

# AMAZON ADVERTISING GUIDE

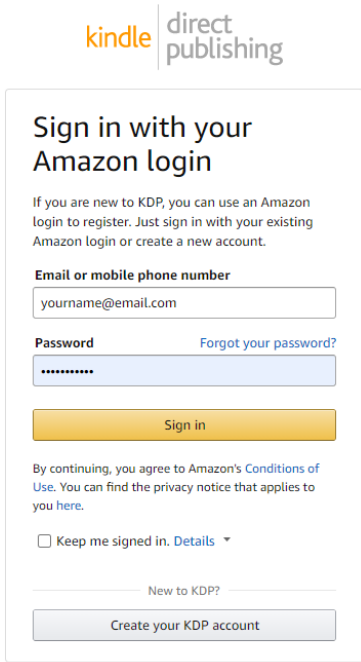
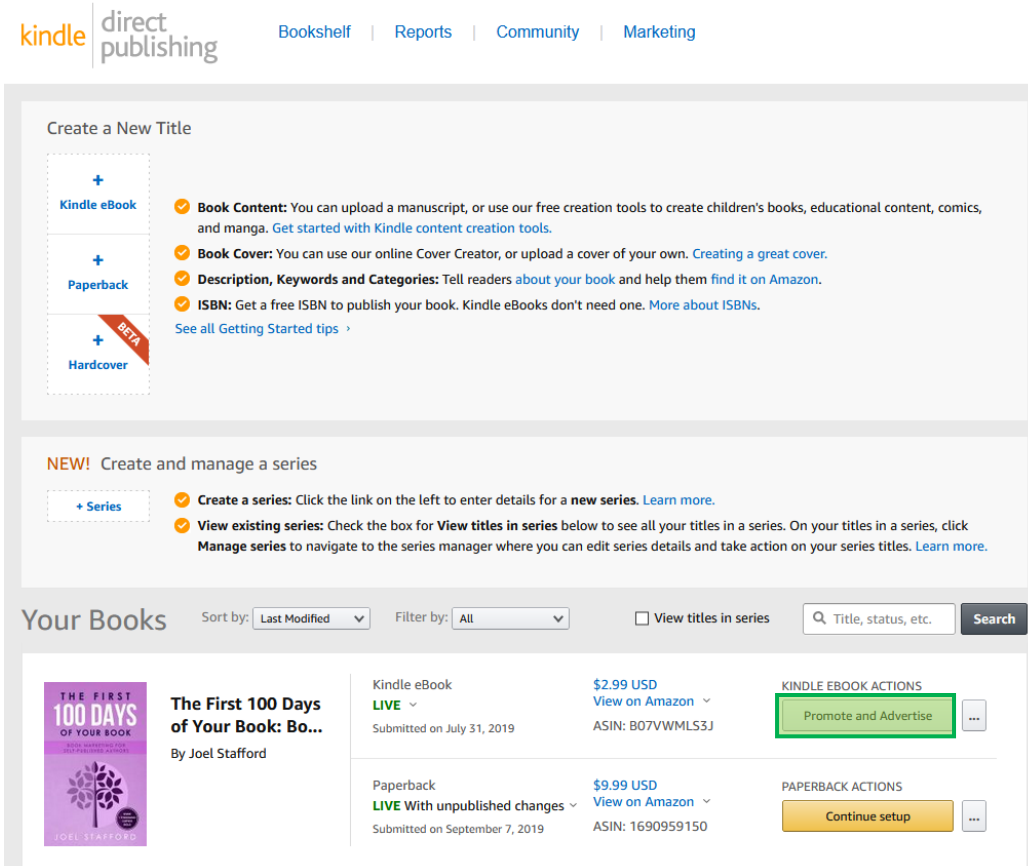
for Self-Published Authors using KDP






KDP	<a href="#">Kindle Direct Publishing platform</a> owned by Amazon
AMS	<a href="#">Amazon Marketing Services</a> , also called as Amazon Advertising Platform
ROI	<b>Return of Investment</b> , calculated by dividing the royalty of sales by the cost of the advertisement. A typical ROI figure in AMS is ACOS
ACOS	<b>Advertising Cost of Sales</b> , calculated by dividing your spend by sales attributed to your ads
SEO	Search Engine Optimization primary on Amazon

