

THE AMS KEYWORD PLAYBOOK

DISCOVER THE BEST PLACES TO FIND PROFITABLE
KEYWORDS FOR YOUR AMS ADS!



AUTHORSTECH

Introduction

No shenanigans: AMS ads are a great way to promote your book. But if you're here, you know that already.

What I promised you is a complete list of ALL my keyword-finding tactics I use when setting-up Sponsored Product ads (or Keyword Ads, as they are often known).

That is exactly what I'm going to give you. I won't hold anything back. This PDF/cheat sheet/guide is the exact same reference tool I use when I create ads for me and for my clients.

So, no fluff. Let's get right to it. But first, I'm going to answer a few questions you may have (if you have any others, feel free to email me at brian@authorstech.com - I always reply).

Question #1



Why do I need keywords?

The answer might be less intuitive than you think. For Sponsored Product Ads (SP), of course. But lo and behold: for Product Display Ads (PD), too! When searching for a specific product in this latter type of ads, common knowledge is to look for author names and book titles. But what if you searched for the same keywords that are performing well in your Sponsored Product ads?

Question #2



How many do I need?

A lot. And I really mean, a lot. Think of it as a 'shotgun approach' or 'spaghetti to the wall', as I like to call it. The way AMS ads are working right now, you can't predict which keyword is going to perform best (though you can make a pretty good guess). So, what you're going to do, is throw a load of them at Amazon and see what sticks. Some will never perform, others will send your book to the heavens. But you've got to have a lot of those words/phrases before you can make any decision. The limit for each ad campaign is 1k. Find as many as you can, and keep doing so and adding them to your 'arsenal'.

Question #3



How much should I bid?

This question is beyond the scope of this guide! This is a handy reference tool. Bidding strategies could take a whole other book. In fact, someone did write that book. His name is Brian D. Meeks, and his guide to AMS ads is a MUST-read.

OK, now that we've address a couple common questions, let's begin with the tactics.

Again, if you have other question/suggestion, email me at brian@authorstech.com

NOTE: These keyword-finding techniques are NOT in order. You can implement any of them as you please. Keep a spreadsheet and add to it as you experiment with the various methods.

ALSO-BOUGHTS

Price	Free
Effectiveness	4/5
Difficulty	2/5
Time Consuming	Yes

This is probably the most intuitive technique, and the one many authors know about. It's easy and effective, since the 'Customers Also Boughts' are a nearly always a good indication of authors/book title you can target.

- Go to your book page. Make sure the Kindle version is selected
- Scroll mid way through the page, you'll find a section called "**Customers who bought this item also bought**"
- In it, you'll find a carousel of what are commonly known as your 'also-boughts'
- Take note of the book titles and authors and use them as keywords
- **PRO TIP:** click on one of those books and repeat the process with their 'also-boughts'.

It's time consuming and possibly endless, but you'll find invaluable material there!



AMAZON AUTOCOMPLETE

Price	Free
Effectiveness	4/5
Difficulty	1/5
Time Consuming	Yes

Ever noticed that when you type something into the Amazon search bar, words start appearing underneath it, suggesting relevant terms to your search?



This feature is called **'autocomplete'** (Google does that, too). But these aren't just general terms. These are terms that people search for a lot, which Amazon thinks might be both relevant to your search, while also being popular with other users.

NOTE: Make sure you open an 'incognito' window when you use this tactic, or the suggestions Amazon will give you are going to be affected by your browsing history.

Autocomplete is a gold-mine for keywords. Just start typing keywords you can brainstorm, and Amazon will do the rest. But don't stop there. Once you've typed a keywords, add an a after it, and wait for the suggestions to populate. Then add a b, and so on until you've gone through the whole alphabet. You'll be surprised at how many terms you find, that you didn't even think of in the first place.

Note all these terms down. They are your first keywords :)

Price Free

Effectiveness 4/5

Difficulty 1/5

Time Consuming Not Really

Yasiv is a nice little tool that helps you visually see the connections between books on Amazon. These 'connections' are established when two books are interlinked in some way. As you can imagine, Yasiv is therefore extremely useful to help you see what other books customers have browsed or purchased before or after your book.

Here's how to use it:

- In the search bar, type the name of your book
- Next to it, change the category to 'Kindle Store'
- Press ENTER.
- You'll see a 'web' of book covers connected to each other, much like a mind map
- In the right section, you get a list of the same books arranged in a list.
- Note the names of authors, book titles and series titles.
- These are your keywords.



GOODREADS (www.goodreads.com)

Price	Free
Effectiveness	3/5
Difficulty	2/5
Time Consuming	Yes

A while ago, Goodreads acquired Listopia, a website where people could create lists of books based around a specific topic. There's a list of literally every possible subject you can think of, such as "Books with a Teenage Mermaid", or "Books To Help You Sleep", etc. (!)

