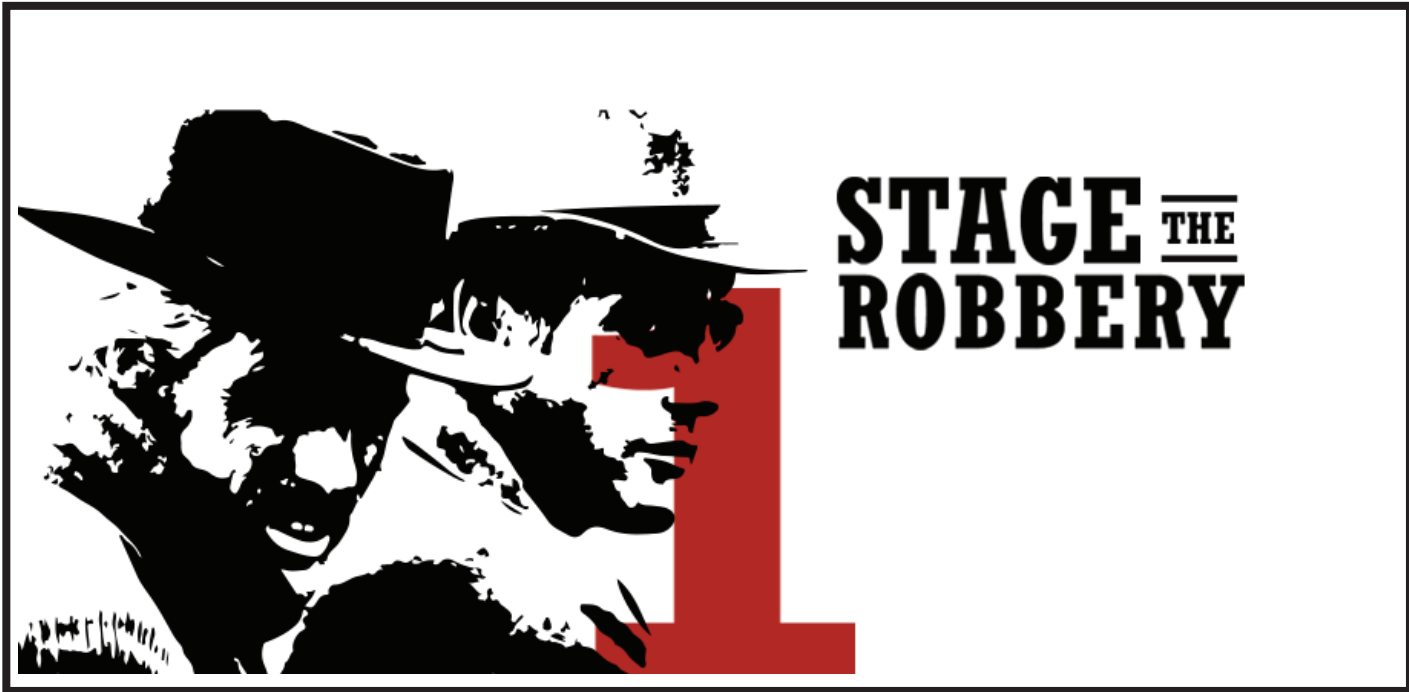


**THE URBAN COWGIRL PRESENTS**

# **TRAIN ROBBERS & HOLDUP MEN**





We'll use this Levi's 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

Share [email icon] [Facebook icon] [Twitter icon] [Pinterest icon]

