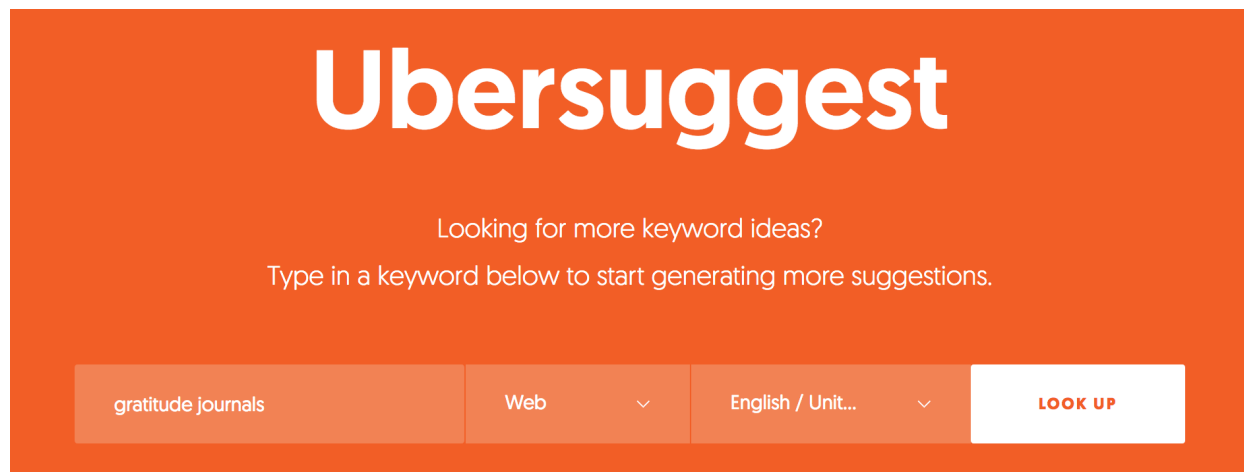
This is as much as you get out of the free version, but it's still a great way to come up with keyword

phrases for your books. If you upgrade, you'll gain access to search volume, competition levels and more.

I also use the Instagram search option to uncover popular tags that I can use when creating posts to promote my books.

Another great keyword research tool can be found at: <https://neilpatel.com/ubersuggest/>

Begin by entering in your seed keyword and then watch UberSuggest go to work for you!

The image shows the UberSuggest website interface. It has a solid orange background. At the top, the word "Ubersuggest" is written in a large, white, sans-serif font. Below the title, the text "Looking for more keyword ideas?" is centered in a smaller white font. Underneath that, the instruction "Type in a keyword below to start generating more suggestions." is also centered in white. At the bottom, there is a white search bar with a light gray border. Inside the search bar, the text "gratitude journals" is entered. To the right of the search bar, there are two dropdown menus. The first is labeled "Web" and the second is labeled "English / Unit...". To the right of these dropdowns is a white button with the text "LOOK UP" in orange, uppercase letters.

UberSuggest gives you a ton of different keyword options so it's easy to find targeted keywords for your book listings in a matter of minutes.

Proceed to module #7: Choosing Categories