THE URBAN COWGIRL PRESENTS
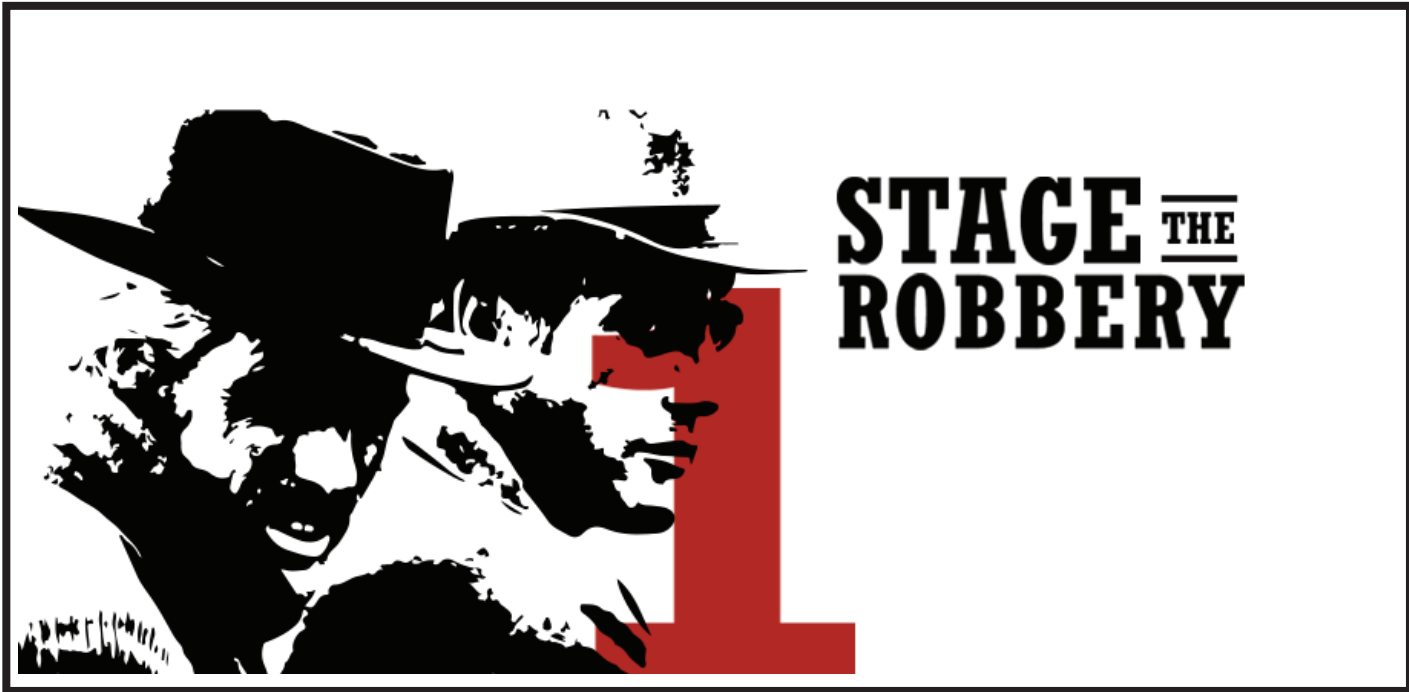# TRAIN ROBBERS &
HOLDUP MEN

We'll use this Levis Bandana Set for our product example. This is the best selling bandana set on Amazon. Even if you are the Best Seller in your category, you still need to increase sales velocity to keep the badge. The short tail keyword we're targeting is "bandana."