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**

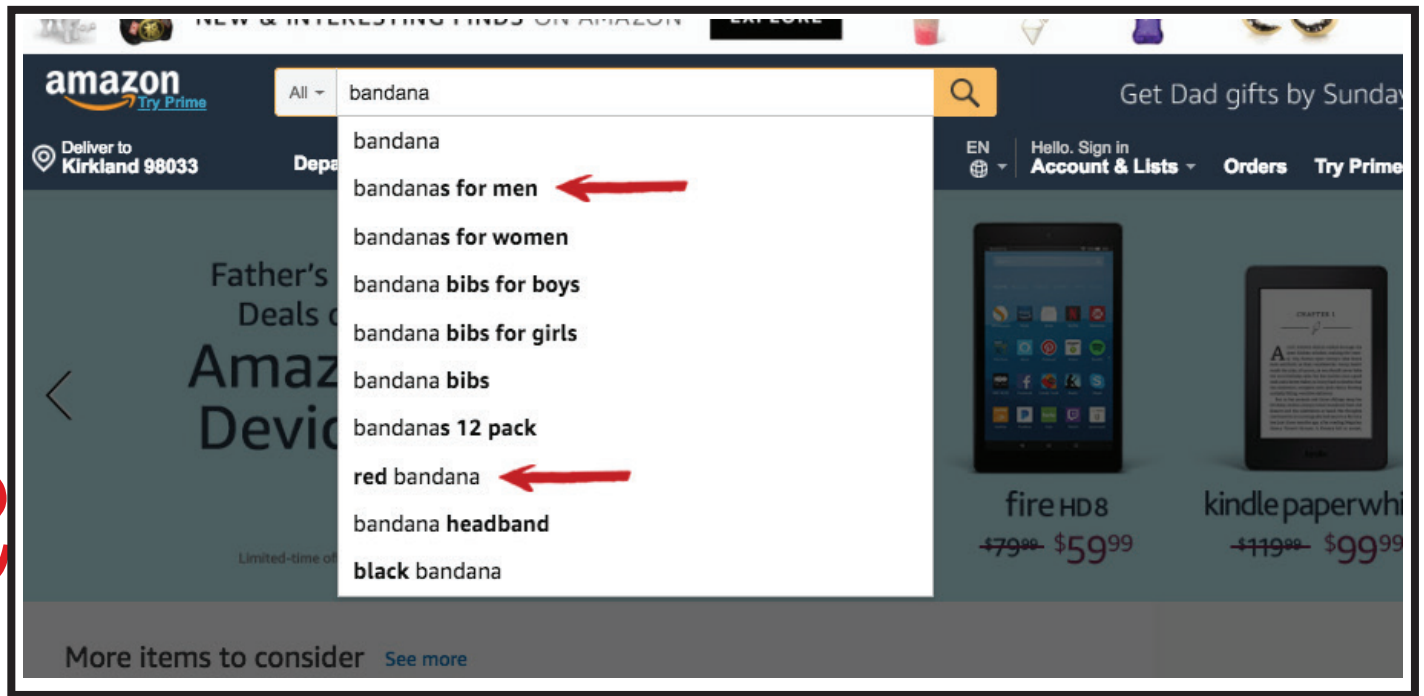
**Levi's**  
Levi's Men's Printed Bandana Set  
★★★★☆ 587 customer reviews | 41 answered questions

