MY AMAZON GUY

Phase 3 SEO: High-Level Keyword Strategy for Advanced Keyword Striking Distance Rankings

Video: <u>https://youtu.be/hKZgn_0JyB8</u>

Objective: Ensure that Organic Phrases are "hit" with Strikezone keywords (ranks 20-50) with the goal to get them to rank 1-19.

Strikezone Strategy Goals/Tasks:

- Redo current backend Search Terms for mature listings
- Ensure that Organic Phrases are "hit" with Strikezone keywords (ranks 20-50) with the goal to get them to rank 1-19.
- This strategy is only for mature listings that index for 800+ organic keywords
- Rotate keywords every 3 months (set a recurring Asana task for this)
- Only do this when you have already applied Pink Terms Optimization (SEO Phase 2)
- This is not a total keyword rework, such as SEO Phase 1

Click here to find the SOP for <u>Amazon Search Term Optimization through the Brand Dashboard</u> (for SEO Phase 1 and 2).

Starting Instructions:

1. Create a spreadsheet using this sheet as a template:

https://docs.google.com/spreadsheets/d/1rmjPdPDkGAiHaFhR4tYeAM1o5maiqBw6v23I xa2Gv1l/edit#gid=0

The purpose of this spreadsheet will be to:

- a. Make it easy to see what keywords we are currently hitting and tracking
- b. Plan future keyword rotations easily
- c. Demonstrate process and progress to the client if they need/want to follow

Create the first table. This table should include three columns:

- Keyword
- Organic Search Ranking



• Search Volume

Keyword	Organic Search Ranking	Search Volume
basketball backpack	22	6,848
soccer bag	23	4,626
soccer backpack	34	3,180
soccer bags for boys	49	1,454
soccer backpacks with ball holder	38	902
board game packpack	22	759
stadium ii backpack	26	610
volleyball duffel bag	22	487
diadora backpack	22	299

Below the table add two cells:

- "Indexed for"
- "total # ORGANIC Keywords" (shown at the top when generating the keywords using Helium
 - 10)

Indexed for:	4,570 ORGANIC Keywords

To make the current ASIN easy to find, below this include:

- ASIN
- Listing URL
- Title

ASIN	Listing URL	Title
B07VRDQP91	https://www.amazon.com/d	Volleyball Backpa



To the right of the first table create the second table for tracking the keywords. This will be checked and updated every 3 months (creating a new Tracking table to the right so we can track history). It should be empty when the spreadsheet is first created. This table should look like the following:

Tracking		
Date	Keyword	Current Organic Search Ranking
		9
		Updated By:

The Date should be the day that the update/check took place. The Updated By box should be the name of the person performing the check/update, so if there are any questions about the research or tracking it is easy to figure out who worked on this.

If there are multiple ASINs for a client that have Strikezone keywords that we're tracking please make a different sheet for each ASIN and label the sheet. This makes it easy to track keywords across multiple ASIN's.

2. Login to Helium10 and choose the Cerebro tool (reverse ASIN lookup)



3. Input your ASIN and click "Get Keywords"

a. If the ASIN has fewer than 800 organic keywords that it indexes for, this strategy will not work for it. Update the Asana task and move on to the next ASIN.

		TOOLS	PROFIIS FOLLO	DW-UP FREEDOM T
CEREBRO Reverse ASIN Lookup				
* B07W6JN68J				
Exact ASIN match Q Get Keywords Q Get C	Competitors			
ASINS		DISTRIBUTION		FREQUENTLY
Momstir Wine Glass Decanters Hand Made Diamon.		total keywords 1,240	ORGANIC KEYWORDS 958	
	>	SPONSORED	AMAZON	B01M0JNJGO
		KEYWORDS	RECONNERDED	

4. Filter by Organic Rank 20 - 50

a. Organic keywords ranked 20 - 50 are the Strikezone keywords that we're looking for

TOTAL ORGANIC KEYWORDS KEYWORDS 1,240 958 SPONSORED AMAZON KEYWORDS RECOMMENDED 423 22	BO1MOJNJGO View all Frequently Bought T
Organic Rank ③	Word count ③
× 20 - 50	2 - Max
一 个	
Competing Products (?)	Show phrases that contain: ③
ax Min - Max	🗸 All 🗌 Any
< .a.	Competing Products ®

5. Sort Search Volume by highest to lowest.



a. This will help you choose the best Strikezone keywords to focus on

	Sort by:	Search Volume High T	o Low 🗸 🗸
Match Type	Amazon Recommended Rank	Sponsored Rank	Organic Rank
0	<i>a</i>		74
0	1		302

- 6. <u>Now that you have your keywords add them to the excel sheet you</u> <u>made</u>
 - a. Click "Export" in the top right corner, then "Excel"

9		,
	Exce	/ el
	e To F 自 Cop	rankenstein by to Clipboard

- Once the excel file has downloaded open it.
- Copy and paste the information in the excel spreadsheet into the Google Sheet that you made earlier. (Should be pasted below the information already there. See example doc).