- Go to Goodreads
- In the top navigation, go to Browse > Lists
- In the search bar on the right, type a term that is broadly related to your book. For example "Copywriting"
- You'll get a list of lists! Click on one of them and you'll see a list of books.
- You can copy-paste all of the book titles and authors
- Or, you can use something like www.import.io (paid, but the free version will do). It 'scrapes' the data from any page you plug in, which you can then export!

YOUR AUTHOR PAGE

Price	Free
Effectiveness	4/5
Difficulty	1/5
Time Consuming	Could be

Your Amazon Author Central page is something you should pay specific attention to. Not many authors do, and that's a big mistake. It also contains a useful section that can help you with your AMS keyword research:

- Go to your Author Central page. If you can't find it, click on your name, found under the title of one of your books.
- On the bottom-left section of the page, you'll see an area that looks like this:



- Here you go. Names of authors whose books people have bought together with yours. A great source for keywords!
- **WARNING:** if you click each one of those authors, you can repeat the process, potentially with no end. Give yourself a time-limit!

NEWSLETTERS

Price	Free
Effectiveness	3/5
Difficulty	1/5
Time Consuming	Could be

Stay updated! You should always subscribe to newsletters informing you on promotions and new releases. A very famous one you might want to check out is www.bookbub.com. Watch out for new or discounted titles in your genre. These newsletters are likely to drive a lot of traffic towards these books. If you use them as one of your keywords, your book could show up next to them and you could have a slice of the pie!

BOOKWINK

Price	Free
Effectiveness	4/5
Difficulty	1/5
Time Consuming	No

Bookwink is great. And not just because I created it! It's a Chrome plugin that sends you an email each time a new book is published in a Kindle category (or categories) of your choice. This way, you can target it immediately, and outbid your competition with little-to-no effort!

- Download Bookwink at <https://chrome.google.com/webstore/search/bookwink?hl=it>
- Install it on your browser
- Follow the instructions (confirm email, etc.).
- Once the plugin is active, little 'bells' will appear near each category in the Kindle books homepage

BOOKWINK

- Dig as deep as you want, and when you've found categories you're interested in, click the little bell.
- Done! You'll get an email each time a new book is published in those categories
- Use them as keywords and outsmart the competition!

AUTHORS IN YOUR SUBCATEGORY

Price	Free
Effectiveness	4/5
Difficulty	3/5
Time Consuming	Yes

Few people know this, but well nested inside Amazon's categories are lists of all the authors who have published books in those categories. Needless to say, this is a great place to find author-names to use as keywords. Not only, you can also find series names, which could be a source for other phrases to target.

- Go to the Amazon Kindle Store homepage: <https://www.amazon.com/Kindle-eBooks/b?ie=UTF8&node=154606011>
- On the left sidebar, you'll notice a list of all Kindle categories.
- Navigate to the category that interests you (the one your book is in, or similar ones)
- Once you've found your chosen category, scroll to the bottom left of the page.
- You'll find a section titled 'Refine by', with a list of authors under it.
- Click 'See more' and you'll be taken to a complete list of ALL the authors who have published a book in that (sub)category!
- **PRO TIP:** You can do the same for the names of book series!

SONAR (sonar-tool.com/us/)

Price	Free-Paid
Effectiveness	4/5
Difficulty	1/5
Time Consuming	No

Sonar is a little-known tool that could really revolutionise the way you find your AMS keywords. The principle behind it could be described as 'competitor reverse-engineering'. In essence, this tool allows you to see the keywords your competitors are using for their own books, so you can copy them and target them yourself. Let's have a look at how it works:

- Got to <http://sonar-tool.com/us/>
- In the main search box, paste your book's ASIN number.
- Press "PING"
- When the search has finished, press 'download'.
- A long list of keywords ready for you!

MERCHANT WORDS (www.merchantwords.com)

Price	Free-Paid
Effectiveness	4/5
Difficulty	1/5
Time Consuming	No

Merchant Words has been around for a while, but it has recently been revamped and is still 100% relevant and accurate. It's a keyword tool for Amazon, nothing more, nothing less. The good thing here is that since it has been operating for various years, its technicians have really perfected how it works, and the results it yields are very accurate and powerful.

MERCHANT WORDS (www.merchantwords.com)

- Go to www.merchantwords.com
- In the search bar, type in a keyword that's loosely (or closely) related to your book. For example "action thriller"
- You'll now need to refine your results. Just under the keyword top left, you'll see an icon of a flag: make sure the US is selected (for AMS purposes).
- Top right, select 'Filter'.
- In the 'Categories' section, select "Kindle Store"
- Done! A good list of keywords you can also export.

NOTE: *If you are on the free plan, the number of results will be limited. Upgrade to get a full list.*

BOOK SERIES IN ORDER (www.bookseriesinorder.com)

Price	Free
Effectiveness	3/5
Difficulty	3/5
Time Consuming	Yes

This website can be a nice little addition to your arsenal. It basically lists the order books from famous authors have in a series. You can search by author name or by character/series name. However, note that this website is managed by a 'real person' who adds all the data himself bit by bit. It's possible you won't find what you are looking for...