1

Use the Amazon search suggestion tool to start your keyword research. This will show you the most popular keyword variations searched for on Amazon. When we search for "bandana" we see that the most popular mid-tail keywords include the modifiers "men" and "red."
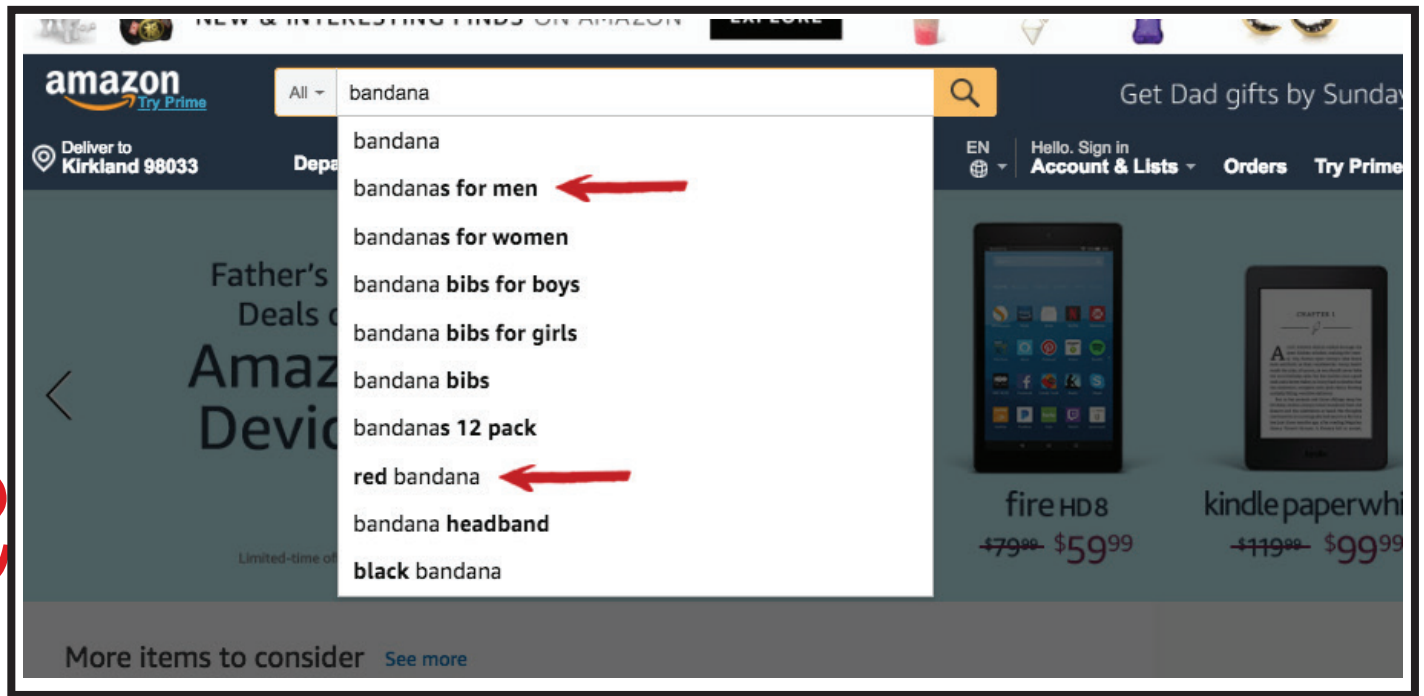
2

