



## BONUS: Keyword Research Tools

Hey guys. It's Mario here again on a quick video on a few of my little secret weapons that I use to get some keyword research done. There's a lot of tools that I use.

I try to use as many tools as possible because I like to get different perspectives on keywords.

I like to get long tail keywords. I like to get exact phrases.

There's a lot of different things that I work with, so I'm just going to go over a few things that I work with that could be helpful to you while doing product keyword research.

One of the extensions that I use is called **AMZ Suggestion Expander**. This is an amazing amazing Chrome extension, and I'm pretty sure it's free. Just go in a Chrome store and type that in. It's AMZ Suggestion Expander, and I'm going to show you what it does.

So what it's going to do is you go in to your search bar, and let's just say we'll stick to the barbecue gloves. Barbecue. So I put in barbecue gloves, right?

Now look at all these keywords that it's given me. It's given me relevant keywords, it's given me keywords before, keywords after, keywords in between. Look at all this stuff. Look at this.

Barbecue gloves extreme heat resistant. These are all phrases that people are putting in to the search bar to search for these things. Barbecue gloves, heat resistant, disposable, black.

This must be a brand. Barbecue Gloves Beast, barbecue gloves silicone. I'm not putting in silicone barbecue gloves. They're reversing it, but you can see all the different keyword phrases that are used.

This extension is great. I mean I use it all the time, especially for my PPC campaigns. I try to use keywords that a lot of people are not bidding on that are relevant to your product, so you don't pay as much.

So keep your ads cost down, keep your spending on your advertising down, so this is a really key element. And my keyword research.

Also, what I use is the **keyword dominator**. This is a pretty awesome tool. I believe it's \$99.99. It's just a one time payment and you can get keywords for all of these.

For Etsy, Ebay, Google, Bing, but if you just want to use Amazon I believe it's \$49.99 and it's a one time payment. And that's it, there's no subscription. And this thing is amazing, this will get you really good keywords, so let's try it out.

Now it's going to rank the keywords for you. So it'll be one, two, three, probably up to ten. So you click this and you just get the number ones here first, here look at this. Barbecue gloves meat claw. Well that's when they sell the bundle.

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You just pick the ones that are relevant. If yours are green, you copy that one. If yours are silicone, which they probably are. Barbecue Gloves Beast, there's that brand again. Barbecue gloves, red. Barbecue gloves, oven mitt.

That's relevant. I mean look at all these keywords okay. You can use them all, whether they're number one, number six, they're all phrases that people are putting in there to search for these. So you can use as many keywords as you want.

When doing a PCP campaign, when doing a manual campaign, you can put in 50-100 keywords and run them for a month, and see which ones are working, and take out the higher bidding ones, and keep the lower ones.

That's how you optimize your campaigns, but there's another little thing that I want to show you that I use as well.

Let's click on one of these. Another tool that I use is called **Revseller**. Right here, Revseller. That's this box. Now this is going to tell me a lot of information. Revseller is a life saver for me. It's given me my rank.

If I didn't have Revseller here I would have to come all the way down here and find the rank. Here it is. 42,000. I would have to come all the way down here.

Now over here I have the rank right here, tells me what category it's in, it gives me a ninety day average of price, and a ninety day average of rank. So it's tell me that in the past ninety days the average price for this \$15.36. The average rank for this has been 52,000, which is not a bad rank in tools and home improvement.

Here's the best part of it all. It tells you what your selling it for, it shows you your fees, and it breaks it down for you. So there's going to be a net of \$8,000.64, if you're selling it for \$13.99. Those fees are going to be a \$2.10 referral fee. It's about 15%. Your fulfillment fee is \$3.19. And it's showing you what your thirty day storage fee for just that piece would be for the month, which is \$0.06 and your net is \$8.64

So if your cost is \$3, you put in a 3 there, you have your price, you have your cost of goods, and here's what your left with. You're left with \$5.64, you're at a 188% ROI on your money, which is a home run. It's great. And your margin is 40%, so basically it's showing you all this information here so you don't have to go to another calculator and calculate it.

So when you're using my spreadsheet and you're calculating ROI, it'll calculate it for you right here, and you can put it right into the spreadsheet. Cause I've noticed a lot of people that have shown me my spreadsheet that I've shown them, and they've put their products on there, no one ever fills in the ROI.

And I understand, because you probably can't figure it out. But you can figure it out with Revseller. It's right here. I would say in black and white but it's in green.

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So those are some pretty nifty tools that I used to help keyword research for my product, because you know keyword research is really important to get your product in front of people that are searching for it.

If you have any questions on any of these tools, or any of these Chrome extensions, or anything like that, just send me an email, or any of us, any of the coaches and we'll be glad to help you. I'll see you on the next video guys.

## **Links to the products**

<https://chrome.google.com/webstore/detail/amz-suggestion-expander/cpeaihkcceemkfefcapijechkbjllhb?hl=en>

<https://www.keywordtooldominator.com/>

<http://revseller.com/>



***Mario***