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

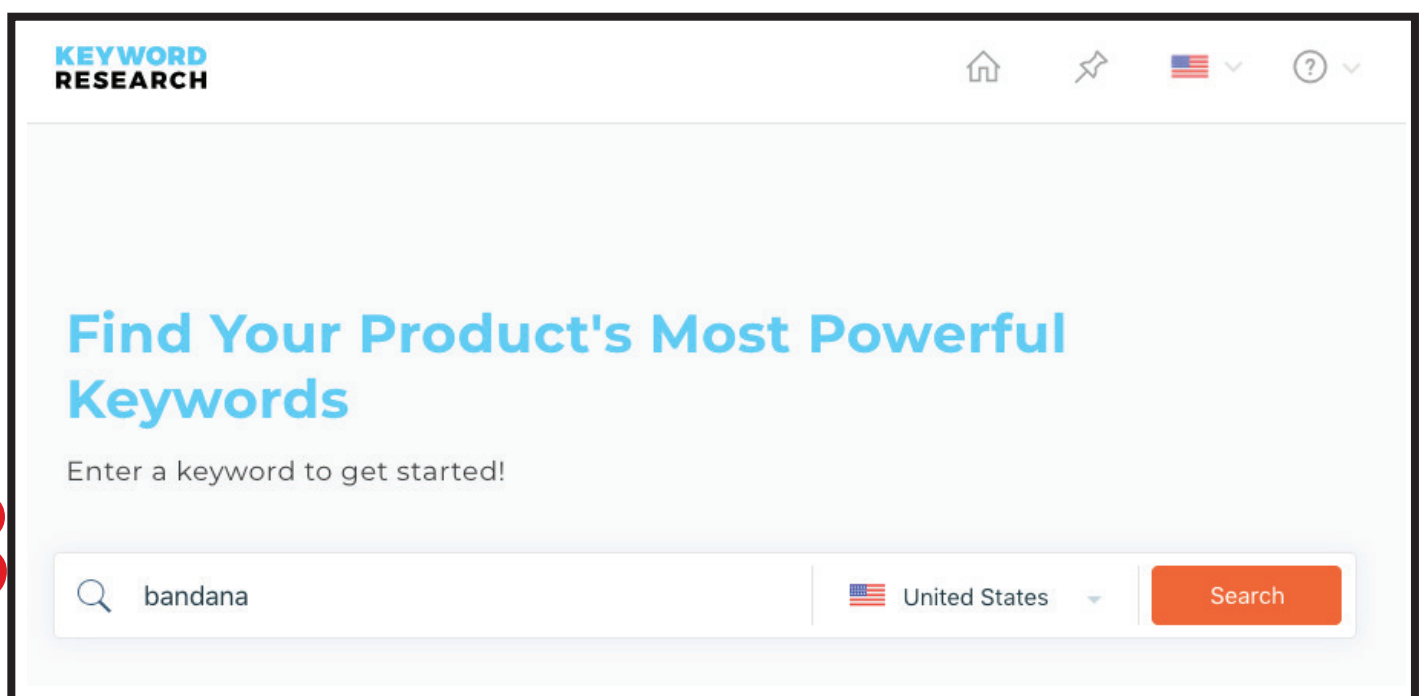
Color: Red, White, Blue

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

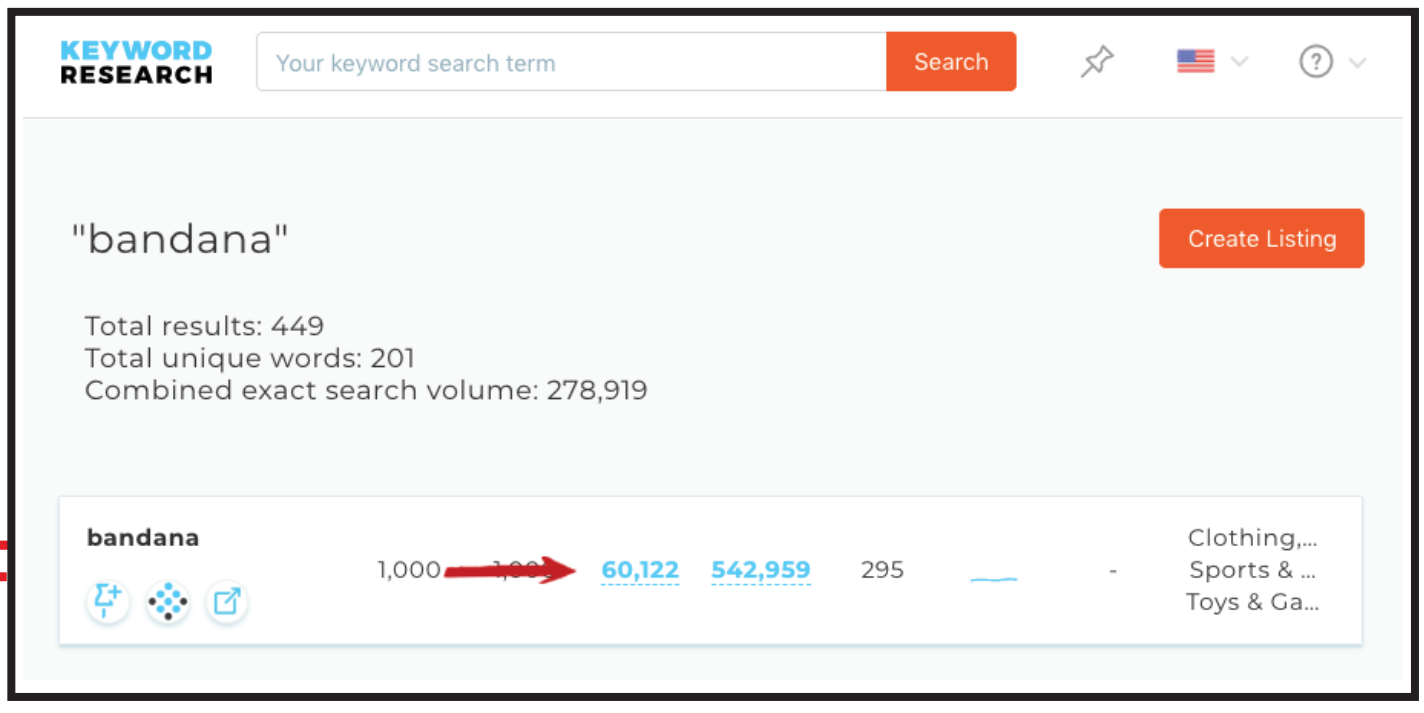
There's a 10X increase in traffic on the broad match "bandana". Only 60,122 searches are for the exact keyword "bandana," 542,959 searches include additional words before and after "bandana." To capture market share you'll need to win on the broad and/or phrase match.

