



Sells Like  
**HOT CAKES**

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How You Can Get From Zero To \$47,812 Per Month With No Capital  
Or Investments Using A Simple Amazon +Shopify System

**FBA STRATEGIES:  
MORE KEYWORDS  
&  
RESEARCH TOOLS  
THAT'LL HELP GROW YOUR  
BUSINESS**

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[www.SellsLikeHotCakes.co](http://www.SellsLikeHotCakes.co)



Hi, guys. Welcome to Sells Like Hot Cakes video course. In the last videos, we talked about creating your keywords using Sells Like Hot Cakes tools and member's area. In this short video, I'm going to show you a few more tools that you can use to research your keywords.

Come take a peek at what you'll learn today:

- ***Check out a FREE TOOL from Google that you can use to find Keywords***
- ***Learn how to NOT ONLY find key words but to be able CATEGORIZE them: this can help you know the most competitive words***
- ***DISCOVER another tool that you can USE get find Keywords that ONKINE SHOPPERS are using.***
- ***I Also tell you about tools you should AVOID paying for: Frankly some developers are lazy, if you patronize these tools you won't be getting your money's worth. So watch out!***

The first tool is free, it's from Google Adwords and it's called keyword planner. You can just Google "keyword planner" and you will get to the page like this where you can put your search term, for example umbrella, or you can even put your landing page and it will search the keywords. Let's click "get ideas." It's loading. You see, for umbrella, it shows the search volume of each keyword. Let's scroll down, you see it's giving you ideas.

This is the main keyword, umbrella, and then you get patio umbrella, umbrellas, outdoor umbrella, windproof umbrella, garden umbrella, sun umbrella, best umbrella. Here is the amount of monthly searches and here's the competition. This means in Google Adwords, of course, not in Amazon, but if something is very competitive in Google Adwords, it must be almost the same competitive in Amazon for obvious reasons.

Here you can see also some longtail keywords with three words, patio umbrella stand, for example. Then you can sort by competition, for example. Here you can see the low competitive words, for example, the umbrella, my umbrella, Rihanna umbrella, with low competition but still a lot of searches. Of course, you can download all of the keyword ideas for you to use and analyze further.

Another website that is used, and this one is more related to Amazon rather than Google, is called merchantwords.com. Here you can find what online shoppers are searching for, so this one is more related to Amazon. Let's check umbrella and click search. This is a paid service, so for free, it doesn't give me much results, that's why, personally, I don't use the service because I get all of this information with our Sells Like Hot Cakes tools or with a free Google Adwords planner.



Basically, you get almost the same information so I don't need this kind of service myself, but I just wanted to show you different possibilities in case you find this helpful. I hope, guys, you get good ideas to get the keywords. There are a couple of more services to find keywords such as [keywordtool.io](http://keywordtool.io). You see it's finding a lot of results, but again, it's a paid service, but probably it's just getting results from Google Adwords anyway so I'm not sure why you need to pay for such services, but I still wanted to show you.

Another one to find longtail keywords is [WordStream.com/keywords](http://WordStream.com/keywords). Another one is showing you the keywords, Google search volume, and again, probably they are getting them from Google anyway. Also remember "Keyword Inspector" tool for reverse ASIN search that I showed in other video... You see guys, there are a lot of services that you can use, but personally, I just stick with Sells Like Hot Cakes keyword search tool because it just gives me the keywords I need.

Anyway, you just put at least five keywords to your Amazon listing, and you don't need just stack your listing with thousands and thousands of keywords. Amazon doesn't let you do that anyway. You can put more than one keyword per line but don't over do it. Amazon will ignore punctuation there. I hope you found this video helpful and you check my other videos where I talk about different ways to find keywords, like reverse ASIN search with keyword inspector tools and stuff like that. Don't forget to comment and share and I'll see you in the next videos. Bye.