Make sure to freeze the row up to the top row of the table you've pasted in.

MY AMAZON GUY

B	Strikezor	ie ne	yword SLO	- Flille	21 2		
	File Edit	View	Insert Form	at Data	Tools	Add-ons Help	Last edit wa
9	~~		Freeze	,	•	No rows	E
fx 1		~	Gridlines	20		1 row 2 rows	
2	Keyword		FIOLECIEU Ialiyo			Up to current roy	w (13)
3	basketball back		Formula hor			op to content to	3
4	soccer bag	~	Formula bar			Ma aslumas	5
5	soccer backpac		Show formulas	Ctrl+	ð.	NO COlumns)
6	soccer bags for					1 column	1
7	soccer backpac		Hidden sheets		2	0 a al uma a	2
8	board game par		induction of the other			2 columns)
9	stadium ii backr		Zoom		•	Up to current co	lumn (M)
10	volleyball duffel				_		7
11	diadora backpa		Full screen		0	22	299
12							
13	Indexed for			4	570 OR	GANIC Keywords	

Filling out this spreadsheet correctly is crucial to tracking Strikezone keywords correctly, and will be part of the doc that is delivered directly to the client.

More info about Strikezone Keywords:

- Keywords Organically Ranked Between 20-50 are called Strikezone Keywords
- These keywords give us an opportunity to get further sales
- We are already indexing for these keywords
- The goal of this strategy is to start ranking higher for these keywords, increasing listing traffic
- Every 3 months we rotate the keywords we're "striking" using keyword ranking we pull from Helium 10



7. Implement your keywords into the associated listing

a. For this example, you can add the occasions on Subject Matter, target demographic on Target Audience, product features on Other Attributes. See below.

Search Terms ()	wine décor home glass decanters dad mom girlfriend boyfriend liquor whiskey whisk
Target Audience 🕄	men dad
	women
	adults winosaur
	Add More Remove Last
Subject Matter 🕲	best man groom fathers mothers day
	home gifts birthday christmas holiday
	vodka bottle stoppers housewarming
	Add More Remove Last
Other Attributes 🚯	crystal glass decanter
	anniversary gifts for her him
	wedding birthday gifts
	wine lovers gift
	Add More Remove Last
Used For1 - Used For3 🚯	whiskey whisky wiskey liquor
	bourbon tequila alcohol
	vino decoracion para el hogar
	carafe décor kitchen
	jarra de vidrio espíritu
	Add More Remove Last

Note: If you still have some bytes left on your backend KWs, just add them. NEVER delete existing KWs.

8. <u>Have someone (Dustin or Katrina) check your spreadsheet and</u> <u>keywords after implementing</u>

- a. This will minimalize errors made across the task. Implementing this strategy is more complex than the first two Phases, and everyone will likely make mistakes as they perform this task.
- 9. Create a recurring Asana task to track progress



- a. Once you've checked off your work make a recurring Asana task for checking the progress of the Strikezone keywords.
- b. Set the task to recur every 90 days (three months) and include a link to the spreadsheet you made in the task description.
- c. Assign the task to yourself unless otherwise directed.

10. <u>Check on the Strikezone keywords every 90 days</u>

- a. When checking on the progress of Strikezone keywords, first duplicate the green "reporting" table in the spreadsheet you made.
- b. Using Helium 10's Cerebro tool, look up the ASIN. Make a note of the following:
 - i. The number of organic terms the ASIN indexes for
 - ii. The current rank of the organic terms recorded in the blue table on your spreadsheet
 - iii. Include your name in the green table in the appropriate cell so anyone with questions knows where to go
- c. Check each keyword's current organic rank against the rank when you first made the spreadsheet.
 - i. If the current organic rank is higher performing, report it to the client.
 - ii. If the current organic rank is the same, rotate that keyword out and replace it with another keyword from your list (with that keywords organic rank). Then report to the client.
 - iii. If the current organic rank is lower performing, rotate that keyword out and replace it with another keyword from your list (with that keywords organic rank). Then report to the client.
- d. Finally, if a Strikezone keyword now has a ranking of 1-19, notify the client and rotate that keyword out as well. This is considered a success and is the whole point of this SEO strategy.
- e. When done make sure that an account manager is aware of the progress/report.

