



# What is SEO?



## Search Engine Optimization (SEO)

SEO is the art and science of matching your content — *webpages, products and services*—with what people are searching for online.

# Why does SEO matter?

**3.5 billion**

Google searches are made every day.

Average person conducts

**3 - 4 searches**

every single day

**35% of product searches**  
start on Google



# Why does Amazon SEO matter?

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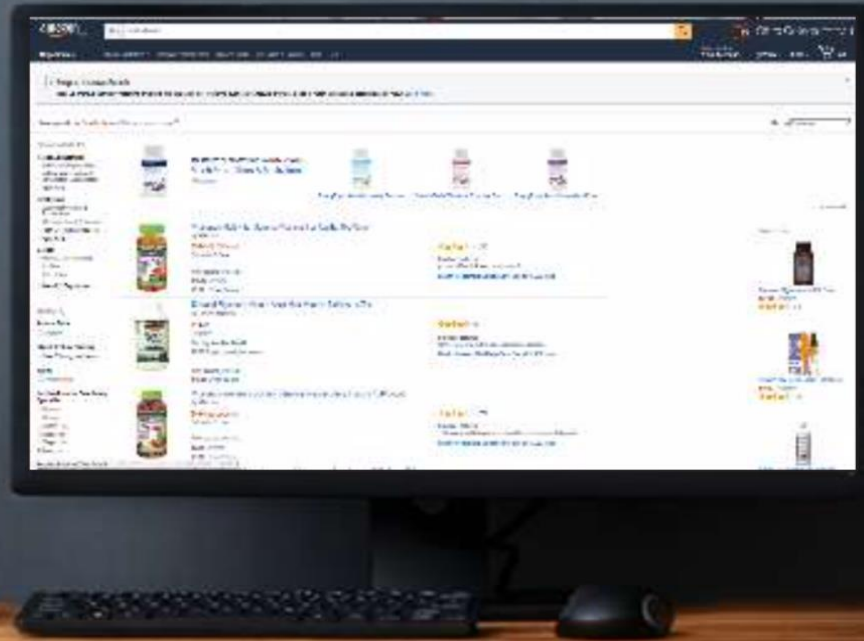
## The importance of search ranking

**70%** of Amazon customers never click past the first page of search results.

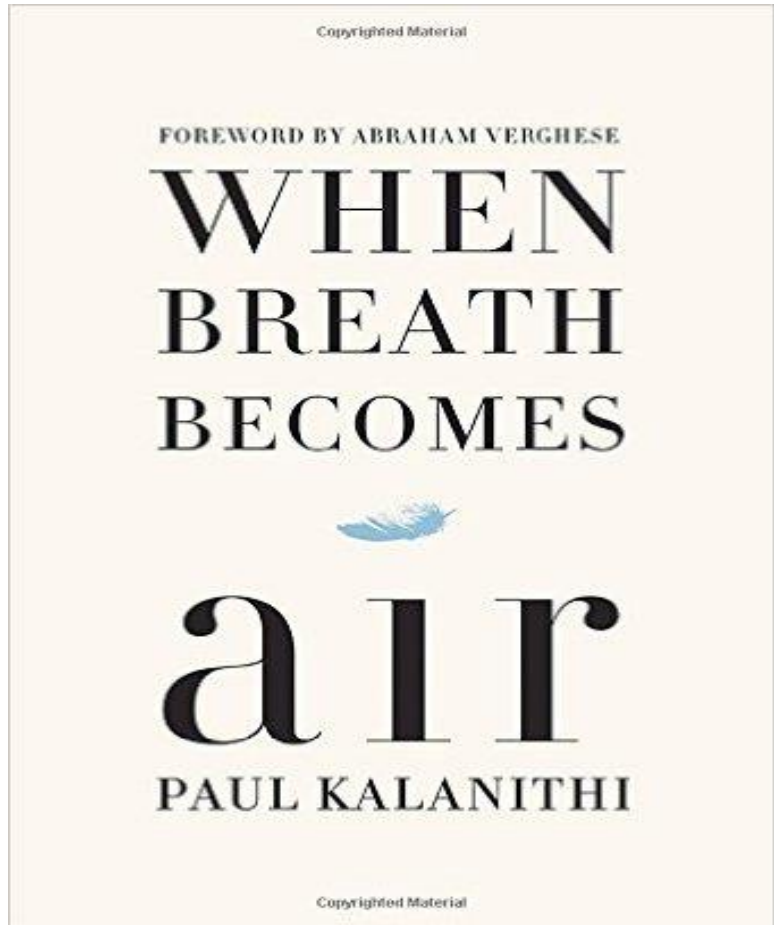
**35%** of Amazon shoppers click on the first product featured on a search page

