

PROVEN AUDIENCE FORMULA LIVE WORKSHOP

Session 4: SPONSOR: SELLER LABS BETTER KEYWORDS

00:02 Tyler Henderson: Alright. Hey, everybody. Thanks for joining. My name is Tyler Henderson. For those of you who don't know me, I'm with the Seller Labs team. If you've been to pretty much any event around Amazon, you've probably seen my face before, because I'm there. First of all, I wanna thank Brett and his team for having me out. I always enjoy coming out here, especially because it's 80 degrees, and in Georgia, it is frigid right now. For that reason alone, I like to be out here. But no, these guys have been killing it today. I love seeing them refine their content and I like coming and talking to you guys as well. For those of you who don't know what Seller Labs are, let's start with that. First of all, today, I'm gonna be talking to you about three strategies for finding better keywords. I think that this works perfectly with what Glyn and Leah just shared, and with everything else that's going on today. We're gonna be approaching it from the reverse angle that they're approaching things. So I think maybe this will give you guys a nice little kick in the other direction, just kinda get your brain brainstorming on what you should do.

01:09 TH: Here we go. For those of you who don't know who Seller Labs are, you might know us more by our most popular product, Feedback Genius. That's our most popular product. You also might know us by Scope, which has been mentioned throughout today, and that's a keyword optimization tool. A lot of the stuff I'm gonna be talking to you about today are going to be using our tool, Scope. Luckily for you, there's a free version of it, so even if you don't want to pay for the full version, you're gonna be able to use the free version, and so, that's why a lot of the tools. Who are Seller Labs? We are Amazon sellers and software developers. We stem from Amazon Sellers. Our two co-founders were Amazon Seller's multimillion-dollar sellers, and then they started building Feedback Genius. They built Feedback Genius to solve their own problem, and then figured out that it was a problem that everyone else had too. And then we just realized that we were better at software than we were at actually being sellers on Amazon, so we started doing that and keeping working with you guys.

02:09 TH: And the power of that is, we've worked with over 40,000 Amazon sellers in the last year. Even though I'm talking to you guys right here, and hoping... Hopefully, I can provide some value to you, from the data that we've seen and the people that I've talked to by being at all these

events over the last year, and from all the sellers that we sell with. We managed over \$7 billion in sales in 2016, and I haven't got the 2017 numbers yet, but I'm sure they're phenomenal. And, yeah, so that's who we are. When I started with Seller Labs, I've been with them about three years, I was employee 15 and we're now over 50 employees. And so, that's been absolutely wonderful and it's just a testament to you guys. All of this, we're talking about three tips for finding better keywords. First, I wanna set a baseline, because I know we're kind of all over the place as far as skill goes, so let's get on the same page really quick and then we'll get to the tips. Why does keyword research matter? Anybody out there in the audience that's here, anybody know? Why does keyword research matter?

03:09 S?: Amazon is search-driven.

03:11 TH: Amazon is search-driven, that's absolutely right. Amazon is search-driven. It is the world's biggest search engine for product search. So the things that Amazon has, it's just a search engine just like Google, right? Just like you need SEO, search engine optimization, on Google, you need that on Amazon. But one of the cool things that Amazon has that Google doesn't have is sales data, so that's super cool. So, keywords matter, sales matter, consistency matters. That's what I always tell people, those are the three things that matter. But today, what we're gonna be focusing in on is the keywords, because keywords can help lead to that. And they shared a lot of tips today about how to drive traffic, and about how to find the areas you need to get in. I wanna say, once we've figured out how to drive traffic to it, once we've built that funnel out, once we've found a decent product, let's talk about how to optimize that and build for conversion. So, poor listings equals poor search, right?

