

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.



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.



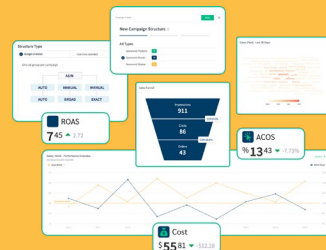
SEO Optimization Timeline

- 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.



Ready to optimize your Amazon listings for success?

- Sign up for the Scaler plan today—backed by a 7-day money-back guarantee and see how our AdSprout PPC automation delivers an average **+36% ROAS** lift in just six weeks.



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