The first three items displayed in search results account for **64%** of clicks

**81%** of clicks are on brands on the first page of search results



# Based upon the title, cover and author....

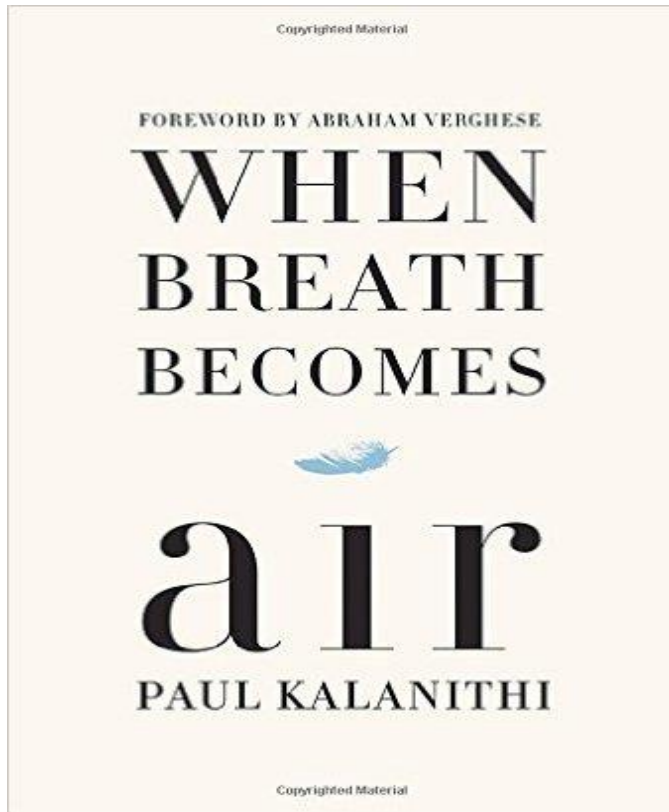


What type of book is this?

What is this book about?

What category do you think it is in?

# It's a Biography...

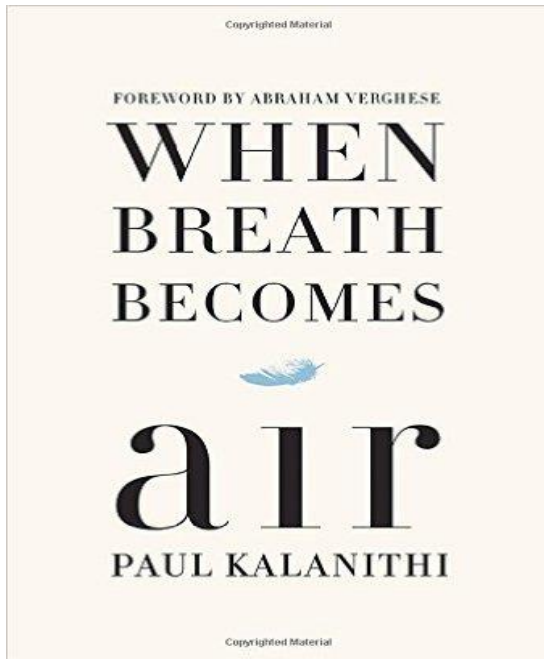


Sometimes the customer cannot tell from the title, subtitle, cover image or author name what a book (or Bible) is actually about!

But..... How does someone searching know that?