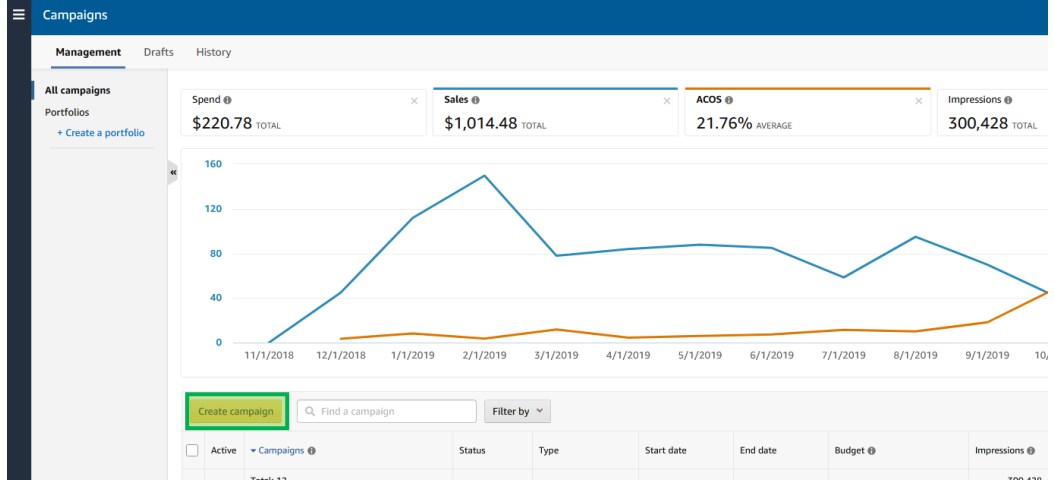




## AMAZON ADVERTISING FIRST TIME SETUP (A)

	TODO	VISUAL HELP
A1.	<p>Login to your KDP account Link: <a href="https://kdp.amazon.com">kdp.amazon.com</a></p>	
A2.	<p>Select your Kindle book you would like to promote, <b>click</b> on “Promote and Advertise” button</p> <p>Note: In your Amazon Advertising dashboard all of your books will be available for promotion which are already present in your KDP account. No need to add them one by one.</p>	

<p><b>A3.</b></p>	<p>Under “Run an Ad Campaign”</p> <p>Choose a marketplace (typically <b>Amazon.com</b>)</p> <p>Click “Create an ad campaign” button which will redirect to Amazon Advertising platform</p>	<p><b>Promote your book on Amazon</b></p> <div> <p><b>KDP Select</b></p> <p>With KDP Select, you can reach more readers, earn more money, and maximize your sales potential. When you choose KDP Select, you elect to make your Kindle eBook exclusive to Kindle. <a href="#">How KDP Select works</a></p> <p><b>Your Current KDP Select Status: Enrolled</b></p> <p>Term start date: March 2, 2021 PST Term end date: May 30, 2021 PDT</p> <p>Manage KDP Select Enrollment</p> </div> <div> <p><b>Run a Price Promotion</b></p> <p>Sign your book up for a Kindle Countdown Deal or a Free Book Promotion. Only one promotion can be enabled per enrollment period.</p> <p> <input checked="" type="radio"/> Kindle Countdown Deal <a href="#">Learn more</a>  <input type="radio"/> Free Book Promotion <a href="#">Learn more</a> </p> <p>Create a new Kindle Countdown Deal</p> </div> <div> <p><b>Run an Ad Campaign</b></p> <p>With Amazon Advertising, you set your budget, targeting, and timing. You pay only when shoppers click your ads. To create an ad campaign, choose the Amazon marketplace where you want the ad to appear. To advertise this book in multiple marketplaces, repeat this step for each marketplace. <a href="#">Learn more</a></p> <p>Choose a marketplace:</p> <p>Amazon.com</p> <p>Create an ad campaign</p> </div>
<p><b>A4.</b></p>	<p>On Amazon Advertising</p> <p>Select your first campaign type</p> <p><b>Sponsored Products</b> You can target potential buyers using Amazon search keywords, or targeting similar books (highest ROI for authors)</p> <p><b>Sponsored Brands</b> Not tailored for authors and books</p> <p><b>Lockscreen Ads</b> (low ROI)</p>	<p><b>Choose your campaign type</b></p> <div> <p><b>Sponsored Products</b></p>  <p>Promote products to shoppers actively searching with related keywords or viewing similar products on Amazon.</p> <p>Continue</p> <p>Explore Sponsored Products</p> </div> <div> <p><b>Sponsored Brands</b></p>  <p>Help shoppers discover your brand and products on Amazon with rich, engaging creatives.</p> <p>Continue</p> <p>Explore Sponsored Brands</p> </div> <div> <p><b>Lockscreen Ads</b></p>  <p>These ads are based on shoppers' interests and are shown when they 'unlock' their Kindle E-readers or Fire Tablets to begin reading or shopping for books.</p> <p>Continue</p> <p>Explore Lockscreen Ads</p> </div>

