

Amazon Search Terms: What They Are, How to Use Them Effectively, & More

Meta: 2021 Amazon Search Terms Guide to Supercharge Your Listing

As a seller, you want sky-high CTR (click-through rate) and maximum conversions. You do everything in your power to make your products appealing to the buyers. From high-quality products to actually listening to buyers' feedback and using it wisely, you do it all. But, all this effort is futile if a buyer enters a relevant query and doesn't see your product in the suggestions.

To avoid facing such a situation, you need to understand how [Amazon's A10 algorithm works](#). It displays relevant products with maximum buyers' interest only.

How does it know what is relevant and what is not? The answer is simple, through keywords. Your strategically placed front-end keywords and Amazon search terms play an important role in optimizing the impressions of your product.

This article will focus on Amazon search terms and how you can use them to supercharge your listing.

What are Amazon Search terms?

Amazon search terms are covert back-end keywords that drive more traffic to your product detail page.

Amazon is a search engine. For ranking our products on this platform, we try to add the maximum keywords into our listing. The problem with this approach is that it makes the listing congested in the eyes of buyers. It feels like we are trying too hard, and this decreases the level of trust and hence our conversions.

You can tackle this issue of conversions vs. impressions with the help of backend keywords. Amazon seller central backend search fields present a fantastic outlet for vendors to utilize different keywords. Sellers can put the product synonyms and variations in this section that don't make it to the titles and main descriptions.

These are the hidden keywords that will determine the relevance of the product without affecting your listing. They are not visible to the buyers; hence you can keep your listing more esthetically pleasing without making it feel stuffed.

How do you add search terms on Amazon?

After logging into your account, hover to the Inventory tab and select Manage inventory. It will direct you to the product list page. You can add keywords and edit all the background details.

Fee Preview	Price + Shipping	Business Price + Shipping	Lowest Price + Shipping	Save all
--	\$ 45.97 + -- Migrated Template	\$ + -- Add quantity discounts ▼	- + --	Edit
-		Add quantity discounts ▼		Edit
▼ \$11.21 Includes \$4.76 FBA Fee ▼	\$ 42.97 + \$0.00	\$ + \$0.00 Add quantity discounts ▼	\$ 38.97 + \$0.00 Match price	Edit
▼ \$11.21 Includes \$4.76 FBA Fee ▼	\$ 42.97 + \$0.00	\$ + \$0.00 Add quantity discounts ▼	\$ 38.97 + \$0.00 Match price	Edit

You will find six categories of backend keywords in this section:

1. Search Terms
2. Intended Use
3. Subject Matter
4. Target Audience
5. Other Attributes
6. Platinum Keywords

Vital Info	Variations	Offer	Compliance	Images	Description	Keywords	More Details	Advanced View <input type="checkbox"/>
<div> <div>1</div> <div>Search Terms ⓘ</div> <div>Ex: Electric</div> </div>								
<div> <div>2</div> <div>Intended Use ⓘ</div> <div>Ex: asthma</div> <div>Add More Remove Last</div> </div>								
<div> <div>3</div> <div>Subject Matter ⓘ</div> <div>Ex: Christmas</div> <div>Add More Remove Last</div> </div>								
<div> <div>4</div> <div>Target Audience ⓘ</div> <div>Ex: unisex-adult</div> <div>Add More Remove Last</div> </div>								
<div> <div>5</div> <div>Other Attributes ⓘ</div> <div>Ex: natural-ingredients</div> <div>Add More Remove Last</div> </div>								
<div> <div>Cancel</div> <div>Save and finish</div> </div>							<div>Advanced View <input type="checkbox"/></div>	

Amazon platinum keywords vs. search terms

Unlike the latter, platinum keywords don't play a role in improving SEO health for normal sellers. The primary purpose of them is to grant privilege to top-tier platinum sellers. Most sellers don't even consider filling this field.

How To Find Search Terms For Your Amazon Listing?

Pay attention to your target audience and their demands. You need to know what terms they use and how to integrate them into your listing. Luckily, there are numerous tools for Amazon keyword research, such as Viral Launch, Zonguru, Helium 10, and Jungle Scout, to boost your marketing strategies.

These tools will provide detailed results of useless terms, winning keywords, search volume, and customer engagement.

You can also utilize brand analytics and the Amazon auto search method for this purpose. Translation of your main keyword in other prevalent languages like Spanish and French can also become fodder for search terms.

Make use of the Amazon search term report that you can download from seller central. It shows the terms that bring traffic, generate sales (and those that don't) to optimize your strategies.

Amazon Search Terms Guidelines

Here are some crucial guidelines to optimize your listings:

1. Keyword Research

Reverse engineer at least 5 of your competitors and see what keywords they are using.

