



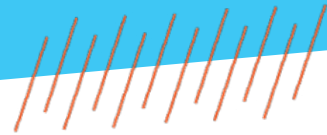
# AMAZON KEYWORD TOOLS: HEAD TO HEAD



We put the top three Amazon keyword research tools to the test.  
Which one came out on top?

**YOUR KEYWORD TOOL MAY BE  
MISSING HALF OF YOUR  
PRODUCT'S RELEVANT  
KEYWORDS.**

**AND IT MAY BE COSTING YOU  
THOUSANDS OF DOLLARS.**



Using Viral Launch's Keyword Research, we gathered a list of 3 products' most relevant keywords with high search volume to see how the top Amazon keyword tools stacked up.

Using a Reverse Market Lookup and Market Relevancy Calculation, Keyword Research finds all of your product's most relevant keywords with just one search. For example, a search for first aid kit results in relevant terms including related keywords (like travel first aid kit) and horizontal keywords (like medical bag).

Putting the two most popular Amazon keyword tools to the test, we analyzed their keyword results in comparison to the hyper-relevant lists provided by Keyword Research.

**Spoiler alert:** both of these keyword tools missed over 100,000 monthly searches on a majority of products!

# EYE CREAM

## Monthly Search Volume Found

Keyword Research: **385,000**  
Competitor A: **50,000**  
Competitor B: **210,000**

## Top 20 Relevant Keywords

Keyword Research: **20/20**  
Competitor A: **4/20**  
Competitor B: **13/20**

| Search Term                      | KEYWORD RESEARCH<br>Monthly Search Volume | KEYWORD TOOL A<br>Monthly Search Volume | KEYWORD TOOL B<br>Monthly Search Volume |
|----------------------------------|---|---|---|
| eye cream                        | 48,820                                    | 352,184                                 | 35,011                                  |
| moisturizer for face             | 36,636                                    | x                                       | x                                       |
| retinol cream                    | 29,460                                    | x                                       | x                                       |
| face cream                       | 19,299                                    | x                                       | x                                       |
| eye gel                          | 15,997                                    | x                                       | 27,854                                  |
| under eye bags treatment         | 13,450                                    | x                                       | 8,577                                   |
| dark circles under eye treatment | 13,387                                    | x                                       | 12,519                                  |
| anti aging face cream            | 13,161                                    | x                                       | 14,792                                  |
| eye cream anti aging             | 13,042                                    | 11,760                                  | 16,968                                  |
| wrinkle cream                    | 12,311                                    | x                                       | 11,918                                  |
| facial moisturizer               | 11,725                                    | x                                       | x                                       |
| retin a                          | 10,565                                    | x                                       | x                                       |
| eye serum                        | 6,115                                     | x                                       | 4,633                                   |
| under eye cream                  | 5,884                                     | 85,978                                  | 5,926                                   |
| eye bags treatment               | 4,786                                     | x                                       | 4,752                                   |
| korean eye cream                 | 3,742                                     | 35,836                                  | x                                       |
| eye cream for dark circles       | 3,251                                     | x                                       | 4,540                                   |
| eye cream for wrinkles           | 2,594                                     | x                                       | 3,107                                   |
| puffy eyes treatment             | 2,565                                     | x                                       | 2,533                                   |
| retinol face moisturizer         | 2,549                                     | x                                       | x                                       |

# FISH FOOD

## Monthly Search Volume Found

Keyword Research: **115,000**  
Competitor A: **30,000**  
Competitor B: **62,000**