## NEW CAMPAIGN CREATION (B)

	TODO	ACTION
<p><b>B1.</b></p>	<p>You can continue the above process or</p> <p>you can create a new campaign using the following link and click on “Create campaign” button within your dashboard</p> <p><b>Link:</b> <a href="https://advertising.amazon.com/cm/campaigns">https://advertising.amazon.com/cm/campaigns</a></p>	 <p>The screenshot shows the Amazon Advertising Campaigns dashboard. It includes a sidebar with 'All campaigns' and 'Portfolios'. The main area displays a line graph of campaign performance over time (from 11/1/2018 to 10/1/2019). Key metrics shown are: Spend (\$220.78), Sales (\$1,014.48), ACOS (21.76% AVERAGE), and Impressions (300,428). A 'Create campaign' button is highlighted in the bottom left corner of the dashboard.</p>

<p><b>B2.</b></p>	<p>Campaign name will be displayed on your dashboard, it's easier to identify if it has a descriptive name including your book's title</p> <p>Start date is the first day of your campaign</p> <p>Tip: Give an End date to your campaign, it will help to measure the effectiveness of your campaign. A typical campaign length is 2-4 months</p> <p>Typical daily budget is \$1-3</p> <p>Always use <b>Manual targeting</b></p>	<h3>Create campaign</h3> <div> <p>Settings <a href="#">See Campaign settings guidance</a></p> <p><b>Campaign name</b> ⓘ</p> <p>Bookname summer campaign Q2-Q3</p> <p><b>Start</b> ⓘ <b>End</b> ⓘ</p> <p>May 25, 2021 Aug 31, 2021</p> <p><b>Daily budget</b> ⓘ</p> <p>\$ 2.00</p> <p><b>Targeting</b></p> <p><input type="radio"/> Automatic targeting Amazon will target keywords and products that are similar to the product in your ad.</p> <p><input checked="" type="radio"/> Manual targeting Choose keywords or products to target shopper searches and set custom bids.</p> </div>
<p><b>B3.</b></p>	<p>If you have less time for ad management we recommend to use <i>Dynamic bids - down only</i> which may use also lower bids</p> <p>For advanced users we recommend <i>Fixed bids</i> since Amazon's search couldn't really determine the real likelihood of keyword-product conversion</p>	<h3>Campaign bidding strategy</h3> <p><a href="#">Choose your bidding strategy</a></p> <p><input checked="" type="radio"/> <b>Dynamic bids - down only</b> We'll lower your bids in real time when your ad may be less likely to convert to a sale. Any campaign created before April 22, 2019 used this setting.</p> <p><input type="radio"/> <b>Dynamic bids - up and down</b> We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale.</p> <p><input type="radio"/> <b>Fixed bids</b> We'll use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale.</p> <p>▼ <a href="#">Adjust bids by placement (replaces Bid+)</a> ⓘ</p>
<p><b>B4.</b></p>	<p>Use Custom text ad only if you would like the A/B test ads for the same book.</p> <p>Note: There is no difference in terms of conversion rate between the two options</p>	<h3>Ad Format</h3> <p><a href="#">Choosing your ad format</a></p> <p><input type="radio"/> Custom text ad Add custom text to your ad to give customers a glimpse of the book.</p> <p><input checked="" type="radio"/> <b>Standard ad</b> Choose this option to advertise your products without custom text.</p>
<p><b>B5.</b></p>	<p><b>Products</b></p> <p>You will see all of your published book versions in this (AAP pulls your KDP book list here)</p> <p>If you selected Standard ad previously you can add multiple book versions (e.g. both Kindle and paperback) to the same ad campaign</p>	<h3>Products</h3> <p><a href="#">Add the products you want to advertise</a></p> <p>Search by book title or ASIN</p> <p>Add all on this page</p> <p>2 products <a href="#">Remove all</a></p> <div> <p> The First 100 Days of Your Book: Book Marketing for Self-Published Authors ★★★★★(20) \$2.99 In stock ASIN: B07VWML53J</p> <p> The First 100 Days of Your Book: Book Marketing for Self-Published Authors ★★★★★(20) \$9.99 \$4.92 In stock ASIN: 1690959150</p> <p>Add a book to advertise</p> </div> <p>1-11 of 11 results &lt; &gt;</p>

## Keyword targeting

Your book will be visible in the Amazon search results for a specific keyword

Note: The position of your book in the search results depends mainly on your keyword's bid, but from ROI point of view it is a bad strategy to overbid

B6.