In the last year Amazon keyword research has evolved considerably. Amazon is releasing more data and the newest keyword tools provide advanced insights. The main feature that you want in a keyword tool is the ability to analyze broad and exact match separately.
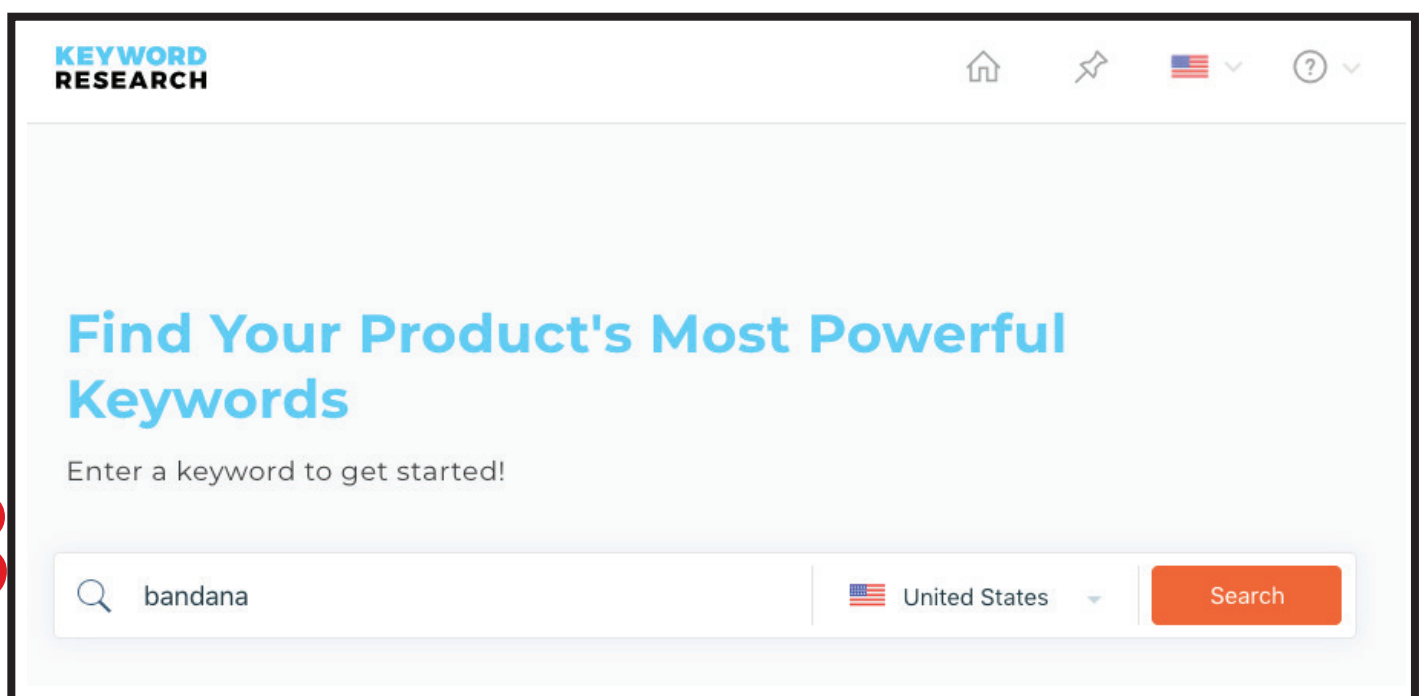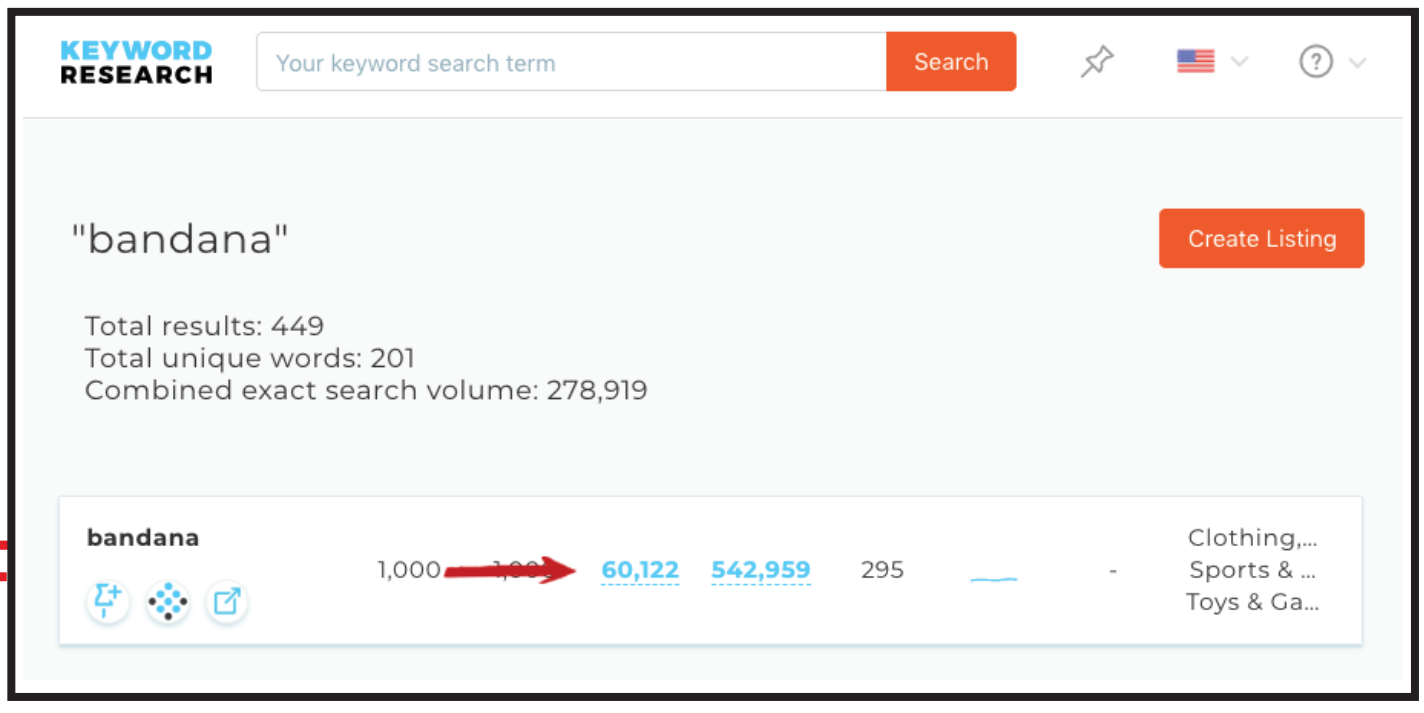
3