**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...



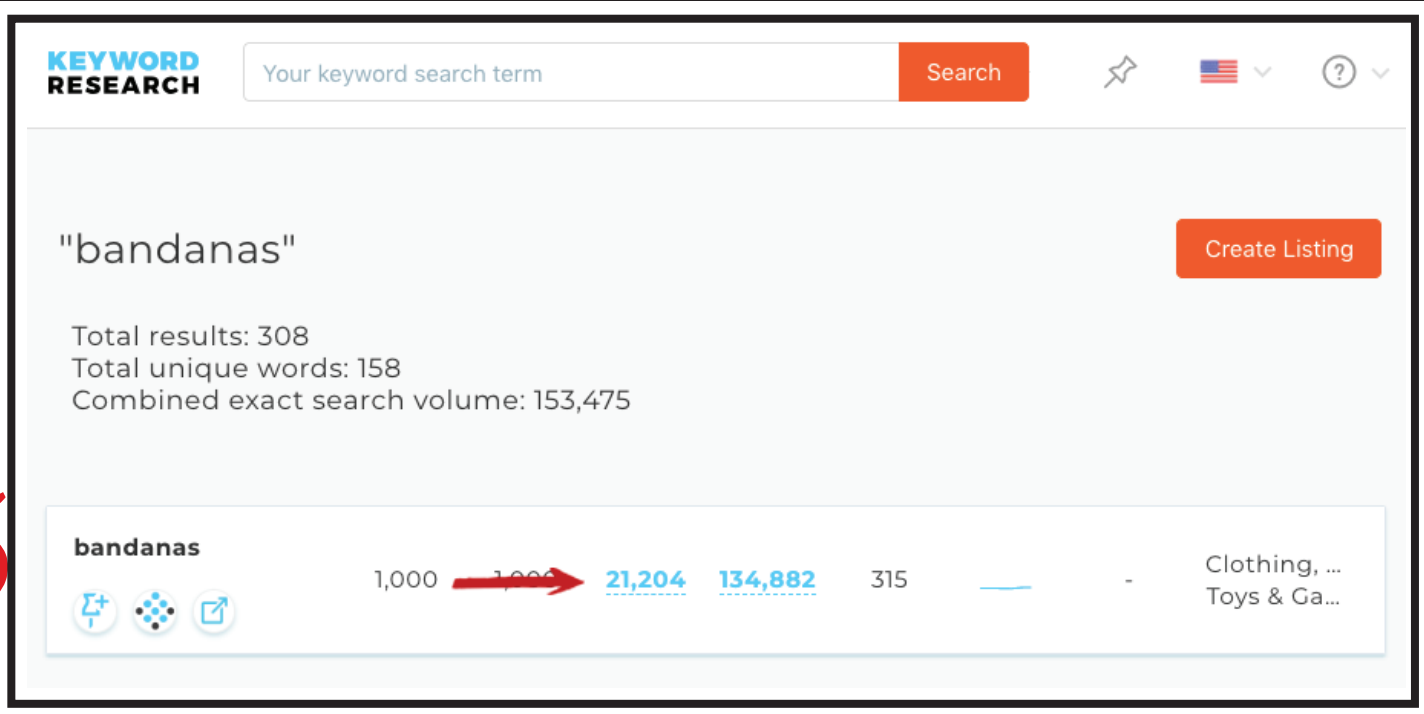
When targeting your short tail keywords, use the variation that has the highest search volume and avoid duplicate keyword usage. The word "bandana" has significantly more search volume than the word "bandanas" plural. Use "bandana" singular in your keyword lists.

