

AMAZON KEYWORD RESEARCH, LISTING OPTIMIZATION AND LAUNCH WORKSHOP DAY 1

OBJECTIVES

1. Conduct effective keyword research for an Amazon launch.
2. Identify high-impact keywords that drive visibility and sales using proven research methods and tools (Maldivian keywords)

KEY CONCEPTS

- The role of keyword research in a successful Amazon launch
- Understanding buyer intent and search behavior
- Differentiating between primary, secondary, and long-tail keywords
- The impact of search volume, competition, and relevance on keyword selection

SKILLS

- How to use keyword research tools (Amazon's data, Helium 10)
- How to analyze competitor listings for keyword opportunities
- How to generate and validate a keyword list for their specific product
- How to prioritize keywords based on search volume and relevance
- How to organize keywords for listing optimization and PPC campaigns

BREAKOUT ROOMS

- Keyword - Baby Knee pad
- Research for keywords, relevance, competition
- Add checklist to student - Check list - Search terms (students have launched), product opportunity explorer. Brand analytic top search terms, Amazon suggested search terms, Helium 10 competitors analysis (cerebro). Helium 10 magnets suggested data (not sure if this shows on the platinum subscription)
- Hot seat for team leads to share their keywords

ASSESSMENT QUESTIONS

- Where is the best place to find your best keyword for listing optimization
- What is the most important tool/platform for keyword research for a product launch
- How do you determine if a keyword is relevant for your product
- What makes a keyword too competitive to target for a product launch

DAILY WINS

1. Find Keywords for your product – Use a research tool and methods shown in the workshop
2. Sort & Organize – Sort and organize by “Root” Keywords and relevance

RESOURCES

[KEYWORD RESEARCH\(SEO\), LISTING AND LAUNCH CAMPAIGNS WORKSHOP-KEYWORD RESEARCH](#)