# 3 easy steps to rise your sales on Amazon by setting up the right keyword base. A simple guide for the Amazenator service.

**This step-by-step instruction is meant to show you the process of researching and adding the most suitable keywords for your products on Amazon. It will be upgraded regularly to keep the information up to date. You are also welcome to take part in this project by asking questions and giving your feedback to our service. Don’t miss the «Useful advices» section in the end of this article which will provide you with an easy and helpful technique of increasing your products ranking.**

## Keywords meaning

These are the words or phrases, which a customer uses to find the relevant item on Amazon or elsewhere. For example, a customer wants to buy a new smartphone Sony Xperia, then he will probably type these **keywords** «Sony Xperia or Sony Xperia new» in a search window.

In this case, the best way to meet your product with a customer is to set the most popular and relevant **keyword phrases.** It looks simple but has nuances, which may cause the search rate falling or increasing.

The main rule is the more precise and specific the search term is the easier it will be to find the proper product. If the term is rather generic or has a competitive structure the harder it will be.

That’s why it is very important to use the most popular and precise **keyword** structures to catch your potential customers search requests.

## Be one step ahead of majority

Here inside our system Amazenator we can clearly see those terms, which are mostly used by people to find all kind of products on the Amazon market.

According to the latest researches, we can truly say that most of the market sellers do not understand the basics and do not get the possible benefits from sales. They don’t even know what exactly their potential customers are searching for.

That’s why we started this platform to give you a full-fledged service including monitoring of the effectiveness after adding the chosen keywords. It will give you an opportunity to manage your product pages precisely according to each phrase separately.

## 3 steps to the first results

We will work with the headlines, descriptions and your product optimization.

### Step 1

You will need to register in our service here <https://amazenator.com/> . This process is totally free for you.

### Step 2

Imagine that you sell the accessories for Zenfone Max M1 then your research process will be, like mentioned below.

Firstly, add your product by using this button and inserting its URL in the next window. You can also insert its ASIN instead.

(1 photo)

(2 photo)

It will take a few minutes before the service will upload the info from Amazon. During this process, you can add more of your items. As a result, you will get a ready to tune list of products.

(3 photo)

### Step 3

The main phase of the entire process is generating and choosing the most suitable keywords. Go to one of your products and click the “Research keywords” button. Later you will see all the words added to this item and their rankings here.

(4 photo)

At the beginning of the research, you should enter the basic keyword, which in our case will be Zenfone Max Pro M1. Then just click “Generate Suggestions” and the service will provide lots of different options.

(5 photo)

Choose the most suitable, click “To result” and then “Add”. It will take a bit of time for system to collect the information according to the chosen phrases.

After the process is over you will be able to track the changes of your products rankings for each of the keywords. It will help you to monitor the statistics and make proper corrections if needed.

## Useful advice

Our service will become your personal best tool for increasing the sale rate of any kind of products. But this is not the only way to find suitable keywords or to understand which kind of it is mostly used by clients.

One more good way to know it is just a simple asking of your friends, relatives or any other people around about how they would search for any specific product, which you sell. They will usually give you the shortest phrase consisting of 2 or 3 words describing the need.

Then you may also add them to our service using the “adding keyword” button as shown below.

(6 Photo)

You should just type in the whole keyword and the system will begin tracking its ranking through Amazon market.

## Quick Assistance

Amazenator service is always ready to help you with any kind of issues according to the work of our service and keywords research in common. All you need is just to type your question in the chat box at the right bottom of the screen. Our assistant will answer in the shortest time.