**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.

6

<input checked="" type="checkbox"/> Keyword ▾	Priority Score ▾	Relevancy Score ▾	Exact Search Volume ▾	Broad Search Volume ▾	Opportunity Score ▾	Search Trend	Suggested CPC Bid ▾
<input checked="" type="checkbox"/> bandanas for men   	552	127 	<u>24,292</u>	<u>34,099</u>	992		<u>\$0.50</u>
<input checked="" type="checkbox"/> handkerchiefs   	0	9	<u>1,705</u>	<u>23,822</u>	410		-
<input checked="" type="checkbox"/> hankerchiefs   	7	54	<u>1,554</u>	<u>20,323</u>	985		<u>\$1.10</u>
<input checked="" type="checkbox"/> bandanas for wo...   	0	23	<u>12,491</u>	<u>18,562</u>	990		<u>\$1.20</u>

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.

7

<input checked="" type="checkbox"/> Keyword ▾	Priority Score ▾	Relevancy Score ▾	Exact Search Volume ▾	Broad Search Volume ▾	Opportunity Score ▾	Search Trend	Suggested CPC Bid ▾
<input checked="" type="checkbox"/> red bandana   	0		<u>8,830</u>	<u>17,353</u>	633		<u>\$0.25</u>
<input checked="" type="checkbox"/> bandana bibs fo...   	0	0	<u>8,145</u>	<u>12,436</u>	502		<u>\$7.00</u>
<input checked="" type="checkbox"/> bandana headba...   	0	35	<u>4,178</u>	<u>10,387</u>	717		<u>\$0.34</u>
<input checked="" type="checkbox"/> handkerchiefs men   	0	0	<u>1,705</u>	<u>23,822</u>	410		-

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


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.



The image shows an Amazon product page for "Levi's Men's Printed Bandana Set". The product is a red bandana with a white paisley pattern. The page includes the Levi's logo, product title, price (\$8.00), shipping information, and customer reviews. The quantity is set to 1, and there is an "Add to Cart" button. The color selection is set to "Red", and there are several other color options shown in a grid below.

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



The screenshot shows an Amazon product listing for "Levi's Men's Printed Bandana Set". The product image displays three white bandanas with a black paisley pattern. The Levi's logo is visible at the top. The price is listed as \$7.99 with Prime shipping. The page includes a star rating of 4.5 stars from 587 reviews, a "41 answered questions" link, and a "Yes, I want FREE Two-Day Shipping with Amazon Prime" checkbox. A yellow "Add to Cart" button is prominent. Other options include "Turn on 1-Click ordering for this browser", "Deliver to Kirkland 98033", and an "Add to List" button. The "Number of Items" is set to 3, and the "Color" is selected as "White". A grid of color swatches is shown below the main color selection.



The poster features a large red number "2" on the left. In the center, there are black silhouettes of two men in hats and a dog. The text "HOLD UP THE TRAIN" is written in a bold, black, sans-serif font on the right side of the poster.

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.

### Sponsored products related to this item [\(What's this?\)](#)

<b>Levi's Men's Printed Bandana Set, Multi, One Size</b> ★★★★☆ 53 \$15.00 ✓prime	<b>Bandana 3-Pack - Made in USA For 70 Years - Sold by Vets - 100% Cotton - Sewn Edges</b> ★★★★☆ 169 \$12.72 ✓prime	<b>Marino Mens Genuine Leather Ratchet Dress Belt with Open Linxx Buckle</b> ★★★★☆ 1408 \$24.99 ✓prime	<b>GB Classic Men's Handkerchiefs 100% Cotton Solid White with Stripe 17" Large 12 Pa...</b> ★★★★☆ 62 \$11.99 ✓prime	<b>EcoHanky Men's Handkerchiefs 100% Cotton 12-piece Plaid Hankies 16" Large</b> ★★★★☆ 4 \$13.99 ✓prime	Mi Ey Oz 14 \$6
--	---	--	--	---	-----------------------------

1

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.