## Product targeting

Your book will appear on other books' product pages. For example in the "Product related to this item" section

Note: With product targeting you can target book categories and individual products. The same bidding system works and in case of keyword targeting

## Targeting

### Keyword targeting

Choose keywords to help your products appear in shopper searches.

[Learn more](#)

Use this strategy when you know the search terms that customers use to search products similar to yours.

### Product targeting

Choose specific products, categories, brands, or other product features to target your ads.

[Learn more](#)

Use this strategy to help shoppers find your product when browsing detail pages and categories or searching products on Amazon.

## Amazon search result for keyword "medieval fantasy books"

The screenshot shows the Amazon search results for the keyword "medieval fantasy books". The top navigation bar includes the Amazon logo, delivery location (Patchogue 11772), and various category links. The search results show 1-16 of over 20,000 results. On the left, there are filters for shipping, delivery, department, and customer reviews. The main results area displays three sponsored products:

- Dellia (The Ever-Branching Tree)** by David Scidmore, Jul 17, 2019. Paperback, \$17.99. Get it as soon as Thu, May 27. FREE Shipping on orders over \$25 shipped by Amazon.
- The Doomed Colony** by C. E. Bradley, Mar 29, 2021. Kindle Edition, \$3.81. Available instantly.
- Kingdom's Dawn (Kingdom Series Book 1)** by Chuck Black, Apr 23, 2009. Kindle, \$11.52. Available instantly. Audible Audiobook, \$9.99. Free with Audible trial.

Green arrows point to the first two sponsored products with the text "KEYWORD TARGETED AD".

## Product page of book [Dellia](#)

The screenshot shows the product page for the book "Dellia". The top section, "Products related to this item", displays a row of seven books:

- Dragon Mage: An Epic Fantasy Adventure (Rivenworld Book 1) by M.L. Spencer, \$4.99.
- Trial by Fire: A LARP Dragonriders Adventure (The Archemist Online Chronicles) by James O'Neil Baldwin, \$22.99.
- Skies of the Empire: Book 1 of the Dreamscape Voyager Trilogy by Vincent E. M. Thom, \$14.99.
- The Messenger from Myrtil Dar: Book 1 of The Stone Guardians by David Carter, \$24.50.
- The Complexity of Magic (The Science of Magic) (Volume 3) by Michael W. Layne, \$20.99.
- The Everyday Occurrences of a Stranded God: An Action-Packed Fantasy... by Andy C. Ng, \$0.99.

Green arrows point to the last two books in this row with the text "PRODUCT TARGETED ADS".

The bottom section, "Books you may like", displays a row of seven books:

- The Scarlet Queen: A Gripping Epic Fantasy (The Darkwolf Saga Book 3) by Mitch Reinhardt, \$2.99.
- Ensnared (Enchained Trilogy Book 2) by Janet McNulty, \$6.34.
- The Legacy by Mark Snyder Jr., \$12.
- A Girl Called Ari: (The Adventures of Ari #1) by F.J. Sky, \$1.26.
- The Infiltrator: A Short Story (Free Short Story Singles) by Joe Vasicek, \$0.00.
- Bones by Howard Odette, \$0.00.
- Ancient (Earth 50,000 BC Book 1) by David Edward, \$3.80.

## Keyword targeting

Note: Using *Suggested keywords* is only good to get ideas, but it suggests a lot of non-sense keywords, which has nothing to do with your book. Use **Enter list** instead (see the next step) and do your own **keyword research** instead (see later).

