



THE TRIFECTA PART 1

Here You'll Learn How to Identify The 'Right' Competitors and, How to Discover Their Money Keywords.

1. First, determine what your primary keyword is.
 - a. A primary keyword is the phrase that MOST represents what your product is.
 - b. Examples: Silicone Spatula Set
2. Do a search for that keyword on Amazon
3. Now look over the products on page 1. You want to find at least five (5) very similar products to yours, that meet these criteria:
 - a. Close to organic position 1 as possible
 - b. High volume of reviews (relative to that category)
 - c. Good Star Rating
 - d. Similar Price Range
4. Then look for a couple more very similar products to yours, that are in the middle of page 1, which have fair review volume, and good star rating.
5. Then go to the bottom of Page 1 and see if you can find a few more very similar products to yours that have a fair review volume and good star rating.



6. This should give you a list of 7-10 products that will be the right competitors for you to be analyzing.
7. Take these 7-10 products and do a Reverse ASIN search on them. Many tools out there can do this. ManageByStats has Keyword Scout that does this very well:
<https://managebystats.com/keyword-scout>
 - a. Do a search with all the products at one time.
 - b. Sort the results by Search Frequency Rank (aka SFR), from lowest to highest (lowest number on top, as this is RANKING best and has more search volume).
 - c. Go through these keyword phrases and eliminate any that are not relevant to your product.
 - d. Try to get a minimum of 20-50 phrases that are very relevant to your product and have a good SFR number. Remember, the lower the SFR number the better it is ranked. Stay under 1M, then look at the whole list as 4 competitive buckets; 1 to 100,000, 100,000 to 250,000, 250,000 to 500,000 and 500,000 to 1M.
 - e. When building your listing, try to find all of the relevant phrases starting in the 1st tier of 1 to 100,000 and work your way through. Then using these keywords, build them into your listing, putting them into your title, your backend search terms and bullets.
 - f. Then take these same keywords and put them into a Keyword Tracker system. MangeByStats has a great one:
<https://managebystats.com/amazon-keyword-tool>



- g. You'll then want to see where you rank on all the keywords. Give the system about 5-7 days of data to track the keyword phrases entered.

You've found the right competitors to analyze; you've added the good SFR keyword phrases to your listing, and you're tracking how you rank for those keywords.

The next step will be analyzing the keyword ranking results from the tracker. We will cover this in the Trifecta Phase II video and PDF.