Roll over image to zoom in

Color: 6 X Set 2



**In Stock.**  
Want it Sunday, June 17? Order within 5

Add to List

Other Sellers on Amazon

New (2) from \$8.98 & FREE shipping on orders over \$25.00. [Details](#)



Levi's

Men's Printed Bandana Set

2



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.

The screenshot shows the Amazon search results for 'bandanas'. At the top, there is a search bar with 'bandanas' entered and a magnifying glass icon. To the right of the search bar, there is a promotional banner that says 'Get Dad gifts by Sunday Fina'. Below the search bar, there are navigation links for 'Departments', 'Your Amazon.com', 'Today's Deals', 'Gift Cards', 'Registry', and 'Sell'. On the right side, there are links for 'Hello. Sign in', 'Account & Lists', 'Orders', and 'Try Prime'. Below the navigation, there is a section for 's for "bandanas"' with a 'Sort by' dropdown set to 'Relevance'. The main content area displays several sponsored products. The first product is a large image of various colorful bandanas, with a red arrow pointing to the text 'SPONSORED BY COVERYOURHAIR' and 'Bandanas, in any color and any design'. Below this text is a 'Shop now >' link. To the right of this product are three other sponsored products: 'Tie Dye Paisley Bandana - Tie-Dye Paisley Bandana In' with a 3.5-star rating and 35 reviews; 'Bandanas Cotton 12 Pack With a American Flag' with a 4.5-star rating and 24 reviews; and '6 Color Pack Print - Pack' with a 4.5-star rating. The bottom of the screenshot shows the beginning of a carousel of more products.

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.

This section shows four individual sponsored product listings for bandanas. Each listing includes an image of the product, a 'Sponsored' label, the product title, price, Prime status, star rating, and number of reviews. 1. 'Neon Polyester Bandanas, 12 - Pieces' priced at \$9.95 with Prime, a 4.5-star rating, and 2 reviews. 2. 'Fun Central AD582 12pcs 21 Inch Bandana, Red Bandana, Bandanas in Bulk, Bandanas for Men, Bandanas for...' priced at \$9.99 with Prime, a note 'Only 9 left in stock - order soon.', a 4.5-star rating, and 12 reviews. 3. 'ComboCube 12 Pack Multi-Purpose Cotton Paisley Cowboy Bandanas Headband for Men and Women, Multi...' priced at \$11.99 with Prime, a 4.5-star rating, and 19 reviews. 4. 'Ambesonne United States Bandana, American Flag, Unisex Head and Neck Tie' priced at \$14.95 with Prime, a 4.5-star rating, and 19 reviews.

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.

5

Product Name	Price	Rating
L&M 12Pcs Bandanas 100% Cotton Paisley Print Head Wrap Scarf Wristband	\$10 <sup>88</sup> - \$11 <sup>88</sup> ✓prime	★★★★☆ 203
Levi's Men's Printed Bandana Set	\$5 <sup>00</sup> - \$8 <sup>00</sup> ✓prime	★★★★☆ 587
Paisley Bandanas By The Dozen 100% Cotton 12-Pack 22" x 22"	\$2 <sup>40</sup> - \$24 <sup>99</sup> ✓prime	★★★★☆ 1,109
BOULAVARD 1s, 6s, 9s or 12 Pack Cowboy Bandanas with Original Paisley Pattern	\$1 <sup>99</sup> - \$10 <sup>88</sup> ✓prime	★★★★☆ 73

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.

6

### Customers who bought this item also bought

Product Name	Price	Rating
Levi's Men's Printed Bandana Set	\$8.00 ✓prime	★★★★☆ 587
Paisley 3 piece Assorted Cotton Bandanas	\$5.86	★★★★☆ 194
Levi's Men's Printed Bandana Set	\$7.00 ✓prime	★★★★☆ 587
Novelty Bandanas Paisley Cotton Bandanas Single Pack	\$1.99 - \$13.60	★★★★☆ 276
Levi's Printed Bandana Set (6 Pack)	\$15.00 ✓prime	★★★★☆ 53

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.

## Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

- Any Department
- Clothing, Shoes & Jewelry
- Novelty & More
- Clothing
- Novelty
- Men

- Accessories
- Belts
- Belt Buckles
- Suspenders
- Sunglasses & Eyewear
- Neckties
- Bow Ties
- Buttons & Pins
- Applique Patches
- Scarves
- Bandanas**
- Gloves & Mittens
- Hats & Caps
- Wallets
- Keychains

### Best Sellers in Men's Novelty Bandanas

1.



