



## Creating Amazon Keywords

### What are Amazon Keywords?

Amazon keywords are the phrases that shoppers use to search for the products they would like to purchase. To help sell your book, you want to choose keywords to position your book as highly visible and easy to find. It is important to choose the right keywords and keyword phrases to help more customers find and purchase your book.

Amazon allows for seven keywords and keyword phrases (up to 50 characters for each entry). Here is some guidance to create ones that work for you:

1. Make a list of words that relate to the subject and content of your book. The best way to do this, is to think like your reader, your ideal audience. Ask yourself this question: What is it about my book that someone might type into Amazon's search bar to find a book like yours?
2. Test your list of words in Amazon one at a time by typing them into the Amazon search bar and looking at the books that are listed with these search terms. Notice if the books that are listed are similar to yours.

Amazon also has an auto-suggest system, meaning that as you type, there will be a drop-down list of words related to the word(s) you are typing. These are the common words that people are currently using to find the products they wish to purchase. Again, look at the books that are listed. These drop-down lists may help you find more keywords and help you narrow it down to the best words for your book listing.

3. Only use relevant keywords. Do not add words that do not relate to your book just because you think the word/words are highly searched terms. Amazon does not look favorably on this.

4. Do not repeat the words that are contained in the title and subtitle of your book as your keywords and keyword phrases. Amazon already uses your title and subtitle as search terms for your book, so this would be redundant.
5. Amazon suggests using three keyword phrases (50 characters or less) and four single keywords, so this is the ideal combination.

**\*\*Submit your keywords and keyword phrases to PYP by the date requested.**