## Top 20 Relevant Keywords

Keyword Research: **20/20**  
Competitor A: **6/20**  
Competitor B: **13/20**

| Search Term            | KEYWORD RESEARCH<br>Monthly Search Volume | KEYWORD TOOL A<br>Monthly Search Volume | KEYWORD TOOL B<br>Monthly Search Volume |
|------------------------|---|---|---|
| fish food              | 11,569                                    | 127,041                                 | 11,328                                  |
| betta fish accessories | 8,836                                     | x                                       | x                                       |
| betta fish             | 6,721                                     | x                                       | 6,311                                   |
| automatic fish feeder  | 5,054                                     | x                                       | 3,916                                   |
| beta fish              | 4,820                                     | x                                       | x                                       |
| betta fish food        | 3,078                                     | 29,570                                  | 3,769                                   |
| fish feeder            | 3,008                                     | x                                       | 2,662                                   |
| algae wafers           | 2,894                                     | x                                       | 2,652                                   |
| fish food flakes       | 2,748                                     | 6,295                                   | 2,884                                   |
| godfish food           | 2,556                                     | x                                       | 2,594                                   |
| koi fish               | 2,284                                     | x                                       | x                                       |
| brine shrimp           | 2,130                                     | x                                       | x                                       |
| cichid food            | 1,997                                     | x                                       | x                                       |
| tetra fish food        | 1,900                                     | 25,014                                  | 2,006                                   |
| betta food             | 1,667                                     | x                                       | 1,613                                   |
| tropical fish flakes   | 1,537                                     | x                                       | 1,575                                   |
| new life spectrum      | 1,490                                     | x                                       | x                                       |
| tropical fish          | 1,390                                     | x                                       | 1,368                                   |
| beta fish food pellets | 1,289                                     | 4,599                                   | x                                       |
| fish food pellets      | 1,227                                     | 9,135                                   | 1,234                                   |

# FIRST AID KIT

## Monthly Search Volume Found

Keyword Research: **433,000**

Competitor A: **263,000**

Competitor B: **135,000**

## Top 20 Relevant Keywords

Keyword Research: **20/20**

Competitor A: **10/20**

Competitor B: **11/20**

| Search Term            | KEYWORD RESEARCH<br>Monthly Search Volume | KEYWORD TOOL A<br>Monthly Search Volume | KEYWORD TOOL B<br>Monthly Search Volume |
|------------------------|---|---|---|
| first aid kit          | 111,133                                   | 349,200                                 | 106,592                                 |
| emergency kit          | 17,344                                    | x                                       | 13,739                                  |
| first aid              | 9,885                                     | x                                       | 10,806                                  |
| first aid 2018         | 9,677                                     | x                                       | 7,649                                   |
| trauma kit             | 6,909                                     | x                                       | x                                       |
| baby first aid kit     | 6,531                                     | 54,933                                  | x                                       |
| medical bag            | 4,843                                     | x                                       | x                                       |
| first aid kits         | 4,777                                     | 31,543                                  | 5,517                                   |
| travel first aid kit   | 3,899                                     | 8,336                                   | x                                       |
| first aid kit for car  | 3,614                                     | 6,857                                   | 2,855                                   |
| first aid supplies     | 3,400                                     | x                                       | 3,052                                   |
| medical kit            | 3,186                                     | x                                       | 28,98                                   |
| first aid bag          | 3,139                                     | x                                       | x                                       |
| car first aid kit      | 2,992                                     | 10,349                                  | 2,602                                   |
| emt supplies           | 2,809                                     | x                                       | x                                       |
| small first aid kit    | 2,598                                     | 11,385                                  | 2,032                                   |
| med kit                | 2,107                                     | x                                       | 2,125                                   |
| mini first aid kit     | 2,047                                     | 13,361                                  | x                                       |
| tactical first aid kit | 1,841                                     | 9,598                                   | x                                       |
| hiking first aid kit   | 1,600                                     | 6,598                                   | x                                       |






# THE MOST RELEVANT RESULTS

To get an exhaustive list of relevant terms, Keyword Research runs a massive **Reverse Market Lookup**. Think a Reverse ASIN Lookup, but bigger and better. The downside to Reverse ASIN Lookup is that it only finds indexed words for one single competitor, which means you could miss some really crucial words for your product. In contrast, a Reverse Market Lookup finds the most comprehensive list of indexed words from all of your top competitors.

Essentially, we're looking at the top selling listings across your entire product market to ensure we're capturing all your most important keywords. This ensures you don't miss any crucial keywords for your market, and as a result, we gather a large pool of relevant keywords for your product.

Next, we take that comprehensive pool of keywords and run it through our sophisticated **Market Relevance Calculation**. This proprietary process weeds out irrelevant terms and gives you a list of hyper-relevant keywords for your product.

Alongside all of your product's most important terms, Keyword Research provides:

-  Accurate search volume data based only on Amazon data
-  Historical search volume trends
-  Priority, relevancy, and opportunity scores
-  CPC suggested bids
-  Easy integration with other Viral Launch research software

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