04:17 TH: You say, "Tyler, that's obvious. I know that poor listings is poor search," but let's take a look at it a little bit more closely. Let's look at this apple slicer. The example I always like to give is apple slicers. Why? Because it's innocuous, and when I look at this, you say, "That's an apple slicer." But guess what these people don't know? They don't tell you that it's an apple slicer. Look at the title. Obviously, I would not say, "Excuse me, do you have a corer or wedger?" I would say, "No, I need an apple slicer." If you search and nowhere in the bullet points, and nowhere in the description, I don't have room for it, do they say the words apple slicer. So that's a big thing. Additionally, look at that bullet point, the last one. I had the slide up here for, I don't know, two or three presentations, and I never saw the, "Handwashing recommended."

[laughter]

05:12 TH: Are you kidding me? You only have so much room. You only have so many characters in your title, only so many characters in your bullet points, only so many characters in your backend search terms to use. You need to be using those and don't need to be wasting on hygiene.

[laughter]

05:29 TH: Unless your product involves hygiene, not for apple slicers. Okay. If bad keywords equals bad search, good listings equals good search. Again, no duh, but sometimes these things need to be said. Let's look at a good apple slicer. Ah, first of all, apple slicer, that's the first thing you see. There's obviously branding and stuff like that by Amazon's terms are probably what you

wanna put first, because that's what they recommend. But this one says "apple slicer," and then, "a wedger, cutter and corer, easy rubber grip handle." So in order of importance of the keywords, you have that in the title. And so they touched on that in the last session a little bit, but again, I just wanted to emphasize, put keywords that matter where it matters. That's really important.

06:20 TH: Once again, if you don't tell Amazon what your product does, you'll never rank for that keyword. Let me emphasize that again. If you don't tell Amazon what your product does, you'll never rank for that term. The first listing that I showed you, let's go back a couple. "Easy fruit corer and wedger," it's never gonna rank for apple slicer, because it doesn't have the words apple or slicer in the listing anywhere. So Amazon can't say... If you search this, you can search it till the cow comes home, but you will not rank, because Amazon doesn't know that you should be ranking for it. That's super important. Now that we have that out of the way, let's talk about these strategies. Strategy one, analyze reviews. No really, no actually, actually analyze reviews, so take a look at that. The story I'd like to tell about this is, are you a horse?

07:20 S?: No.

07:21 TH: No, okay. What if someone asks you if you are a horse? The story I like to tell is, there's an old idiom that says, "The first time someone calls you a horse, you punch them in the face. The second time someone calls you a horse, look in the mirror. The third time someone calls you a horse, start looking for a stable."

[laughter]

07:45 TH: The things you need to be looking... What you need to take away from the story is, you need to look for your horses. See what people are talking about your product, how they're talking about it. What do the reviews mention consistently? If you're looking at your reviews or your competitors' reviews, what are people saying over and over again? How are they saying it? It's not only, what are they saying, but how are they wording it? That's super important. That's free information they're giving you. So if people are calling your apple slicer an apple slicer in the reviews, maybe you should be putting apple slicer pretty high. If people are calling it a corer in the reviews, maybe you should say, "Maybe I should work corer in there a little bit." Let's take a look at this. This is a review for a boom box or a Bluetooth speaker or something like that. If you take a look at it, the things that they emphasize over and over again, 35 hours of battery life, eight hours, total of 26 plus hours. So they're mentioning the battery life. That's obviously important to the people who are buying this product. This is a product review.

08:50 TH: Another thing that you can take away from these product reviews are use cases. If I'm selling a Bluetooth speaker, I would have never thought about talking about using it in baseball, but maybe that's something like text that you can use in your product description that's saying, "Oh, it's for baseball. It's for teams who need to have that, or amplify my voice maybe, or something like that to my team." Let's take another look at this. You can see sound quality. That comes up multiple times in these. "I was impressed with the weight, design and feel. I was impressed with how easily wirelessly connected." You're looking for key phrases like that, and then when you're looking at your competitors and your own listings, you can see what they say negatively. "I didn't like this." That's gold. If you're designing a new product, and your competitors have reviews that say, "I didn't like this," you should say, "Oh, I should not only design my product to do that, but I should also say

that it does this." If it does the opposite of what they're saying they didn't like, so that's super important. That's strategy one. Looking, actually reading, analyzing, making the change, that's strategy one.