# They find it with: **KEYWORDS**



This is what **KEYWORDS** add to discovery:

```
<meta name="keywords" content="Paul Kalanithi, Abraham Verghese, When Breath Becomes Air, Random House, 081298840X, Surgery - General, Husband and wife, Kalanithi, Paul - Health,Lungs - Cancer - Patients - United States, MEDICAL / General, Neurosurgeons, Spouses - United States, Biography; Autobiography, Biography & Autobiography / Personal Memoirs, Biography & Autobiography/Medical - General, Biography / Autobiography, Biography/Autobiography, Death, Dying, Medical - General, Medical / Epidemiology, Memoirs, Personal Memoirs, Philosophy / Mind & Body, Practice Of Medicine, Social Science / Death & Dying, Social Science/Death & Dying, Surgery" />
```

This is what comes standard via ONIX:

```
<title>When Breath Becomes Air: Paul Kalanithi, Abraham Verghese: 9780812988406: Amazon.com Books</title>
```

\* You can see keywords associated with any title on Amazon by using the “developer tools” on your computer \*

# What is Keyword Research?

- It is the process of doing research to identify the words that customers use to find our books, authors and topics
- Fundamental step to all online marketing
- It is an integral part of successful content marketing
- It helps you get inside the mind of book buyers

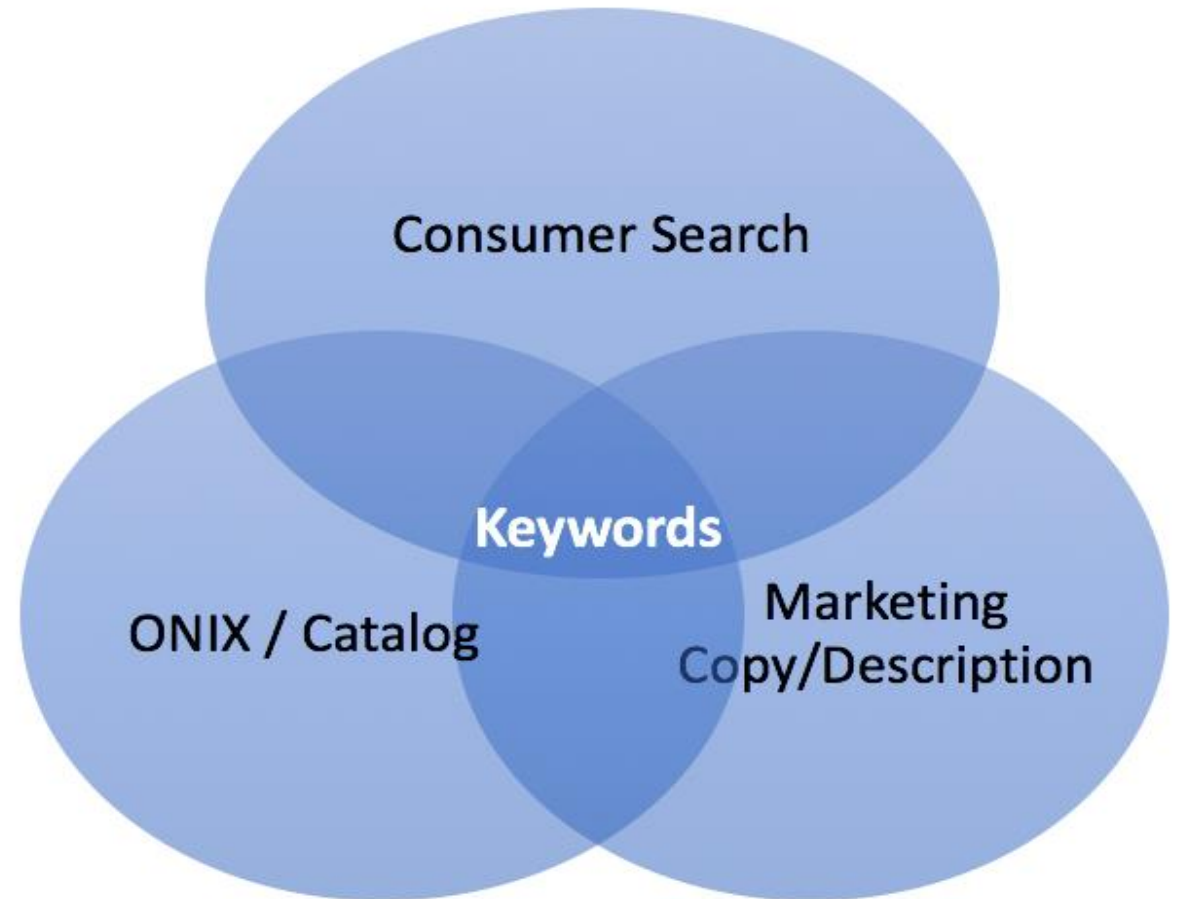
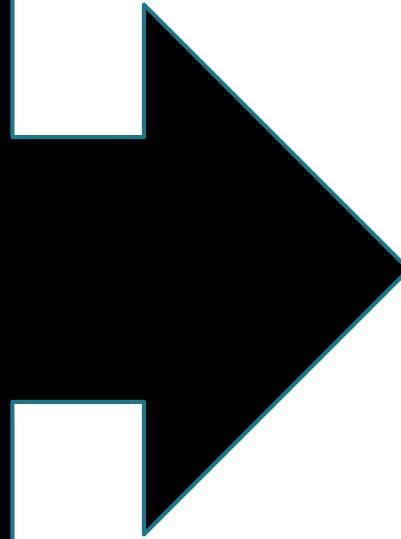