Levi's Men's Printed Bandana Set  
★★★★☆ 587  
\$5.00 - \$8.00

2.



Soophen One Dozen Cowboy Bandanas...  
★★★★☆ 441  
\$11.99 ✓prime

3.



L&M 12Pcs Bandanas 100% Cotton Paisley...  
★★★★☆ 203  
\$10.88 - \$11.88

4.



5.



6.



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.



Amscan Multi-Purpose Bandana Western Cowboy Costume Party Headwear, Red, Fabric, 20" x 20".  
\$3<sup>45</sup> ✓prime (4-5 days)  
★★★★☆ ~ 157

Amazon's Choice



Levi's Men's Printed Bandana Set  
\$5<sup>00</sup> - \$8<sup>00</sup> ✓prime  
★★★★☆ ~ 586



One Piece Novelty Bandanas Paisley Cotton Bandanas  
\$4<sup>99</sup> - \$5<sup>99</sup> ✓prime  
★★★★☆ ~ 25

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.

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	Price
2	BSLINO	B01D3B7FUK	BSLINO One Dozen/12pcs Assorted Bandanas 22X22 Inch 100% Cotton Novelty	\$10,363.24	1,018	
3	L&M	B06XGV3S31	LM 12Pcs Bandanas 100% Cotton Paisley Print Head Wrap Scarf Wristband (12 Colors)	\$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 Bandanas	\$2,539.76	212	
6	Elephant Brand	B01ETSP198	Original Elephant Brand Bandanas 100% Cotton Since 1898-12 Pack (America's Best Bandanas)	\$2,430.48	152	
7	NJ Novelty	B01G2F1VO0	NJ Novelty - Leaf Green Paisley Bandanas One Dozen - Head Wrap Scarf with Wristband	\$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 - \$10.99	\$1,322.88	104	
11	BooLAVARD	B074375VNB	BOOLAVARD 1s, 6s, 9s or 12 Pack Cowboy Bandanas with Original Paisley Print	\$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	B0110AQCQM	Original Elephant Brand Bandanas 100% Cotton Since 1898-5 Pack (Novelty)	\$758.31	69	

9

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.

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

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.

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

fx Camel Brand Bandana 12 Pack 21x21 100% Polyester (Navy)

	A	B	C	D	E	
1	Brand	ASIN	Title	Monthly Revenue	Monthly Sales	Pri
2	BSLINO	B01D3B7FUK	BSLINO One Dozen/12pcs Assorted Bandanas 22X22 Inch 100% Cotton	\$10,648.66	1337	
3	L&M	B06XGV3S31	LM 12Pcs Bandanas 100% Cotton Paisley Print Head Wrap Scarves	\$4,811.40	405	
4	Levi's	B01LXQ1VJQ	Levi's Men's Printed Bandana Set, Red, White, Blue, One Size	\$4,712.00	389	
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 X 22)	\$4,508.24	376	
7	Levi's	B01MQ4I197	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, Bandana	\$3,346.65	335	
9	Alotpower	B072TYH5WH	Alotpower Cotton Headbands Handkerchiefs Bandanas 12 pack	\$2,614.26	187	
10	Alotpower	B01JU9Y3LS	Alotpower 12 Pack Bandanas 100% Cotton Double Sided Paisley	\$2,539.76	212	
11	Elephant Brand	B01ETSP198	Original Elephant Brand Bandanas 100% Cotton Since 1898-12 Pack	\$2,430.48	152	
12	Elephant Brand	B00WR4WH1M	Elephant Brand Bandanas 100% cotton since 1898-12 Pack (Dark)	\$2,430.48	152	
13	NJ Novelty	B01G2F1VO0	NJ Novelty - Leaf Green Paisley Bandanas One Dozen - Headband	\$1,850.03	133	

1

1



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

Sponsored ⓘ  
Fun Central AD582 12pcs 21 Inch Bandana, Red Bandana, Bandanas in Bulk, Bandanas for Men, Bandanas for Women, Cowboy...  
\$9.99 ✓prime  
★★★★☆ ∨ 12