10:02 TH: Strategy two. Analyze your competitor's listings. Again, this plays into strategy one. You're looking at your competitors' reviews, but this is looking at their listings. What keywords do they prioritize? Just like I showed you the two listings a second ago, we're gonna do that again right here. We have my favorite screenshot of all time, this fruit corer and wedger. So we're looking at it. I've already pointed this out to you. They've got a number up top. Let's take a little bit closer of a look. Norpro, that's the brand. 5118. What does that mean? I don't know. "5188, grip easy, fruit corer and wedger." That's what they think the most important keywords to this product are. And then we look at the bullet points. Stainless steel blades. That's probably important. Maybe not as much, but ergonomic. I don't really think of ergonomics when I think of apple slicers, but that's okay. Let's go on. Again looking at this, they think that the keywords are fruit corer and wedger. Missing terms to drive sales.

11:10 TH: 'Cause here's the honest thing. Let's just be... Let's just cut all the crap. Pardon my French. If your listings are not optimized, you're leaving money on the table. And so, I was talking with some people earlier, and I mentioned the idea of in growth marketing, you wanna address screams, not address whispers. And so, this is a scream. And so, while we don't wanna necessarily try to work in every single little keyword that we think is gonna add one extra sale upfront, but if you're missing apple slicer on your apple slicer, that's probably a scream. That's probably someone saying, "You're probably missing out on the largest keyword." Let's take a look at that. If you search fruit corer and wedger, not a lot of things show up. It is the number one though, so, for whatever that's worth. It is the number one. But let's go on. The most important keyword here is actually apple slicer. And here's how we know this. This is a screenshot of the Scope, of Scope's Chrome plugin. And you can see here in the far right, it says estimated sales, apple slicer, and then we have 114 estimated sales coming from that.

12:31 TH: If you have a really good listing and you're able to rank number one, you're leaving 114 sales on the table every month. That's a lot, even if you're only making a couple of bucks a piece, so that's a scream for me. Obviously, apple corer's pretty good, just not quite as good. So you wanna work both in. That's why the better version of this... Oh, I don't have the other slide. The better version of this is the second one that I shared, which is, "apple slicer, corer, wedger, etcetera." That's strategy two, is actually looking at your competitors, seeing what you want to put in there. Looking at saying, "Okay, this is what they find valuable. Let's check that against the data that I have." If you're running the ads, the search terms you have, you might have data on all this, if you're running an automatic campaign. Looking at a tool like Scope and seeing that, and you'll be able to figure out which ones are the ones you really need to work in.

13:31 TH: Strategy three. Oh, man, I'm blowing through this. Okay, cool. Strategy three, analyze which keywords are actually driving sales. This is kinda getting into what I was just talking about, which we wanna look at the products. I showed you in Scope just a second ago, which ones are actually driving the sales. Let's take a look at this a little bit further. If you don't know, if you can't guess based on your competitors, use a tool like Scope. Here's a GIF. If it plays, we're looking at our competitor here and we're opening up Scope. So Scope's now going over here. We can see stuff like the profit calculator. This is something, idea I might wanna source. We can also see all the

different estimated sales here. This is really cool. You can see all the different products it's ranking for, and all the different ones that estimated sales. So the small ones, the less than five, are going to be whispers, as we'll say, and the more than five and getting up into the hundreds are gonna be more screams that you're gonna definitely wanna work in.

14:38 TH: How does Tyler optimize listings? That's a really actionable thing, I think, that would be cool to work in, since I was informed that I have 10 more minutes than I thought I did. So I think that this would be a kind of a cool thing to work in. You can see here in the center, there's a product watched thing, icon. What I like to do is, when I'm building or optimizing a new listing, I'll go in and I'll watch the top 10 competitors, maybe even the the first whole page of competitors, when I search my main keyword search term. Chances are, if you've done your research on a product, you know the main search term that's driving sales. You have an idea of what that is. So I search that search term and go and watch every single competitor on the first page of that, 'cause those are the people who probably have an idea of what's going on, 'cause those are going to be your chief competitors. Chances are one to five of them are driving most of the sales on it. But it's good to have the extra info anyway.