**Broad** can result in synonyms, misspellings and variations of the keyword which are related

**Phrase** allows more control over word order and targets search terms which include words before or after your keyword phrase

**Exact** allows you to rank for the exact keyword

There is no one ultimate best practice for this, for newcomers we usually suggest **Broad** match

### Keyword targeting

Select keywords to target

Suggested

Enter list

Upload file

0 added

Remove all

Bid

Suggested bid

Filter by

☒ Broad

☒ Phrase

☒ Exact

Keywords

Match type

Sugg. bid

Apply All

Bid

Keywords	Match type	Sugg. bid	Add all
marketing self published book	Broad	\$0.94	Add
	Phrase	-	Add
	Exact	-	Add
self published	Broad	\$1.06	Add
	Phrase	\$0.86	Add
	Exact	\$0.60	Add
business book	Broad	\$1.46	Add
	Phrase	\$1.48	Add
	Exact	\$1.52	Add
paperback book	Broad	\$0.93	Add
	Phrase	\$0.94	Add
	Exact	\$1.07	Add
book self	Broad	\$1.26	Add
	Phrase	\$0.96	Add
	Exact	\$0.93	Add
marketing book	Broad	\$1.98	Add
	Phrase	\$1.96	Add
	Exact	\$3.27	Add
100 day	Broad	\$0.62	Add
	Phrase	\$0.62	Add
	Exact	\$0.83	Add
100 book	Broad	\$1.03	Add
	Phrase	\$0.73	Add
	Exact	\$0.58	Add
first book	Broad	\$1.41	Add
	Phrase	\$1.08	Add

Some keywords are not eligible for targeting and will not show ads. [Learn more](#)

You can enter keywords one per linem under “Enter list” section

Note: Use custom bid first, you will need to update bids **after** you kicked-off the campaign.

Custom bid means that this exact amount will be set as default bid (\$0.75) for all keywords

### Keyword targeting

Select keywords to target

Suggested

Enter list

Upload file

0 added

Remove all

Bid

Custom bid

\$

0.75

Match type

☒ Broad

☐ Phrase

☐ Exact

Keywords

Match type

Sugg. bid

Apply All

Bid

epic fantasy adventure  
ya epic fantasy books  
epic fantasy series books for ya  
epic fantasy series books for young adults  
magical fantasy books  
epic fantasy books  
fantasy mystery books

Add keywords



B9.

After you added the keywords, AMS will suggest bids, but don't accept them. Usually they are higher than the actual well performing bid price. You will need to adjust the bids after the campaign start

Keyword targeting

Select keywords to target

Suggested **Enter list** Upload file

**Bid** Custom bid

**Match type** ☒ Broad ☐ Phrase ☐ Exact

Enter your list and separate each item with a new line.

✓ 1/1 keywords were added successfully.

Add keywords

**8 added** [Remove all](#)

Keywords	Match type	Sugg. bid Apply All	Bid	
fantasy books	Broad	\$1.42 \$0.95 - \$2.85	\$ 0.75	×
epic fantasy adventure	Broad	\$1.44 \$0.86 - \$2.33	\$ 0.75	×
ya epic fantasy books	Broad	\$0.56 \$0.43 - \$0.78	\$ 0.75	×
epic fantasy series books for ya	Broad	-	\$ 0.75	×
epic fantasy series books for young adults	Broad	-	\$ 0.75	×
magical fantasy books	Broad	\$0.69 \$0.62 - \$1.20	\$ 0.75	×
epic fantasy books	Broad	\$1.59 \$0.98 - \$3.19	\$ 0.75	×
fantasy mystery books	Broad	\$1.34 \$0.88 - \$2.69	\$ 0.75	×

B10.

**Negative keywords** could help if your book isn't intended for certain groups of readers

- not suitable for Young Adults YA
- it doesn't contain any romance part
- it isn't historical
- it's not funny etc.

Finding negative phrases is also great for non-fictions, when you would like to narrow down the topic of your book.

^ Negative keyword targeting optional

**Match type** ☒ Negative exact ☐ Negative phrase

Enter your list and separate each item with a new line.

Add keywords

**0 added** [Remove all](#)

Keywords	Match type
----------	------------

B11.

Launching the campaign doesn't mean it will start automatically.

There is a quick review process on Amazon side, they will review whether your book/product is eligible for AMS (there is a [prohibited content list](#) in their policy). For example you cannot promote erotica with AMS

Save as draft

Launch campaign

After the campaign is live Click on the **Campaign name** on AMS dashboard. Select the **Ad group** and click on **Targeting** on the left hand side.

Now you see the exact keyword list you entered previously. Here you can control the bids and as you see the actual suggested bid is lower then previously.

### Bidding strategy

In case of ultra-relevant keywords, use **a slightly higher bids** than the suggested one

In case of generic or less relevant **use the bottom** of the suggested bid.

If a keyword doesn't brings impressions than raise the bid incrementally.