There's a 10X increase in traffic on the broad match "bandana". Only 60,122 searches are for the exact keyword "bandana," 542,959 searches include additional words before and after "bandana." To capture market share you'll need to win on the broad and/or phrase match.

4

KEYWORD RESEARCH

Your keyword search term | Search

"bandana"

Create Listing

Total results: 449
Total unique words: 201
Combined exact search volume: 278,919

bandana

1,000 — 1,000 → **60,122** **542,959** 295 — -

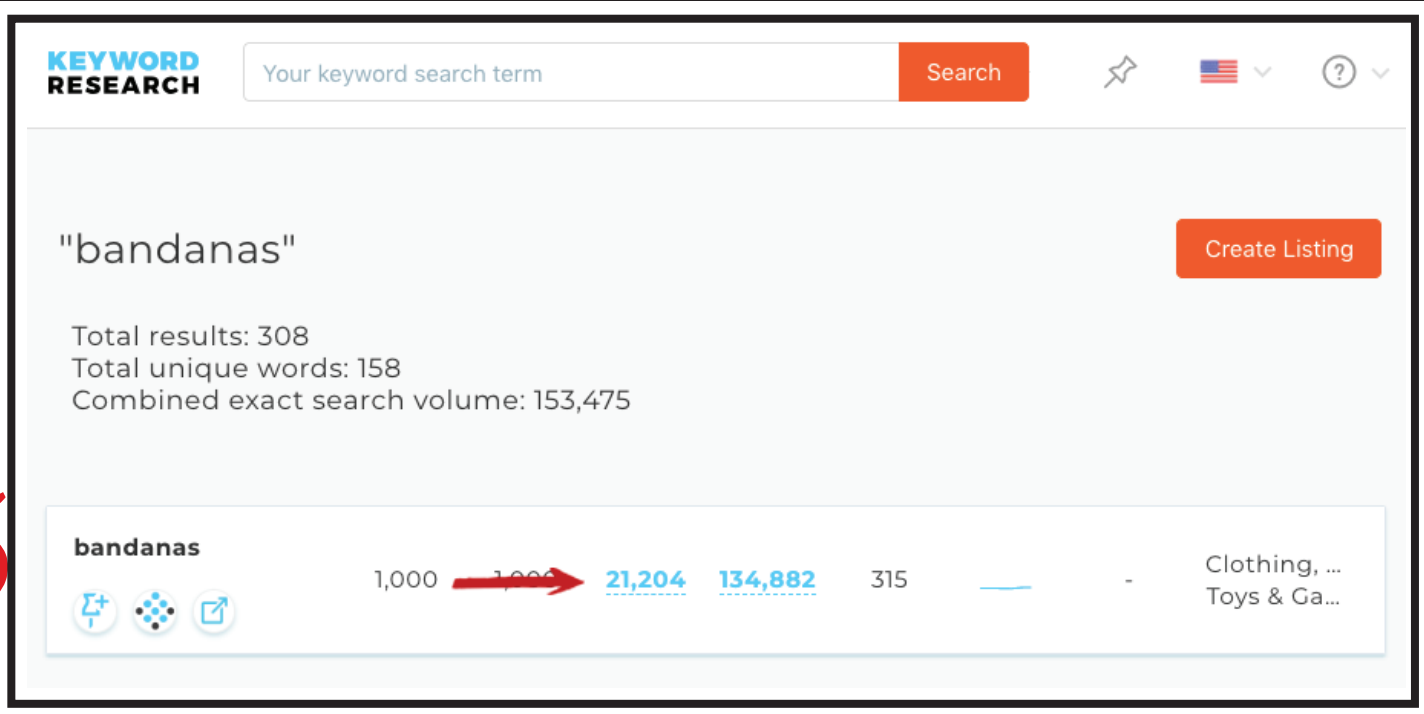Clothing,...
Sports & ...
Toys & Ga...

When targeting your short tail keywords, use the variation that has the highest search volume and avoid duplicate keyword usage. The word "bandana" has significantly more search volume than the word "bandanas" plural. Use "bandana" singular in your keyword lists.

5

KEYWORD RESEARCH

Your keyword search term | Search

"bandanas"

Create Listing

Total results: 308
Total unique words: 158
Combined exact search volume: 153,475

bandanas

1,000 — 1,000 → **21,204** **134,882** 315 — -

Clothing, ...
Toys & Ga...

The keyword with the second highest search volume is "bandana for men" this includes the modifier "men." This keyword can be targeted as exact match since 24,292 searches are exact match. You could also target broad match for additional traffic.

Keyword ∨	Priority Score ∨	Relevancy Score ∨	Exact Search Volume ∨	Broad Search Volume ∨	Opportunity Score ∨	Search Trend	Suggested CPC Bid ∨
bandanas for men	552	127	24,292	34,099	992		$0.50
handkerchiefs	0	9	1,705	23,822	410		-
hankerchiefs	7	54	1,554	20,323	985		$1.10
bandanas for wo...	0	23	12,491	18,562	990		$1.20

6

The next keyword that is relevant with high search volume is "red bandana". The modifier is "red". The traffic is 2X higher on the broad match, you'll want to target broad and/or phrase match. The exact match only has 8,830 searches, the broad match has 17,353.

Keyword ∨	Priority Score ∨	Relevancy Score ∨	Exact Search Volume ∨	Broad Search Volume ∨	Opportunity Score ∨	Search Trend	Suggested CPC Bid ∨
red bandana	0	11	8,830	17,353	633		$0.25
bandana bibs fo...	0	0	8,145	12,436	502		$7.00
bandana headba...	0	35	4,178	10,387	717		$0.34
hankerchiefs men							

7

Negative keywords are essential when targeting product pages with manual and auto campaigns. Use your short tail keyword report to discover negative keywords. The keywords "dog" "bib" and "handkerchief" would all be negative phrase match for "bandana".

