



## Optimizing your Title

Hey, guys. Mario here with your video for optimized title creation.

All right, on the last video, I showed you the basic overview on how to fill out the form to create a listing.

In this video, we're going to go over how to create a really, really good optimized title. Okay, this is one of the most important parts of your listing, if not the most important part of your list. Can't stress that enough. This is what's going to get this product in front of people to buy, using the keywords.

So here's my title, okay, this is the last product that I showed you before.

All right, now, this title has got multiple keywords in it, okay? Now, you have to put keywords in there but you also have to make sense and make sentences. Okay, you can't just put in, you can't just keyword stuff.

Keyword stuffing is bad too. It's when you put too many keywords in there and it just doesn't make any sense. Amazon's not going to like that and you're probably going to get them a little angry if you don't want to do that. So you want to make a nice, highly converting title and this is how you do it, all right. Let's just get right into it, all right?

I used Viral Launch's keyword research tool, okay. This is a really, really good tool and it shows you all sorts of information here, okay, about the keyword, all right?

So I put in rubber door stopper, all right, that's my main keyword, okay? It's just showing me the priority score between zero and 1,000. Okay, so you can sort this by priority score.

You see door stop, door stopper rubber, door wedge, it's giving me a bunch of bunch of keywords here. You can sort them as whatever you want, priority score, relevance, okay, exact search volume, okay. See, you got door stopper to 63,000 a month.

So this is on a 30-day scale, all right? So 63,144 searches for door stopper in a month, okay, and so on and so forth.

But you have different opportunities here for different search terms. Now, you can use exact keywords. You can use long tail keywords, whatever you need to do. So I'm going to incorporate these keywords into my title.

As you can see, it says premium rubber door stopper. This is the main keyword right here, okay? It's just saying six pack, so if somebody is look for a six pack, that will come up too. So if somebody puts in the word door stopper, that's going to work, because it's in there.

If somebody puts in rubber door stopper, that's going to work as well. If somebody puts in decorative door stop, that's going to work, okay?

# CHINA IMPORT F O R M U L A

"Your Step-By-Step Formula To Importing From China"



Non-scratch material door stops for sliding doors, and this just shows you what it's used for. So what you want to do is the most important words and the most important keywords are going to be in the beginning of your title.

Then after you put in some keywords, you're going to put some kind of action or some kind of benefit of what it does for you. Then at the end, you can possibly put your brand name if you want.

**Don't put your brand name in the beginning**, that's a mistake. Unless you're Sony or Nike and everybody knows who you are, that's fine. But if you're just launching this thing and nobody knows who you are, you're going to want to put it all away at the end, okay?

So it's pretty basic, put your main keywords in the beginning, your second best keyword then your third best keyword.

Put a benefit about it, like for this, you can use it for sliding doors. You can use it for a kitchen door. You can use it for office and bedroom, okay?

It's basically everything all in one right here, okay, and that's how you do it. You just have to dive deep in the keyword research. I'm not sure, you can use different types of tools.

Another way to get keywords for this is the Amazon search bar, okay? So I'll put this in and let's see where it comes up. So here we go. I'm putting in rubber door, I'm about to put in rubber door stopper. But look, rubber door stop wedge, rubber door stopper, rubber door stop, rubber doormat which is no good but these three are good, okay?

Yeah, there we go. Multi pack, stop tips. So Amazon is probably one of the best places you can go to get keywords because they're going to tell you here what people are using to search for that product.

That's how this is generated. So you start to put in a word, you can get keywords from here. You can get keywords from Viral Launch. You can get keywords through Merchant Words or whatever other software you use and that's basically how you do it.

You get the best keywords possible. You put them in the front of your title. You get them in the middle of your title. You could possibly put them, if you can squeeze in one more, put a benefit about it, about your product and your brand if you can fit it in there and that's how you optimize your title, folks. I'll see you in the next video.



**Mario**