



VIRAL LAUNCH

AMAZON KEYWORD TOOLS: HEAD TO HEAD



We put the top three Amazon keyword research tools to the test.
Which one came out on top?

**YOUR KEYWORD TOOL MAY BE
MISSING HALF OF YOUR
PRODUCT'S RELEVANT
KEYWORDS.**

**AND IT MAY BE COSTING YOU
THOUSANDS OF DOLLARS.**



Using Viral Launch's Keyword Research, we gathered a list of 3 products' most relevant keywords with high search volume to see how the top Amazon keyword tools stacked up.

Using a Reverse Market Lookup and Market Relevancy Calculation, Keyword Research finds all of your product's most relevant keywords with just one search. For example, a search for first aid kit results in relevant terms including related keywords (like travel first aid kit) and horizontal keywords (like medical bag).

Putting the two most popular Amazon keyword tools to the test, we analyzed their keyword results in comparison to the hyper-relevant lists provided by Keyword Research.

Spoiler alert: both of these keyword tools missed over 100,000 monthly searches on a majority of products!

EYE CREAM

Monthly Search Volume Found

Keyword Research: **385,000**
Competitor A: **50,000**
Competitor B: **210,000**

Top 20 Relevant Keywords

Keyword Research: **20/20**
Competitor A: **4/20**
Competitor B: **13/20**

Search Term	KEYWORD RESEARCH Monthly Search Volume	KEYWORD TOOL A Monthly Search Volume	KEYWORD TOOL B Monthly Search Volume
eye cream	48,820	352,184	35,011
moisturizer for face	36,636	x	x
retinol cream	29,460	x	x
face cream	19,299	x	x
eye gel	15,997	x	27,854
under eye bags treatment	13,450	x	8,577
dark circles under eye treatment	13,387	x	12,519
anti aging face cream	13,161	x	14,792
eye cream anti aging	13,042	11,760	16,968
wrinkle cream	12,311	x	11,918
facial moisturizer	11,725	x	x
retin a	10,565	x	x
eye serum	6,115	x	4,633
under eye cream	5,884	85,978	5,926
eye bags treatment	4,786	x	4,752
korean eye cream	3,742	35,836	x
eye cream for dark circles	3,251	x	4,540
eye cream for wrinkles	2,594	x	3,107
puffy eyes treatment	2,565	x	2,533
retinol face moisturizer	2,549	x	x

FISH FOOD

Monthly Search Volume Found

Keyword Research: **115,000**
Competitor A: **30,000**
Competitor B: **62,000**

Top 20 Relevant Keywords

Keyword Research: **20/20**
Competitor A: **6/20**
Competitor B: **13/20**

Search Term	KEYWORD RESEARCH Monthly Search Volume	KEYWORD TOOL A Monthly Search Volume	KEYWORD TOOL B Monthly Search Volume
fish food	11,569	127,041	11,328
betta fish accessories	8,836	x	x
betta fish	6,721	x	6,311
automatic fish feeder	5,054	x	3,916
beta fish	4,820	x	x
betta fish food	3,078	29,570	3,769
fish feeder	3,008	x	2,662
algae wafers	2,894	x	2,652
fish food flakes	2,748	6,295	2,884
godfish food	2,556	x	2,594
koi fish	2,284	x	x
brine shrimp	2,130	x	x
cichid food	1,997	x	x
tetra fish food	1,900	25,014	2,006
betta food	1,667	x	1,613
tropical fish flakes	1,537	x	1,575
new life spectrum	1,490	x	x
tropical fish	1,390	x	1,368
beta fish food pellets	1,289	4,599	x
fish food pellets	1,227	9,135	1,234

FIRST AID KIT

Monthly Search Volume Found

Keyword Research: 433,000

Competitor A: 263,000

Competitor B: 135,000

Top 20 Relevant Keywords

Keyword Research: 20/20

Competitor A: 10/20

Competitor B: 11/20

Search Term	KEYWORD RESEARCH Monthly Search Volume	KEYWORD TOOL A Monthly Search Volume	KEYWORD TOOL B Monthly Search Volume
first aid kit	111,133	349,200	106,592
emergency kit	17,344	x	13,739
first aid	9,885	x	10,806
first aid 2018	9,677	x	7,649
trauma kit	6,909	x	x
baby first aid kit	6,531	54,933	x
medical bag	4,843	x	x
first aid kits	4,777	31,543	5,517
travel first aid kit	3,899	8,336	x
first aid kit for car	3,614	6,857	2,855
first aid supplies	3,400	x	3,052
medical kit	3,186	x	28,98
first aid bag	3,139	x	x
car first aid kit	2,992	10,349	2,602
emt supplies	2,809	x	x
small first aid kit	2,598	11,385	2,032
med kit	2,107	x	2,125
mini first aid kit	2,047	13,361	x
tactical first aid kit	1,841	9,598	x
hiking first aid kit	1,600	6,598	x

THE MOST RELEVANT RESULTS

To get an exhaustive list of relevant terms, Keyword Research runs a massive **Reverse Market Lookup**. Think a Reverse ASIN Lookup, but bigger and better. The downside to Reverse ASIN Lookup is that it only finds indexed words for one single competitor, which means you could miss some really crucial words for your product. In contrast, a Reverse Market Lookup finds the most comprehensive list of indexed words from all of your top competitors.

Essentially, we're looking at the top selling listings across your entire product market to ensure we're capturing all your most important keywords. This ensures you don't miss any crucial keywords for your market, and as a result, we gather a large pool of relevant keywords for your product.

Next, we take that comprehensive pool of keywords and run it through our sophisticated **Market Relevance Calculation**. This proprietary process weeds out irrelevant terms and gives you a list of hyper-relevant keywords for your product.

Alongside all of your product's most important terms, Keyword Research provides:

-  Accurate search volume data based only on Amazon data
-  Historical search volume trends
-  Priority, relevancy, and opportunity scores
-  CPC suggested bids
-  Easy integration with other Viral Launch research software



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