Note: Keywords that have a suggested bid over \$1 are considered high competition keywords. Try to avoid those keywords unless you are looking for mass traffic and you have higher budget (\$1,000+).

Note: Update bids for a campaigns bi-weekly, but minimum once in each month.

Targeting

Negative targeting

Search terms

Ad group settings

History

TOTAL

TOTAL

AVERAGE

TOTAL

No data available

Please try adjusting your filters to see performance data

Add keywords

Find a keyword

Filter by

<input type="checkbox"/>	Active	Keyword	Match type	Status	Suggested bid	Bid	Impression
		Total: 8					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	fantasy books	Broad	Delivering	\$0.97 \$0.69-\$1.94	<input type="text" value="\$ 0.75"/>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	epic fantasy adventure	Broad	Delivering	\$1.01 \$0.65-\$1.58	<input type="text" value="\$ 0.75"/>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ya epic fantasy books	Broad	Delivering	\$0.46 \$0.38-\$0.57	<input type="text" value="\$ 0.75"/>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	epic fantasy series books for ya	Broad	Delivering	No current data	<input type="text" value="\$ 0.75"/>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	epic fantasy series books for young adults	Broad	Delivering	No current data	<input type="text" value="\$ 0.75"/>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	magical fantasy books	Broad	Delivering	\$0.56 \$0.52-\$0.97	<input type="text" value="\$ 0.75"/>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	epic fantasy books	Broad	Delivering	\$1.00 \$0.68-\$1.91	<input type="text" value="\$ 0.75"/>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	fantasy mystery books	Broad	Delivering	\$0.89 \$0.73-\$1.78	<input type="text" value="\$ 0.75"/>	

### Managing keywords

We aren't looking primary for Impressions or Clicks in case of a campaign but Sales at the lowest marketing cost possible. This is why we focus more on ACOS of the keywords (the lower percentage the better)

Note: ACOS isn't the best metric since it doesn't calculate with your revenue share.

**Net Revenue = sales revenue of campaign – campaign cost**  
(sales revenue of campaign = sales \* revenue share after one purchase)

<input type="checkbox"/>	Active	Keyword	Match type	Status	Suggested bid	Bid	Impressions	Clicks	Spend	Orders	Sales	ACOS
		Total: 35					56,154	303	\$45.64	50	\$423.01	10.79%
<input type="checkbox"/>	<input type="checkbox"/>	esports business	Broad	Paused Details	\$1.56 \$0.76-\$1.56	<input type="text" value="\$ 0.40"/>	139	19	\$2.41	6	\$45.95	5.24%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	gaming business	Broad	Paused Details	\$1.36 \$1.11-\$2.73	<input type="text" value="\$ 0.83"/>	227	4	\$1.40	2	\$19.98	7.01%
<input type="checkbox"/>	<input type="checkbox"/>	esports	Broad	Paused Details	\$0.47 \$0.38-\$0.94	<input type="text" value="\$ 0.50"/>	8,921	204	\$22.68	38	\$318.12	7.13%
<input type="checkbox"/>	<input type="checkbox"/>	esports book	Broad	Paused Details	\$0.47 \$0.42-\$0.94	<input type="text" value="\$ 0.70"/>	1,160	15	\$1.51	1	\$8.99	16.80%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	fortnite book	Broad	Paused Details	\$0.56 \$0.39-\$0.98	<input type="text" value="\$ 0.64"/>	38,203	36	\$10.49	3	\$29.97	35.00%
<input type="checkbox"/>	<input type="checkbox"/>	esport	Broad	Paused Details	\$0.47 \$0.38-\$0.94	<input type="text" value="\$ 0.44"/>	-	-	-	-	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	video game business	Broad	Paused Details	\$0.63 \$0.51-\$0.63	<input type="text" value="\$ 0.50"/>	719	3	\$1.07	-	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	twitch streaming	Broad	Paused Details	\$0.91 \$0.69-\$1.82	<input type="text" value="\$ 0.70"/>	2,402	10	\$3.09	-	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	video game industry	Broad	Paused Details	\$0.71 \$0.45-\$1.09	<input type="text" value="\$ 0.55"/>	340	1	\$0.43	-	-	-