Keyword ⌄	Priority Score ⌄	Relevancy Score ⌄	Exact Search Volume ⌄	Broad Search Volume ⌄	Opportunity Score ⌄	Search Trend	Suggested CPC Bid ⌄
bandana bibs	0	0	5,267	53,671	176		$7.00
dog bandana	0	2	19,428	47,199	527		$0.69
handkerchief	0	11	4,759	44,222	625		-
bandanas for men	552	127	24,292	34,099	992		$0.50

8

Choose your best selling ASIN to advertise on your most relevant keywords. When advertising on "bandana" or "bandana for men", you would use the red bandana child ASIN. It is the top selling color variation and the bright product image will click higher, lowering CPCs.

9

Share ✉ 𝐟 🐦 📌

Levi's®

Levi's Men's Printed Bandana Set

★★★★☆ ⌄   587 customer reviews
| 41 answered questions

Price: $8.00 ✓prime
FREE Shipping on orders over $25
—or get FREE Two-Day Shipping with Amazon Prime
FREE Returns

Number of Items: 3

2 | 3

Color: Red

Qty: 1 ⬍

☐ Yes, I want FREE Two-Day Shipping with Amazon Prime

Add to Cart

Turn on 1-Click ordering for this browser

◉ Deliver to Kirkland 98033

Add to List

When scaling with keyword modifiers, segment your product ASINs to match your keyword modifier as closely as possible. For example, if you were advertising on the keyword "white bandana", the modifier is "white", advertise your white bandana child ASIN on this keyword.

10

When you target your competitors' keywords the goal is to place your ads in the "Sponsored products related to this item" table on their product pages. You'll want to target all of your competitors' pages using a combination of manual and auto campaigns with negatives.

You can create AMS Product Display ads to target your competitors' ASINs directly. Product Display ads are more expensive than Sponsored Products, but give you more control over the targeting. Use Product Display ads for your key competitors and brand pages.

Target the competitors featured in the Headline Search banner at the top of the search results. Compile a list of competitors on both your short and mid-tail keyword phrases. Your Headline Search competitor could change frequently, so update your targeting regularly.

3

Compile your top ranked competitors from the Sponsored Products on the first page of the search results for your short and mid-tail keywords. You'll want to update your advertising targeting regularly to catch new competitors when they enter the marketplace.

4

Next, target the product listings that are ranked in the top 1-5 organic positions in the search results for your short and mid-tail keywords. Your key organic competitors won't change often, but new competitors that are promoting aggressively will rank in the search results.

You'll also want to target competitors on product pages listed in "Customers who bought this item also bought". The key with selecting competitors on the product pages is to look for listings that are similar to your product, so you can convert sales at a high rate.

Compile a list of competitors ranked in positions 1-10 in the your Best Seller subcategory. With Best Seller rank, it's important to select true competitors that have a similar product and price point to you. Focus on sellers that feature your main keywords in their title.

7

You'll also want to target competitors' product pages that are similar to your most popular child variations. Search for your highest volume mid-tail keywords like "bandana for men" and "red bandana" to find relevant competitors.

8

Next, compile a list of your competitors' ASINs and product titles to create a Sponsored Products manual keyword campaign. Include all brand and product names from your competitors' titles and product pages in your keyword list. Use broad match for the targeting.

9

UC | Market Analysis

File   Edit   View   Insert   Format   Data   Tools   Add-ons   Help   All changes saved in Drive