15:42 TH: I go in and watch all of those, and then go to the Scope web app. There's the Chrome extension, and then there's the web app. And the Chrome extension is free. The web app gives you access to track all of this information and then build these smart lists that I'm about to talk about. I go in and I add them to a smart list. You can see here... Oh, do I have a mouse? I have a mouse. Alright. You can see here that I've got all these different lists, and these are all product ideas that I've either launched or considering launching. I'm doing research into them, or I'm helping someone else optimize their listings. So I've kinda got cool stuff over here like a vest, party stuff... Oh, wait, where'd it go? Handkerchiefs, can holder, and then my apple slicer list. You can see right now, I'm watching 12 different products for this apple slicer. And so what that's gonna mean is data on all these products. And so then, you can come in here and you can either download a CSV with all the info on those products, give you the sales rank of all those products, all that information. You can download all the keywords from this product from the lists.

16:54 TH: That gives me, of all 12 of those products, give me every keyword that all 12 of those products are ranking for. And that's super cool, especially when you have 12. Oftentimes, I've found that that results in anywhere from 500 to 2,000 different keywords that are listing for, once you hit that 10 number. And so I don't... That's a lot. That's more than you have room for in your listing or can reasonably use in your listing. But what that helps you find is, "Okay, which of these am I using now? Am I addressing whispers instead of screams? Are there sales that I'm missing out on because I haven't optimized my listing correctly?" You can do that, and then you can also see all the keywords... You can download the keywords, backend formatted. What that's gonna give you is the best 250 characters that Scope can give you. Assuming you haven't done any listing optimization at all, if you just need some backend search terms, we're gonna give you the best 250 characters that we can give you out of Scope. That's how I do it. So I download...

18:06 TH: Sorry, that's not the full list, that's not the full explanation. I will download the list from Scope here, the full list, and that gives you, like I said, a ton of data. This is 30-something lines of it, and you can see all the data we're giving you here is the keyword. This is the keyword search term that we use, the score. So what's score? That's a great question, Tyler, thanks for asking. No problem, Tyler. Score is a proprietary number that we... Where we put a value on all the keywords,

so you can know relatively to other keywords how strong it is. What's the difference between a 71 and a 70? I can't really tell you. It's the number that our data scientists have given back to us that says, on a scale of one to 100, one being no one ever searches this ever, don't use it, to 100 being people are searching this all the time, it's the most searched keyword, how often is it being searched? That's what score gives you. Think of it as the rule of thumb where it says very quickly, "Should I use this or not?" And if the best keyword that you've got's a 17, and the worst one you've got's a zero, then you wanna use the 17, you don't want to use the zero and so on.

19:29 TH: There's no, "You want to use this one, you don't wanna use... You only wanna use above this score," 'cause it varies depending on niche. Some niches are bigger than others. That's what you gotta keep in mind there. Search volume gives you a breakdown. All these other terms are, if you wanna dive in deeper and set your parameters based on that. Search volume gives you an estimated search volume per month for that search term. CPC estimate low and CPC estimate high will tell you, if you were to put a CPC bid on it, what you can expect to pay for that. And so that gives you another layer of, how competitive is this niche? How competitive do I want to... Do I wanna use this in my sponsored products? Do I not wanna use it in my sponsored products? Etcetera. Total product reviews, just again, gives you a... Wait, is that total product reviews? I think that's total product... No, that's not total... Sorry, sorry, that's total products that show up when you search that term. I apologize. Not total product reviews. I was like, "That doesn't seem right for total product reviews." It's because it's not. That doesn't make sense.