# Keyword Relevance

Relevance

=

The most important factor to consider when choosing the right keywords



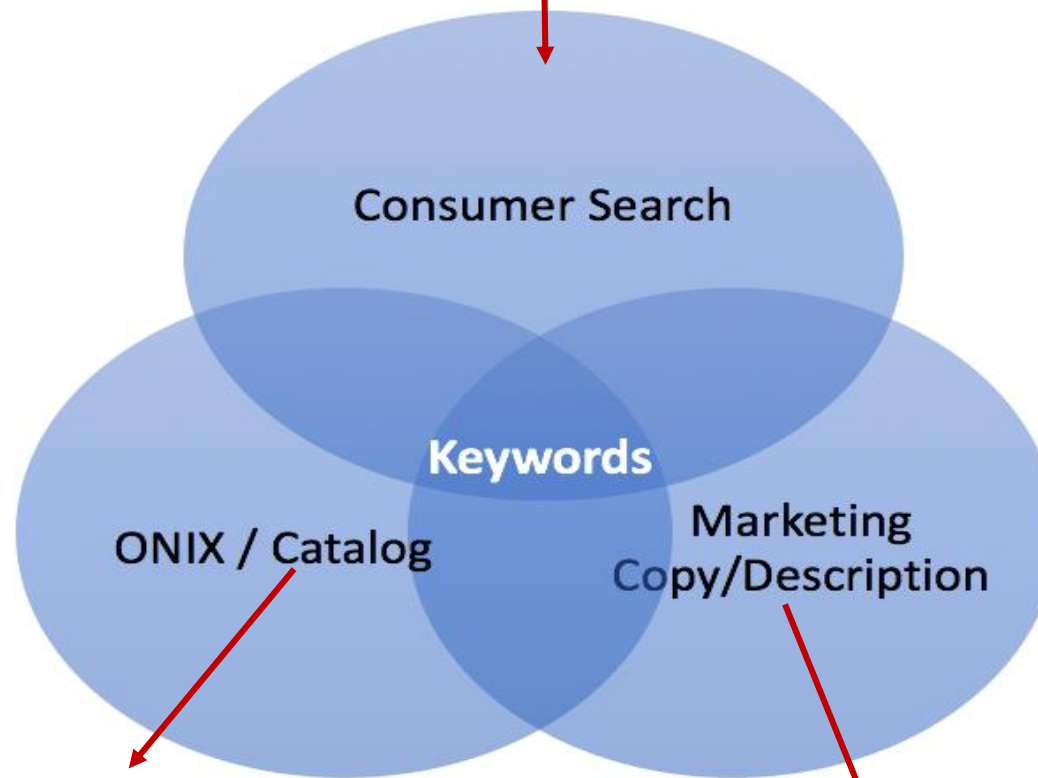
# Keyword Relevance

## Relevance

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The most important factor to consider when choosing the right keywords