Amazon's Choice  
L&M 12Pcs Bandanas 100% Cotton Paisley Print Head Wrap Scarf Wristband  
\$10.88 - \$11.88 ✓prime  
★★★★☆ ∨ 204

Best Seller  
Levi's Men's Printed Bandana Set  
\$5.00 - \$8.00 ✓prime  
★★★★☆ ∨ 587

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

## Product description

Men's 100 percent cotton two-piece Levi's bandana set for all ages

**Package Dimensions:** 13.6 x 3.9 x 1.1 inches

**Shipping Weight:** 4 ounces (View shipping rates and policies)

**ASIN:** B01LXQ1VJQ

**Item model number:** 41LV6236

**Date first listed on Amazon:** January 7, 2017

**Amazon Best Sellers Rank:** #202 in Clothing, Shoes & Jewelry (See Top 100 in Clothing, Shoes & Jewelry)

#1 in Clothing, Shoes & Jewelry > Novelty & More > Clothing > Novelty > Men > Accessories > Bandanas ←

#15 in Clothing, Shoes & Jewelry > Men > Accessories

#129 in Clothing, Shoes & Jewelry > Men > Shops

**Average Customer Review:** ★★★★★ ∨ 587 customer reviews

If you are a seller for this product, would you like to **suggest updates through seller support?**

**Related Video Shorts** | Upload your video


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.


## Amazon Best Sellers


Our most popular products based on sales. Updated hourly.




- < Any Department
- < Clothing, Shoes & Jewelry
- < Novelty & More
- < Clothing
- < Novelty
- < Men
  - Accessories
  - Belts
  - Belt Buckles
  - Suspenders
  - Sunglasses & Eyewear
  - Neckties
  - Bow Ties
  - Buttons & Pins
  - Applique Patches
  - Scarves
  - Bandanas**
  - Gloves & Mittens
  - Hats & Caps
  - Wallets
  - Keychains

### Best Sellers in Men's Novelty Bandanas

- 

Levi's Men's Printed Bandana Set  
★★★★☆ 587  
\$5.00 - \$8.00
- 

Soophen One Dozen Cowboy Bandanas...  
★★★★☆ 441  
\$11.99 ✓prime
- 

L&M 12Pcs Bandanas 100% Cotton Paisley...  
★★★★☆ 203  
\$10.88 - \$11.88
- 
- 
- 

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.



**Levi's**  
Levi's Printed Bandana Set (6 Pack)  
★★★★☆ 53 customer reviews  
| 8 answered questions

Price: **\$15.00** ✓prime  
FREE Shipping on orders over \$25—or get FREE Two-Day Shipping with Amazon Prime  
FREE Returns

Size: One Size [Size Chart](#)

Color: Multi



\$16.99



\$11.70

Share    


Qty: 1

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



Turn on 1-Click ordering for this browser

 Deliver to Kirkland 98033



3

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

The screenshot shows the Keyword Research interface for the term "bandana". It displays a search bar with the term "bandana" and a "Search" button. Below the search bar, it shows "Total results: 449", "Total unique words: 201", and "Combined exact search volume: 278,919". A "Create Listing" button is visible in the top right. A table below shows search results for "bandana" with a red arrow pointing to the keyword. The table includes columns for search volume, competition, and related categories.

Keyword	Search Volume	Competition	Related Categories
bandana	1,000	1,000	Clothing, Sports & Toys & Ga...

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

The screenshot shows a Google Sheet titled "UC | Campaign Outline" with a table of keywords and match types. The table has columns for Keyword, Match Type, Negatives, and Campaign/Ad Group (Original). The rows list various keywords like "Bandanas | Manual", "Bandanas | Bandana BR", "bandana", "Bandanas | Bandana PH", "Bandanas | Red Bandana BR", and "Bandanas | Red Bandana PH" with their respective match types (Broad and Phrase).

Keyword	Match Type	Negatives	Campaign/Ad Group (Original)
Bandanas   Manual		dog	
Bandanas   Bandana BR		bib	
bandana	Broad	handkerchief	
Bandanas   Bandana PH			
bandana	Phrase		
Bandanas   Red Bandana BR			
red bandana	Broad		
Bandanas   Red Bandana PH			
red bandana	Phrase		



# 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**  
**THEURBANCOWGIRL.COM**