20:32 TH: So total products that show up for that. I think that caps out at 1,000. So if it's 1,000, assume it's 1,000 or more. And then, the last refresh will tell you when we last refreshed that. If you're watching a keyword... You can watch a keyword or you can watch a product. Watching a keyword will update it daily, that product's rank for that keyword. So you can see if you continue to rank higher or lower on that keyword. If you wanna track your ranking on it, you can do that based on that. The last refresh, that tells you the last time we refreshed that keyword specifically. What I'll do is I'll go in here and I will sort based on score and I will see which... I'll set tiers where I'll say the top 10% are ones that have to get into my listing. The next 25% are ones that are great if I can get them worked into my listing, but they're probably not gonna be in my title, and so on and so forth. The next 25% are ones that I'm... Again, would be... They're the cherry on top, if I can get them in my backend search terms, but I'm not stressing out trying to get those worked into my listing. And then the bottom percentage, I'm just cutting. And so, that's how I like to think about it.

21:48 TH: And again, this is just my rule of thumb. That's just my personal approach to it. Again, you might find something that works a little bit better for you. I've got the keywords, what do I do now? First of all, you always need to optimize your listing for conversions first. Why conversion first? And that's simply because, who's buying your product? Not a rhetorical question, who's buying your product? Not a trick question either.

22:23 S?: Humans.

22:24 TH: Yeah, exactly, humans. Literal humans are buying your product, not Amazon search robots. People might have bots that buy your things, but that's an edge case. [chuckle] Humans are buying your products, so you need to optimize your listings for the humans that are buying your products. Amazon search is great. And you're trying to serve two masters when you're optimizing your listings on Amazon. You're trying to build something that both ranks well and that also people

want to buy. Here's an example that I like to give: What good is driving traffic if you can't make any sales? That's the problem that they were mentioning earlier, that Glyn and Leah were mentioning earlier. You're having a conversion problem. If you have 1,000 sessions and a less than 1% conversion rate, that's an issue.

23:23 TH: Here's a great example of this. Does anyone remember this commercial? I'm not gonna show the commercial, but it's the Kmart commercial where it's the family in Kmart and the little kid just said, "I shipped my pants." And the parents are like, "What?" And the old lady is like, "I just shipped my bed," talking about having the bed and the pants delivered to them from Kmart.com. It's super funny. Obviously, I think so because toilet humor, and I'm immature like that. It's super funny commercial, but guess what? Since you did Kmart.com... How many of you ever been to Kmart.com? It's not good. In 2018 now, it's not good, so I can only imagine in 2014 how bad it was. This came out, and then six months later, a big portion... I think it hit bankruptcy and had to sell. I'm not 100% sure about that, but the fact that they had this viral, absolutely hilarious ad that sent people to their website, and then they didn't convert because it was Kmart.com.

24:38 TH: That's the problem. That's the classic... You have the traffic figured out. You've done the proven audience formula, you've got it figured out. You're driving traffic to your listing, but then, "Oh, wait, I've got bad pictures, I've got... My title has nothing to do with the video that I just ran. The keywords that I'm using aren't good and my grammar's terrible, and all of those things." First of all, you need to optimize for conversions first. So even if you're looking at your apple slicer and we're saying, Scope's saying or another program's saying, "Hey, you know what's a really good keyword? Pineapple slicer? A million people are searching pineapple slicer. Don't you wanna put that in your listing?" The answer is, "No." You don't wanna put that in your listing because it's not relevant. If you're using keywords that aren't relevant, that's only going to hurt your product. That's where the idea of keywords stuffing gets you in trouble.

25:37 TH: That's why it's become a faux pas, and it's only getting worse with Amazon. Because what Amazon's gonna say is, even if you're ranking well for some keywords at first, if you're stuffing and you're putting in Air Jordans in your apple slicer or whatever that aren't relevant, Amazon's gonna start to say, "Hey, we started showing you... Started serving your product for all these searches, and suddenly you stopped being good." They're gonna strike you down. You're not gonna keep ranking for that. So two, follow Amazon's rules for optimization. You want to look at their... There's a great... I can't think of what the articles called off the top of my head, but there's a... Amazon tells you what you should put in what order in your title. It should be brand name, and then all the other words, and then it tells you, "This is the number of characters you should use in your title." It's recently become 60 in some categories. They say you should only have 250 characters in your backend search terms.