You can also take help from Google Trends, Google keyword planner in this regard. Focus on long-tail keywords; they are imperative for attracting traffic.

2. Follow the term limit

Amazon search term limit is 250 bytes. Your entries should be a minimum of 234 bytes and a maximum of 249 bytes. If you exceed the count in the search term fields, it will show you a warning message.

3. Correct Usage

It is essential to learn how to put the keywords in the right way. This is not Google, where we need to repeat keywords to get higher rankings. For Amazon SEO, the repetition and duplication of the same word are of no use.

You can also use synonyms, long-tail keywords, different spelling, abbreviations, and hypernyms. But you can't use the same word with a lower or upper case difference.

Don't put the words in the backend already present in the description, bullets, and title. For example, if you have used keywords like silky hair shampoo on the front end, use variations like soft/glossy at the back.

Avoid including the following things:

- Product identifiers and brand names, including your own brand
- Temporary terms like Flash sale, Available Now, Hurry Up, A few pieces left, etc
- Adjectives, superlatives, and subjective claims like Outstanding/Best Quality. They hold no value since no buyer searches with such requests
- Filler words as An, The, Such, By, For, the Amazon standard identification number, or UPC.
- Misleading and offensive words

Amazon Search Terms Examples

Wrong Use	Why is it wrong?	Right Use
“Pearl””Bright””Pain”	The use of quotation marks is not necessary.	Pearl bright pain
Toothpaste for whitening	Includes filler word	ToothPaste whitening
Toothpaste, pearl, white, bright, smile, shine, sensitivity	Use of Amazon search term comma	Toothpaste pearl white bright smile shine sensitivity
Tooth, teeth	Uses both singular and plural variant of a word	Teeth
Toothpaste for bright smile toothpaste for sensitive teeth	Unnecessary repetition	Toothpaste bright smile sensitive teeth

Check Keyword Relevancy

Copy all the targetted keywords and paste them on the Amazon search bar. Now set the relevancy percentage at 80-90, and start examining the results.

Use Spaces

You can separate the words with spaces. There is no need to use punctuation marks like commas and semicolons. There is confusion between merchants that spaces count as bytes, which is not the case. Don't fret.

Keep An Eye On Your Competitors

In this dynamic field, it is indispensable to stay updated with ever-changing market trends and your competitors. You may find something beneficial for your business in this way.

Analyze at least 3-5 same niche competitors having decent sales, reviews, and first-page ranking. Examine their marketing techniques, keywords, and execute your plan. Keep optimizing regularly.

Make the Best Use Of Amazon Tools

You can find various tools to track your overall progress, user engagement, keyword potential, and competitors' results. These tools come with different features and pricing plans. We would advise you to go with the one that aligns the best with your business requirements.

Never Ignore Amazon Policies and Algorithm

Amazon algorithm actively works to provide the most relevant results to the consumers and eliminate black hat SEO techniques from the platform. The latest version of Amazon algorithm 10 has come into the market with new rankings factors. It gets a little tricky as these factors are not explicitly specified, but you can understand it by staying updated.

For Amazon SEO, indirect techniques are equally important as direct techniques. These indirect techniques include backend search terms, relative sales velocity, off-site sales, etc.

Also, check out [Amazon's search term rules](#) to prevent any inconvenience.

FAQS

1. What is the difference between bytes and characters on Amazon?

Are bytes and characters the same thing? The single-word answer to this long-term question is NO. There is a fixed byte counter in the seller's central that stops accepting entries that exceed the Amazon search terms limit, in bytes, not in characters.

Alphanumeric characters in the English language are one-to-one which means one letter is equal to one character, which is equivalent to a byte. But, it gets tricky dealing with Chinese/Japanese characters, umlauts in German, and Unicode symbols that can be more than one byte per character.

2. Can you upload search terms in bulk for multiple Amazon listings?

Yes, you can upload search terms in bulk for your product listings. You must download the worksheet of an existing listing, update and upload it with the keywords.

3. How to know if Amazon has indexed your search terms?

You can use paid tools and extensions to find out if Amazon has indexed your terms or not. But, you can do it in the following simple steps if you want a quick manual check:

- Hop on to the Amazon page and select All Categories.
- Type the ASIN of the product and targetted keyword, and press enter.
- You will find results if your product is listed for that specific keyword.

If it is not indexed, there is a certainty you have misinterpreted a guideline or didn't insert the keywords in the right way.

Conclusion

In the saturated world of Amazon, it is not enough to create a business and wait for clients to appear magically. It is essential to do deep research, hustle harder, and get your keywords indexed. Otherwise, it won't reach potential buyers.

We hope you've grasped the importance of Amazon's backend search terms and picked up some optimization techniques. Hopefully, they will help you cope with the competition.