- Go to <https://www.bookseriesinorder.com/>
- In the search bar top right, type a name of an author or a character/series title
- Navigate to the series that interests you.
- Use a tool like www.import.io to export the data.
- Use book names etc. as keywords!

KD SPY (www.kdspy.com)

Price	\$47
Effectiveness	4/5
Difficulty	4/5
Time Consuming	Yes

KD Spy was one of the first 'Kindle Spying' softwares that revolutionised how authors research the market before writing their books. Thankfully, we can use it to our advantage as a cool keyword scraping tool for our AMS efforts. The process is quite time-consuming, but well worth it!

- Download the KD Spy browser extension from <https://www.kdspy.com/>
- Go to your book page
- Navigate to the 3 categories your book is ranking for, just under the book's details.

Product details

File Size: 4067 KB
Print Length: 218 pages
Simultaneous Device Usage: Unlimited
Publisher: Molten Universe Media (June 6, 2017)
Publication Date: June 6, 2017
Sold by: Amazon Digital Services LLC
Language: English
ASIN: B071FR6CZQ
Text-to-Speech: Enabled
X-Ray: Not Enabled
Word Wise: Enabled
Lending: Not Enabled
Screen Reader: Supported
Enhanced Typesetting: Enabled

Amazon Best Sellers Rank: #53,355 Paid in Kindle Store (See Top 100 Paid in Kindle Store)
#207 in Kindle Store > Kindle eBooks > Literature & Fiction > Horror > **United States**
#208 in Kindle Store > Kindle eBooks > Mystery, Thriller & Suspense > Suspense > Paranormal > **Psychics**
#450 in Kindle Store > Kindle eBooks > Literature & Fiction > Action & Adventure > **Women's Adventure**

- Click the last word in the first "string". In the example above, it's **"United States"**
- You'll be taken to that sub-category's best-sellers page.
- On that same page, press the **KD SPY** extension icon.
- The software will start pulling results. In the bottom left corner of the **KD SPY** window, click 'Pull results 21-40 multiple times, until the software has pulled 100 results.
- Click "Export"
- You now have an Excel spreadsheet full of data. You only need the **Author** and **Book Title** columns. Delete the rest.

KD SPY (www.kdspy.com)

- You'll now need to 'clean' the spreadsheet:
 - Remove duplicates
 - Remove 'special' characters that AMS won't allow you to use (for example, **commas, periods, quotation marks, etc.**).
- Repeat for the other categories your book ranks for:

Product details

File Size: 4067 KB
Print Length: 218 pages
Simultaneous Device Usage: Unlimited
Publisher: Molten Universe Media (June 6, 2017)
Publication Date: June 6, 2017
Sold by: Amazon Digital Services LLC
Language: English
ASIN: B071FR6CZQ
Text-to-Speech: Enabled 
X-Ray: Not Enabled 
Word Wise: Enabled
Lending: Not Enabled
Screen Reader: Supported 
Enhanced Typesetting: Enabled 
Amazon Best Sellers Rank: #53,355 Paid in Kindle Store (See Top 100 Paid in Kindle Store)
#207 in Kindle Store > Kindle eBooks > Literature & Fiction > Horror > **United States**
#208 in Kindle Store > Kindle eBooks > Mystery, Thriller & Suspense > Suspense > Paranormal > **Psychics**
#450 in Kindle Store > Kindle eBooks > Literature & Fiction > Action & Adventure > **Women's Adventure**



KDP ROCKET (www.kdprocket.com)

Price	\$97
Effectiveness	4/5
Difficulty	2/5
Time Consuming	No

KDP Rocket is the newest player in the game. It's an excellent piece of software developed by Dave Chesson. It was born as a keyword research / competitor analysis tool, but has recently been revamped with an extremely useful "AMS Keyword" function. Let's see how it works!

- Purchase and download KDP Rocket at www.kdprocket.com
- Open the software
- On the top right corner, click "**AMS KEYWORD SEARCH**"

KDP ROCKET (www.kdprocket.com)

- A simple search box will appear. Type in a keyword that's loosely or specifically related to your book (you can also use book names or author names).
- You'll get a list of keywords. Wait for the software to finish 'pulling' them.
- Click export below the results.
- Done!



EXTRA PRO-TIPS!

- Keep ONE single spreadsheet and add to it as you experiment with new keyword-finding methods described in this playbook. It's possible you'll find duplicates, which you can always remove in an Excel document.
- Many of the methods described in this playbook require you to start with a 'seed' keyword around which the softwares can find other words/phrases. If you're stuck with finding them, try using:
 - Author names
 - Book Titles
 - Your 7 KDP keywords (used when uploading the book to Amazon)
 - The keywords suggested by AMS in the Sponsored-Product / Manual Keywords ad type.
- Use modifiers! Sometimes, it's worth it to explore variations on keywords, such as:
 - Alternate spellings ("greetings", "greetingz")
 - Misspellings ("Dan Brown", "Dan Browne")
 - Turning phrases around: ("*Robert Langdon Books*", "*Books with Robert Langdon*", "*Robert Langdon Novels*").