

Reverse ASIN Keyword Research

Purpose: This procedure will show you how to use KeywordInspector.com's Reverse ASIN tool. This tool creates a report that you can use to spy on the keywords being used most successfully by your top 3-5 competitors on Amazon.

Process:

Step 1: Run the "Reverse ASIN Report" for the Top 5 Competitor Listings

The idea here is that it would be extremely useful to learn what exact keywords your top 5 competitors are ranking for on Amazon. Rather than reinvent the wheel, we could simply model them by *walking in their moccasins*. There is a tool that allows us to do that called the **Reverse ASIN report**.

1. Go to KeywordInspector.com
2. Log into *Reverse ASIN Search*
3. Choose "New Reverse ASIN Search"
4. In a new tab, open Amazon. Perform a search using your 'main' search phrase.
5. Open the top 5 competitors listings in new tabs.
6. Copy and paste their ASIN's into the Reverse ASIN tool.
 - a. <http://www.amazon.com/AmazonBasics-DS-018-Mesh-Wastebasket/dp/B01AH488VQ/>
 - b. The **BOLD** alphanumeric text above is the ASIN
7. Choose "Extensive" search
8. Click "Start Reverse ASIN Search"
9. From left navigation, click "Keyword Search History"
10. You will find your completed ASIN reports there. (It can sometimes take several minutes)
11. Download the ASIN reports and upload them to Google drive folder, named after your product.
 - a. NOTE: Inside this Google drive folder will be these 5 ASIN reports and the final keyword spreadsheet that you will complete in Step 2.

Step 2: Analyze the Reverse ASIN Reports

1. Open the five ASIN reports
2. Only look at the top 25 keywords listed in each report. The value decreases beyond #25. However, we suggest you go beyond #25 if there appears to be many good keywords.
3. Add any relevant / obvious / good keywords to your worksheet.
4. Add popular "brand name" keywords to your worksheet. *If unsure, use Google Keyword Planner to verify their popularity.*
5. Add common / most popular "misspellings" to your worksheet - for example "dog shock collar"