100% $ %   .0   .00   123   Arial   10   B   I   S   A

	A	B	C	D	E	
1	Brand	ASIN	Title	Monthly Revenue	Monthly Sales	Pric
2	BSLINO	B01D3B7FUK	BSLINO One Dozen/12pcs Assorted Bandanas 22X22 Inch 100% Cotton Nove	$10,363.24	1,018	
3	L&M	B06XGV3S31	LM 12Pcs Bandanas 100% Cotton Paisley Print Head Wrap Scarf Wristband (M	$4,811.40	405	
4	Levi's	B01LXQ1VJQ	Levi's Men's Printed Bandana Set,Red, White, Blue,One Size	$4,712.00	589	
5	Alotpower	B01JU9Y3LS	Alotpower 12 Pack Bandanas 100% Cotton Double Sided Paisley Print Bandar	$2,539.76	212	
6	Elephant Brand	B01ETSP198	Original Elephant Brand Bandanas 100% Cotton Since 1898-12 Pack (America	$2,430.48	152	
7	NJ Novelty	B01G2F1VO0	NJ Novelty - Leaf Green Paisley Bandanas One Dozen - Head Wrap Scarf with	$1,850.03	133	
8	Bandanas By The Dozen	B00C814WCQ	12 Color Pack Double Sided Print Paisley Bandana Scarf	$1,636.02	149	
9	Camel Brand	B0725KFPJ4	Camel Brand Bandana 12 Pack 21x21 100% Polyester (Navy)	$1,494.64	136	
10	OHSAY USA	B076ZX4BX2	Bandana 3-Pack - Made in USA For 70 Years - Sold by Vets – 100% Cotton –S	$1,322.88	104	
11	Boolavard	B074375VNB	BOOLAVARD 1s, 6s, 9s or 12 Pack Cowboy Bandanas with Original Paisley Pa	$1,275.16	142	
12	Kaiser	B00D7VJ5IW	Paisley One Dozen Cowboy Bandanas (12 Colors Assorted, 22 X 22 in)	$1,221.30	118	
13	T&Z	B076Z8YH2S	T&Z 100% Cotton 12 Pack Fine Bandanas Professional Factory Manufactured	$1,151.04	96	
14	Alotpower	B072TXRB57	12 Pack Cotton Bandanas with Different Colors for Daily Life	$1,006.32	84	
15	Elephant Brand	B01I0AQCQM	Original Elephant Brand Bandanas 100% Cotton Since 1898-5 Pack (Novelty)	$758.31	69	

Run your short and mid-tail keywords through a Market Intelligence tool to get the estimated sales volume for all of your competitors. Remove irrelevant listings that are not promoting a similar product. Compile all of your competitors in a single sheet and remove duplicates.

10

#	BRAND	TITLE	CATEGORY	BSR	BSR 30	MONTHLY REVENUE	PRICE	UNIT MARGIN
❗9	Toes Home	Toes Home 6PCS Outd...	Sports & Outdo...	457	ᴧᴧᴧ	$32,422.50	$9.90	$5.19
❗5	BSLINO	BSLINO One Dozen/12...	Toys & Games	1,039	ᴧᴧᴧ	$10,607.56	$10.18	$5.43
18	Geberiela	Geberiela Seamless He...	Sports & Outdo...	9,414	ᴧᴧᴧ	$5,988.39	$12.99	$7.83
2	L&M	LM 12Pcs Bandanas 10...	Clothing, Shoes...	413	ᴧᴧᴧ	$4,585.68	$11.88	$5.32
1	Levi's	Levi's Men's Printed Ba...	Clothing, Shoes...	222	ᴧᴧᴧ	$4,536.00	$8.00	$3.59
13	Alotpower	Alotpower Cotton Hea...	Clothing, Shoes...	1,284	ᴧᴧᴧ	$2,754.06	$13.98	$11.88
11	Elephant ...	Original Elephant Bran...	Clothing, Shoes...	2,220	ᴧᴧᴧ	$2,382.51	$15.99	$10.35
22	INTO THE ...	INTO THE AM A Night ...	Clothing, Shoes...	2,209	ᴧᴧᴧ	$2,189.00	$9.95	$8.46
❗8	Bandanas ...	Bandanas By The Doze...	Clothing, Shoes...	3,966	ᴧᴧᴧ	$1,883.55	$12.99	$7.79
15	NJ Novelty	NJ Novelty - Orange P...	Clothing, Shoes...	23,211	ᴧᴧᴧ	$1,710.93	$13.91	$8.57
7	Camel Bra...	Camel Brand Bandana...	Clothing, Shoes...	2,944	ᴧᴧᴧ	$1,395.73	$10.99	$6.10

Sort your competitors' ASINs by sales revenue highest to lowest. This will show you which competitors' product pages receive the highest number of sessions and sales. These are the product pages that you want to advertise on to drive category visibility and sales velocity.