Note: When rotating out keywords for any reason, make sure that you also go change it in the listing backend or A+ content. Only changing it in the spreadsheet does not update the listing.

Other Strikezone Notes and Resources:

Adding KWs on A+ Content:

You can add your KW results to your title and bullets (if possible). You may utilize them as well to further optimize your A+ Content.

Caution: Do NOT use any Trademark or Trademark Terms as KWs as alt-texts. This will cause listing yanking.



Steps:

1. Inspect your A+ Content by right clicking the image, and click inspect. You should see something like this:



2. Add the striking distance KWs to the alt-text by going to Advertising > A+ Content.

amazon seller central	Ρ				Out
Catalog Inventory Price	ing Orders Advertising	Stores Reports Per	ormance Apps & Services	B2B Brands	
MARKETPLACES 3 ~	OPEN ORDERS	7 DAYS SALES \$132.95	BUYER MESSAGES	BUY BOX WINS 100% ≁ ✓	TOTAL BALANCE \$2,536.63 ~

3. Input your ASIN to find the EBC and click the EBC with the content status "Approved"

	ands					inquisin •	search	4 Messi	ges Help Settings
	Q Search for ASI	IN or product name						or Start c	eating A+ content
se the A+ Content Manager to add rich content to the detail page that showcases your brand and educates customers about product features.									
×	Show at	uto-created content	0						< 1 >
content type	⊽ lan	guage	∇	ASINs	last modified		▽	content status	∇
EBC	USI	English		1	10/29/2019			Approved	
EBC	USI	English		1	10/22/2019			Draft	
	customers about product x content type EBC EBC	Q Search for ASI customers about product features. Image: Content type X Image: Content type EBC US EBC US	Q Sarch for ASIN or product name customers about product features. x Show auto-created content content type v Language EBC US English EBC US English	Image: Second for ASIN or product norme customers about product features. Image: Show auto-created content of content type Image: Show auto-created content type		Q. Search for ASIN or product name customers about product features. x Show auto-created content o content type V Ianguage V ASINs Last modified EBC US English 1 10/29/2019 EBC US English 1 10/22/2019	Image: Search for ASIN or product name customers about product features. Image: Image	Q. Search for ASIN or product name customers about product features. content type Ianguage ASINs Iast modified IO/29/2019 EBC US English 1 IO/22/2019 EBC US English 1 IO/22/2019 Iast modified Investment of the startes of the sta	Q Search for ASIN or product name or Start of constraint of the second s

4. Click Edit.



amazon seller central P Catalog Inventory Pricing Orders Advertising Stores Progra	ams Reports Performar	nce Apps & Services Brands	Momstir 🗮	www.amazon.com - Momst 👻 English 👻	Scarch Q Messages Help Settings
Hom Add Products a166b-dffb-4286-9063-d240377b564c > revision Complete Your Drafts	> 1572279098035				Actions 🔻 Edit
B07W6JN68J MOM-3770 Square Smooth Decanter	Language US English	Content Type EBC	Status Approved	Applied Asins	Last activity 10/29/2019
Content ASINs Related contents					
		Desktop	fobile		
		Link to prev	view		

5. Click Edit, again.

C R Timesheet - My Am T Credentials Tools Information Advertising SEO	Time Sheets 👔 Advertising Checks 🔢 Helium 10 💩 Crop Photo BeFun
Standard Company Logo	\uparrow \downarrow \times
MOMS	Edit C
Standard Product Description Text	$\land \lor \times$
B Z U ≔ ≔	
Enter body text	

6. Paste your Keywords here:

MY AMAZON GUY



- 7. Do the same for the rest of the images.
- 8. Click "Next:Apply ASINs"

	5,			Jean		Eliquisi		in wom	1102011.00		Homsur			
pply ASINs	Next:	ave as draft	Sav	ancel	C									
1		st activity	Last					Asins	Applied				Status	
		/29/2019	10/2				ft 1				Draft			
							×	\checkmark	\uparrow					
							×	\checkmark	1		-	e -		



9. Finally, click "Review & Submit"

Momstir 🔤	www.amazon.com - Mom	ist 🖌 En	qlish 💙 🤄	Search	Q Messages Help Settings
		Cancel	Back	Save as draft	Next: Review & submit
	Applied Asins			Last activity	$\boldsymbol{\lambda}$
	1			10/29/2019	

After least 90 days while tracking the process of your updated keywords through Helium 10. The easiest way to do this is by setting up the Keyword Tracker tool on Helium 10. Once 90 days have passed we evaluate and repeat the process as needed to maintain optimal rankings.