**Search Engines**  
Don't receive ONIX  
Use words on web pages to create search indexing for consumers



**ONIX Meta Data**  
Used for Indexing for Retailers

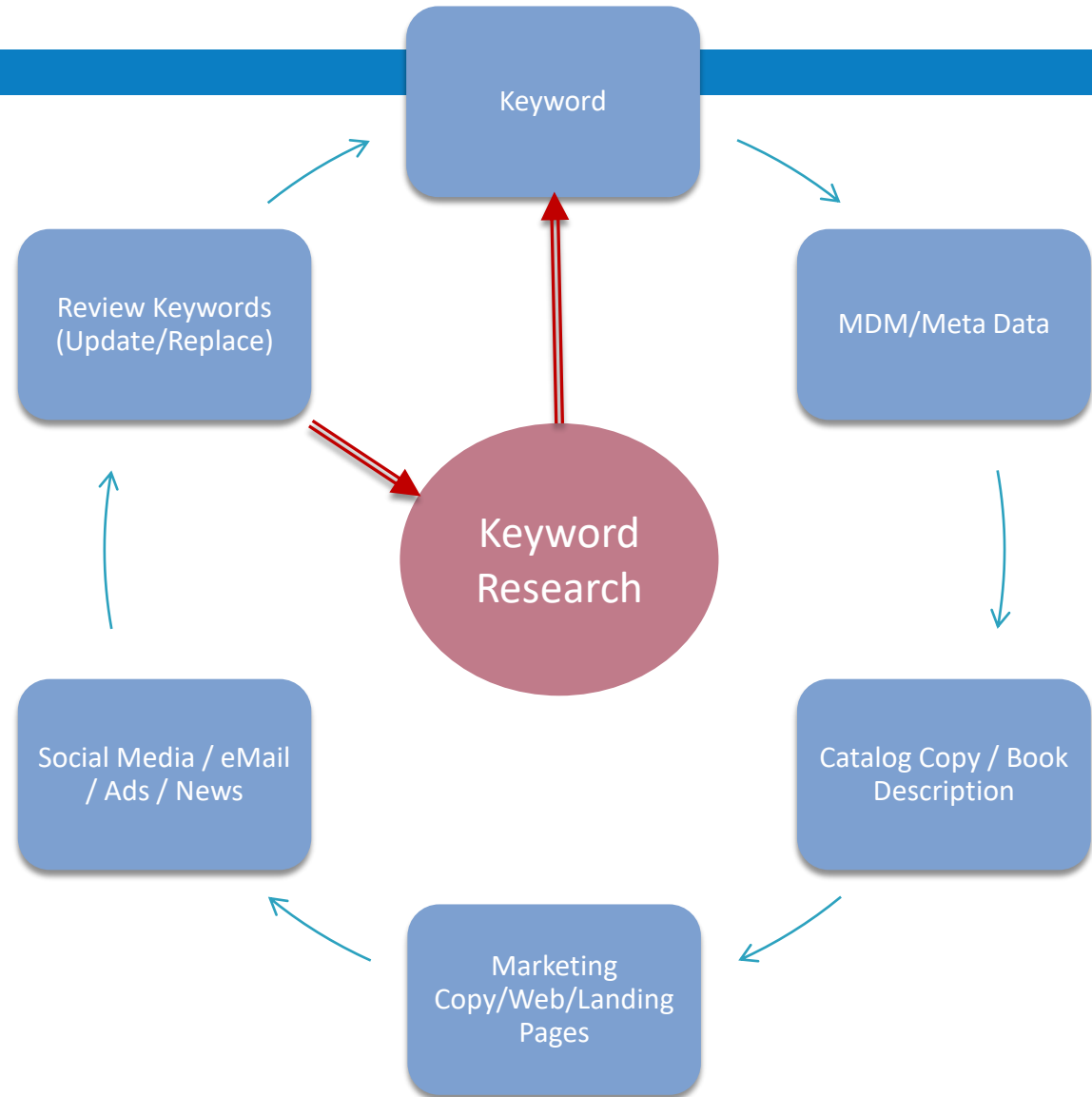
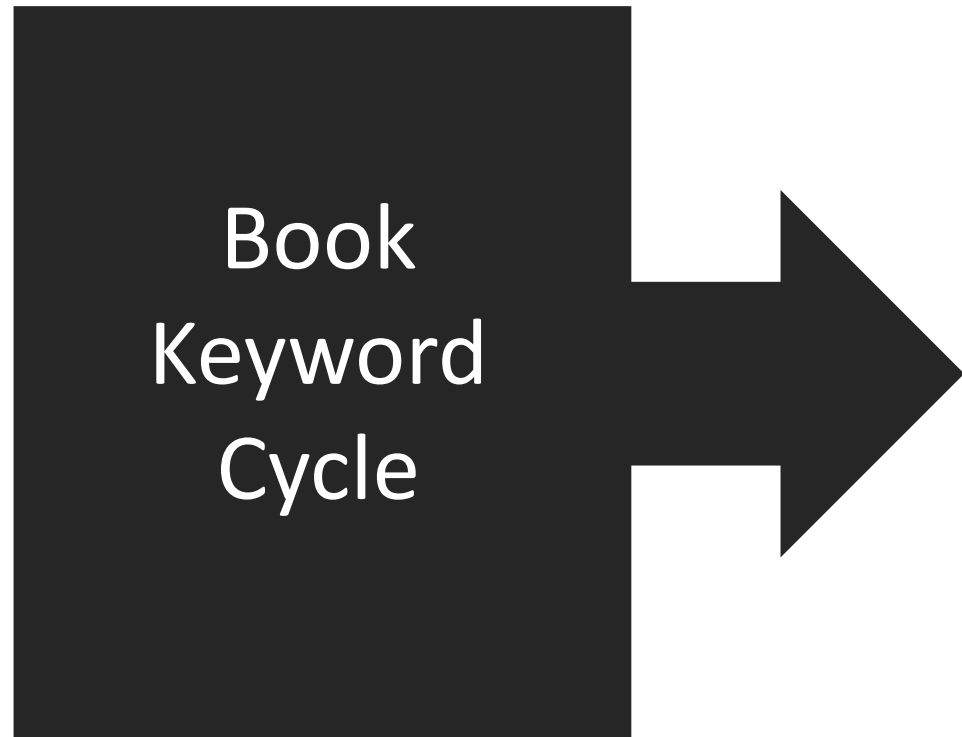
**Based on Book Content**  
Why? Because "book content" is NOT publically searchable. The only way people know what it's about is by our descriptions, keywords and BISAC's