	A	B	C	D	E	
	Brand	ASIN	Title	Monthly Revenue	Monthly Sales	Pri
2	BSLINO	B01D3B7FUK	BSLINO One Dozen/12pcs Assorted Bandanas 22X22 Inch 10(	$10,648.66	1337	
3	L&M	B06XGV3S31	LM 12Pcs Bandanas 100% Cotton Paisley Print Head Wrap Sc	$4,811.40	405	
4	Levi's	B01LXQ1VJQ	Levi's Men's Printed Bandana Set,Red, White, Blue,One Size	$4,712.00	589	
5	Soophen	B00YEKJQM0	Soophen Paisley One Dozen Cowboy Bandanas (Red 22 X 22	$4,592.17	383	
6	Soophen	B00YEKJLO8	Soophen Paisley One Dozen Cowboy Bandanas (Lavender 22	$4,508.24	376	
7	Levi's	B01MQ4II97	Levi's Men's Printed Bandana Set,Red,One Size	$4,224.00	528	
8	Fun Central	B01K5WDSQU	Fun Central AD582 12pcs 21 Inch Bandana, Red Bandana, Ba	$3,346.65	335	
9	Alotpower	B072TYHSWH	Alotpower Cotton Headbands Handkerchiefs Bandanas 12 pacl	$2,614.26	187	
10	Alotpower	B01JU9Y3LS	Alotpower 12 Pack Bandanas 100% Cotton Double Sided Paisl	$2,539.76	212	
11	Elephant Brand	B01ETSP198	Original Elephant Brand Bandanas 100% Cotton Since 1898-12	$2,430.48	152	
12	Elephant Brand	B00WR4WH1M	Elephant Brand Bandanas 100% cotton since 1898-12 Pack (D	$2,430.48	152	
13	NJ Novelty	B01G2F1VO0	NJ Novelty - Leaf Green Paisley Bandanas One Dozen - Head	$1,850.03	133	

Secure the Best Seller badge in your subcategory. The Best Seller badge will display on both your Sponsored Product ads and organic listings on the first page of the search results. Securing the Best Seller badge will increase your sales conversions by 20% on average.

1

You'll want to secure the badge in your most relevant subcategory. You can do category research for your products by looking at the subcategory your key competitors are listed. Ranking in a relevant subcategory is more important than a high level category.

2

The Levi's Bandana Set we're advertising is the #1 Best Seller in the Men's > Accessories > Bandanas category, which is highly relevant and includes our short tail keyword "bandana" in the category title. The other products ranked in the category are also bandanas.

3

This Bandana Set by Levi's is ranked #1110 in Men's > Accessories. It's not possible for a specialty item like bandanas to compete in a broad category, since sessions and sales are required to rank. The #1 best seller, sunglasses, has higher keyword search demand and sales velocity.

4

To increase sales velocity and capture the Best Seller badge, advertise on the short tail keyword "bandana". This will increase both your sessions and sales. To consistently win the Best Seller badge, you'll want your ads to rank on the broad and/or phrase match keywords.

5

When targeting short tail, high volume keywords, separate them into their own ad groups within the main product campaign. In the "bandana" example, you would create a separate ad group for "bandana" broad and "bandana" phrase, this ensures both match types get traffic.

6

COMPETITORS

TARGET YOUR COMPETITORS' PRODUCT PAGES TO GAIN MARKET SHARE

HEADLINE SEARCH	SPONSORED PRODUCTS	ORGANIC 1-5	CUSTOMERS BOUGHT	BEST SELLER RANK

KEY COMPETITORS (RANKED MULTIPLE PLACES)

UNTIL NEXT TIME
THE**URBAN**COWGIRL**.COM**