

The Ultimate Guide to Amazon Keyword Optimization

From Research to Implementation:
Step-by-Step Strategies for Success



Keyword Research

- Review top 10 competitors' keywords for trends
- Build a comprehensive keyword list
- Prioritize by volume, competition, and relevance

— Quick Facts —

- An estimated 70–80% of top-selling Amazon products use targeted keywords effectively.
- Products optimized with high-relevance keywords see a 30–50% increase in visibility.



SEO Optimization Timeline

- **Days 1–30: Initial Indexing**
 - Index 1,000 keywords and add 500 words of crawlable text.
- **Days 31–60: Keyword Refinement**
 - Work toward having 1,200 keywords indexed by this point.
- **Days 61–90: Advanced Optimization**
 - Focus on getting keywords ranked 20–50 up to the top 10.
- **Day 91 & On: Market Share Strategy**
 - Use Search Query Report to refine listings and maximize impressions.



PPC Campaign Optimization

- **Create Segmented Campaigns**
 - Start with 1 Auto, 8 Manual, and 1 Video for a total of 10 segmented campaigns.
- **Weekly Adjustments**
 - Adjust bids based on Search Term Reports, lowering those with high ACOS.
- **Promote High-Opportunity Keywords**
 - Run exact match campaigns for high-potential search terms.

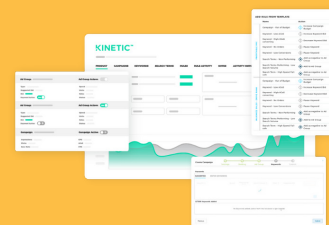
— Quick Facts —

- Well-structured PPC campaigns can reduce ACOS by up to 20–30%.
- Segmented PPC campaigns generate 2x higher click-through rates.



Ready to optimize your Amazon listings for success?

- Sign up for a free trial to access the full Viral Launch suite of tools—and see how our Kinetic PPC tool can deliver up to **4X ROAS**.



Start for Free Today



Trusted by 55K+ brands