# When Considering Keywords... We Must Think Consumer Search



- **General Discovery:** Title, Subtitle, Author, BISAC, Category
- **Consumer Discovery:** People search by questions, felt need, etc.... Each keyword added helps them to understand what the ***CONTENT*** of the book is about.
- **Keyword Goals:** We are most effective when we are able to **help them understand what their experience will be with the book** and **in the way a consumer would describe it!**

# Keyword Flow

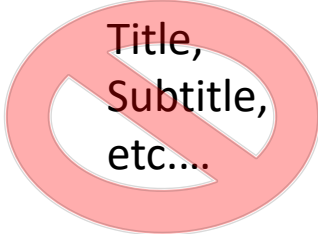


# Keywords are NOT:

- Information covered elsewhere in your book's info:
  - Title, Bisac, Author, Subject Codes, Contributors, Format, Subtitles
- Subjective claims about quality
- Statements that are only temporarily true ("pre-order" "New Release")
- Information common to most items in the category ("book" "Bible")
- Common misspellings
- Variants of spacing, punctuation, capitalization, and pluralization. The only exception is for words translated in more than one way ("Hanukkah" and "Chanukah")
- Anything misrepresentative, such as the name of an author that is not associated with your book. Amazon has a zero tolerance policy for metadata that is meant to mislead.



False Info



Title,  
Subtitle,  
etc....