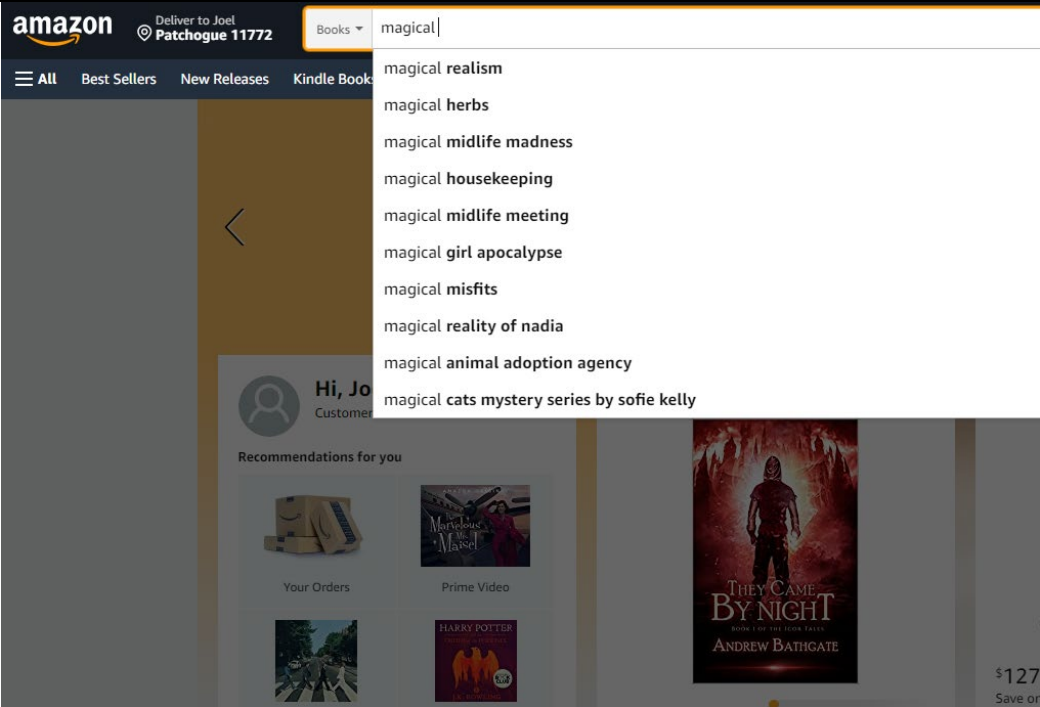
- Increase keyword's bid when there are zero impressions from the actual keyword or has no clicks (low competition keywords have also low impression rate, but they may work in long term)
- If there are clicks (up to 25) for a certain keyword, but there are no sales, your book's product page has low conversion rate and you will need to improve it (find tips [here](#))



		<ul style="list-style-type: none"> <li>When you will receive sales you have to check the ACOS and decide the next step accordingly <ul style="list-style-type: none"> <li>&gt;100% ACOS – <b>Ineffective</b> keywords</li> <li>25%-100% ACOS – <b>Potential</b> keywords</li> <li>15-25% ACOS – <b>Good</b> keywords</li> <li>5-15% ACOS – <b>Strong</b> keywords</li> <li>&lt;5% ACOS – <b>Ultra effective</b> keywords</li> </ul> </li> <li>With ultra effective keywords your campaign will bring profit in long term</li> <li>In case of “Good” and “Strong” keywords calculate your Net Revenue, keep these keywords in the mix if the Net Revenue is positive. ACOS and Net Revenue could quickly change especially if the impression and click count is low. We usually keep these keywords in the long term mix in order</li> <li>In case of “Potential” keywords, you need to <ul style="list-style-type: none"> <li>Adjust its bid frequently, you may pause them if the bid seems too high (over \$1.20)</li> <li>play with these keywords, add synonyms of them, or simply try to replace them with more relevant keywords</li> </ul> </li> </ul>
<b>B14.</b>	<p><b>Campaign settings</b> You can alter your campaign’s end date on demand. For example, you can extend it if it brings good figures</p> <p>Note: You can create “Portfolios” which is useful to group campaign by book/series title</p>	<p><b>Campaign: Temp 1</b></p> <p>Status: <input type="checkbox"/> Paused Type: Sponsored Products - Manual targeting Schedule: May 26, 2021 - No end date Budget: \$2.00 - Daily</p> <p>Ad groups Placements Negative keywords <b>Campaign settings</b> History</p> <p><b>Campaign name</b> Temp 1</p> <p><b>Campaign ID</b> A07989373BQ09XMYKJ900</p> <p><b>Portfolio</b> No portfolio</p> <p><b>Type</b> Sponsored Products</p> <p><b>Active / Paused</b> <input type="checkbox"/> Paused <a href="#">Archive this campaign</a></p> <p><b>Status</b> Paused</p> <p><b>Schedule</b> May 26, 2021 No end date</p> <p><b>Budget</b> \$ 2.00 Daily</p> <p><b>Campaign targeting</b> Manual targeting</p> <p><b>Campaign bidding strategy</b> <input checked="" type="radio"/> Dynamic bids - down only We'll lower your bids in real time when your ad may be less likely to convert to a sale. Any campaigns created before April 22, 2019 used this</p> <p><input type="radio"/> Dynamic bids - up and down We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely</p> <p><input type="radio"/> Fixed bids We'll use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale. <a href="#">Learn more</a></p> <p><b>Adjust bids by placement</b> <input type="checkbox"/> (replaces Bid+) In addition to your bidding strategy, you can increase bids by up to 900%. <a href="#">Learn more</a></p> <p><b>Top of search (first page)</b> 0 % Example: A \$1.00 bid will remain \$1.00 for this placement.</p> <p><b>Product pages</b> 0 % Example: A \$1.00 bid will remain \$1.00 for this placement.</p>