26:46 TH: These things are what you need to be following, 'cause otherwise, again, Amazon is just going to put a hurting on your listings, and therefore your wallet. So use keywords and phrasings from your reviews competitors. Again, let's refresh this one more time. Use keywords and phrasing from your reviews competitors. Talk how your customers talk. That's what this whole proven audience formula is about, is... And even PPI is about finding how people are searching, what people are searching, building a product around it. Proven audience formula is about making something that's shareable, that's viral, that people attach to. Using your keywords and phrases from your reviews and from how your customers talk, how your competitors' customers talk if you're

building a competing product, is an exemplary example of that. It only fits that exactly what they're saying perfectly. So two, keep in mind that Amazon is constantly changing. I know that this is gonna be recorded, this is my caveat that Tyler can't be wrong. But Amazon is constantly changing.

27:57 TH: Like I said, the 60 characters in the title is something that's kinda come down the pipe in the last two months. The 250 characters is something that's only a couple of months older than that. You have to keep in mind that what Amazon... What worked for you today isn't going to necessarily work for you tomorrow. Again, just like they've talked about all day with the proven audience formula and PPI, you need to... Your product listing is a living, breathing organism. You need to come back and edit it. Edit it, take a look at it. If you see that you're not ranking for keywords, maybe take those out and put new ones in. This is something that you need to be tracking and keeping up with over time. And I think that's about it. If you go to sellerlabs.com/paf, you can see the deals we have for you there on Scope and Ignite. I have 10 minutes left 'cause I only planned for 30 minutes, so I'd love to take questions if you guys...

28:58 Speaker 2: Awesome. We got one. Here we go, just kidding. Coming down.

29:03 Speaker 3: Since you guys are in contact with so many Amazon sellers and stuff, what are overall trends that you see right now with Amazon selling that you guys think are really important?

29:15 TH: Great question. Absolutely, great question. I would say that the thing that I've had my eye on the most in the last year, maybe even year and a half, is sponsored product ads on Amazon. I think that that's extremely important. I think that we, up until now, have been at a point where you could buy ads for pennies on the dollar of what they were worth. And that's, I would say, not quickly going away, but quickly going away. People are realizing it. I did a survey recently, Seller Labs did a survey recently, and found out that 85% of the sellers that we interviewed have ran sponsored products. So if you're not running sponsored products, you're running behind, just honestly. And I think that's a super important trend. Like I said, I think, search engine optimization for Amazon, super important too, working on conversion. Once you get that traffic there, it's super important. If I didn't think it was important, I wouldn't have came up and talked to you about it today. I think that that's super important as well, is making sure that as you're driving that traffic, that you're actually converting on it. That's probably my two answers.

30:41 TH: Anybody else? Other questions? Comments, concerns? For those people at home, if you have questions, I'm in the group, so I'll be happy to come in and answer those. Just tag me or I'll check in on the photo as well. And for you guys here, I'm here all weekend.

30:56 S2: And then, are you gonna be here Friday too?

30:58 TH: Yeah, I'll be here.

30:58 S2: When we do Q&A?

31:00 TH: I'll be here as well for the Q&A.

31:00 S2: Cool. Awesome, so you'll be here for the Q&A. Perfect.

31:02 TH: Awesome.

31:02 S2: Awesome. Well, thanks man, appreciate it.

31:02 TH: Hey, thanks so much. Yeah.

31:04 S2: Good job. Give it up for Tyler.

31:04 TH: Always a pleasure, yeah.

[applause]

31:08 S2: Alright, everybody at home, this is our sign off. I will see you guys tomorrow, 9:00 AM, Pacific Standard Time. Take care. See ya. Everybody here, we're gonna wrap up, hang out for a little bit, and then...