Temporary  
Statements



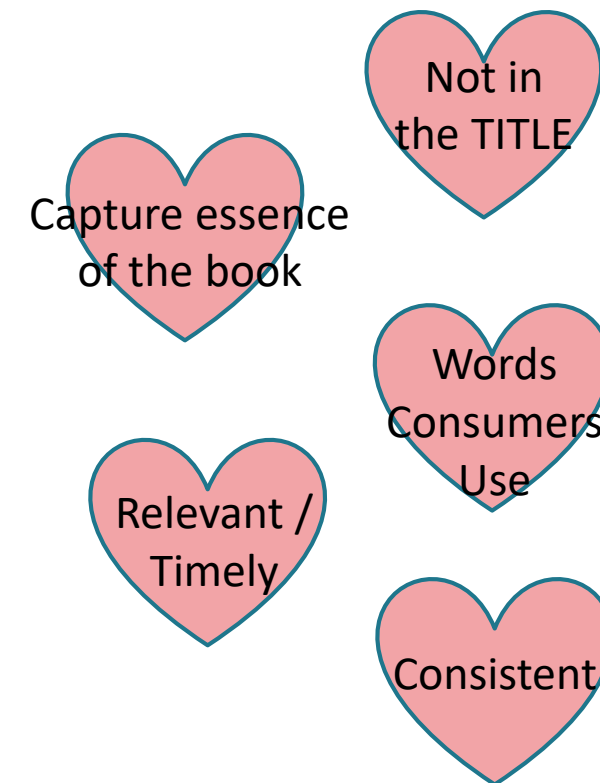
Common /  
Generic  
Terms



Subjective  
Claims

# Keywords ARE:

- Words (1) or phrases (2-5 words) associated with the book that encapsulate the essence of the text
- Words that are consistent with words or phrases a consumer often uses when searching (and often are not in the book description)
- Words NOT found in the title or subtitle
- Focused on relevant categories readers search for
- Current: Update keywords as events happen in the news. A specific event could bring a backlist title up in the ranks with the help of new keywords
- Consistent across different formats



**NOTE: On Amazon keywords are just as important as the words on the product page copy!**

- Example: A book's web copy may indicate something about Jen Hatmaker. Amazon's algorithm KNOWS people searching for "Jen Hatmaker" aren't looking for a book she recommended—they're looking for books she wrote.

# Keyword Length & Research

Words:	Total(%)	Organic(%)	PPC(%)
Total	79.34%	79.05%	0.29%
1	52.42%	52.03%	0.39%
2	133.66%	133.6%	0.06%
3	136.51%	136.46%	0.05%
4	134.34%	134.32%	0.02%
5	125.22%	125.22%	0.00%
6	132.64%	132.62%	0.02%
7	216.45%	216.41%	0.04%
8	444.07%	444.07%	0.00%
9	537.54%	537.54%	0.00%
10+	33.61%	33.14%	0.47%

Keyword/Phrase Length	Possible Choices TEXT SEARCH
1 word	Jesus
2 words	Jesus Christ
3 words	Jesus Christ Death
4 words	Jesus Christ Death Resurrection
5 words	Jesus Christ Birth Death Resurrection
6 words	Importance Jesus Christ Birth Death Resurrection
7 words +	Importance of Jesus Christ Birth, Death and Resurrection

***Voice Search Might Be: "Tell me why the birth, death and resurrection of Jesus Christ is important?"***

Data results presented are as of February 2018



# Catalog vs Consumer Copy

Think of keywords for different purposes

- *Catalog copy* is aimed at the retailer, sales reps, libraries and other industry individuals – its geared towards getting someone to WANT TO SELL
- *Consumer copy/book descriptions* are consumer facing and aimed at people OUTSIDE the publishing industry and in an online setting – its geared towards getting someone to WANT TO BUY OR HAVE IT

# Things to think about when brainstorming

- What questions might the consumer be asking? (Try Google Autocomplete or use MozPro!)
- What solution/problem does this product provide or solve?
- What might someone looking for this be trying to solve?
- What would a novice buyer be looking for to find this?
- What might an advanced buyer be looking for to find this?
- What related categories are there?
- What industry terms might apply?
- Are there geographical phrases, denominational phrases, etc... that might apply?
- Review what the competition is doing or look at comparables!
  - What are their title tags
  - Meta keywords
  - Meta descriptions
  - Copy

# Remember...

Every search has a purpose:

- Questions: who, what, where, when and why
- Education: how to, ideas for, news, etc...
- Shopping: price, trust, shipping, info

Keywords help you target their needs:

- How your audience searches: Words they use and search volumes
- What your audience wants: Terminology THEY use – searcher intent
- Speak THEIR language: Content development and SEO

# Quick list of tools for keyword research:

## Free

- Google Keyword Planner Tool
- Google Search Console
- Google Trends
- Google Display Planner
- Google Instant
- Google Related Searches
- Bing Keyword Tool
- Bing Intelligence Tool
- Bing Webmaster Tools
- AnswerThePublic
- Amazon Suggests
- MetaGlossary

## Fee Based

- MOZ Keyword Explorer
- Alexa.com
- WordTracker
- Searchmetrics
- Hitwise
- WordStream
- SEMRush
- ComScore
- SpyFu
- Long Tail Pro