## KEYWORD RESEARCH (K)

	TODO	NOTE, EXAMPLES
<b>K1.</b>	Open a text editor, Google sheet, Excel etc.	We recommend collecting keywords for each of your books or series separately. You can simply copy-paste your keywords in AMS, so this is why a simple <a href="#">Notepad++</a> editor works great for keyword research
<b>K2.</b>	You can use different keyword research tools	<p><a href="#">Publisher Rocket</a> is a popular choice for authors. Strengths: Amazon specific keywords and categories, Amazon data for keywords Weakness: No real keyword ideas (not using synonyms or close categories), No bid suggestions</p> <p><a href="#">Keywords Everywhere</a> is a great tool to get keyword ideas. Strengths: Great keyword ideas including synonyms Weaknesses: Google specific keywords, Focusing more on articles, than products</p>

<p><b>K3.</b></p>	<p>Keywords tools are optional because the best way to check a keyword is to write into Amazon search bar, autocomplete will help to find connecting relevant phrases</p> <p>Note: If the search bar doesn't show a specific keyword, it doesn't mean people aren't searching for that keyword, but the search volume is low</p>	 <p>The screenshot shows the Amazon website with the search bar containing the word 'magical'. Below the search bar, a dropdown menu displays several autocomplete suggestions: 'magical realism', 'magical herbs', 'magical midlife madness', 'magical housekeeping', 'magical midlife meeting', 'magical girl apocalypse', 'magical misfits', 'magical reality of nadia', 'magical animal adoption agency', and 'magical cats mystery series by sofie kelly'. The background of the website is visible, showing the Amazon logo, delivery location (Patchogue 11772), and a personalized recommendation section for a user named Joel.</p>
<p><b>K4.</b></p>	<p>Find <b>category specific</b> keywords</p> <p>Use your book's primary and secondary categories as keywords</p>	<p><b>Fiction</b></p> <p>“ya fantasy book”, “medical thriller book”</p> <p><b>Non-fiction books</b></p> <p>“artificial intelligence”, “</p>
<p><b>K5.</b></p>	<p>Find <b>character</b> specific keywords</p> <p>You can use adjectives as part of the keywords</p>	<p><b>Fiction</b></p> <p>“troll king”</p> <p>“superhero comic books”</p>
<p><b>K6.</b></p>	<p>Find <b>set</b> specific keywords (places, time)</p>	<p><b>Fiction</b></p> <p>“paris romance novels”</p> <p>“magic island book”</p> <p>“far future science fiction”</p> <p><b>Non-fiction</b></p> <p>“thailand travel guide”</p>
<p><b>K7.</b></p>	<p>Find <b>topic specific</b> keywords</p>	<p><b>Fiction</b></p> <p>“treasure mystery”</p> <p><b>Non-fiction</b></p> <p>“programming haskell”</p> <p>“spiritual self help”</p>
<p><b>K8.</b></p>	<p>Find <b>type</b> specific keywords</p>	<p><b>Non-fiction</b></p> <p>“gardening how to book”</p> <p>“excel beginners guide”</p>
<p><b>K9.</b></p>	<p>Find <b>target audience</b> specific keywords</p>	<p><b>Fiction</b></p> <p>“empowerment books for kids”</p> <p>“self help books for women”</p>