

Amazon KDP Keyword Research Template

Research · Analyse · Choose · Track

SECTION 1 — Book Details

Book Title: _____

Genre / Niche: _____

Target Reader: e.g. beginner gardeners, Christian women, cozy mystery fans

Research Date: _____ Researched by: _____

Tools Used: KDP Search Bar Publisher Rocket Helium 10 Google Trends Kindlepreneur

SECTION 2 — Seed Keywords (Brainstorm)

Start broad. Think like your reader. What would they type into Amazon to find your book?

#	Seed Keyword / Phrase	Search Intent	Notes
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

SECTION 3 — Long-Tail Keyword Tracker

Long-tail keywords (4–7 words) have lower competition and convert better. Aim for keywords with monthly searches > 100 and competition LOW–MEDIUM.

#	Long-Tail Keyword	Monthly Searches	Competition L / M / H	Relevance 1–5	Use In Metadata?
1					
2					
3					
4					

5					
6					
7					
8					
9					
10					
11					
12					
13					
14					

SECTION 4 — KDP's 7 Backend Keyword Slots

KDP gives you 7 keyword fields — each up to 50 characters. Do NOT repeat words already in your title/subtitle. Separate phrases with spaces, not commas.

Slot	Keyword String (max 50 chars)	Char Count	Approved?
1			<input type="checkbox"/> Yes <input type="checkbox"/> No
2			<input type="checkbox"/> Yes <input type="checkbox"/> No
3			<input type="checkbox"/> Yes <input type="checkbox"/> No
4			<input type="checkbox"/> Yes <input type="checkbox"/> No
5			<input type="checkbox"/> Yes <input type="checkbox"/> No
6			<input type="checkbox"/> Yes <input type="checkbox"/> No
7			<input type="checkbox"/> Yes <input type="checkbox"/> No

SECTION 5 — Category Research

#	Category Path (full breadcrumb)	BSR Needed for Top 10	Current #1 BSR	Viable?
1				<input type="checkbox"/> Yes <input type="checkbox"/> No
2				<input type="checkbox"/> Yes <input type="checkbox"/> No
3				<input type="checkbox"/> Yes <input type="checkbox"/> No
4				<input type="checkbox"/> Yes <input type="checkbox"/> No
5				<input type="checkbox"/> Yes <input type="checkbox"/> No

SECTION 6 — Competitor Keyword Analysis

Competitor Title (short)	ASIN	Keywords They Rank For	Keyword Gap (you're missing)

SECTION 7 — Final Keyword Selection & Placement

Keyword	Monthly Searches	Competition	Placement Location
			■ Title ■ Subtitle ■ Description ■ Backend ■ Series
			■ Title ■ Subtitle ■ Description ■ Backend ■ Series
			■ Title ■ Subtitle ■ Description ■ Backend ■ Series
			■ Title ■ Subtitle ■ Description ■ Backend ■ Series
			■ Title ■ Subtitle ■ Description ■ Backend ■ Series
			■ Title ■ Subtitle ■ Description ■ Backend ■ Series
			■ Title ■ Subtitle ■ Description ■ Backend ■ Series
			■ Title ■ Subtitle ■ Description ■ Backend ■ Series

Quick Rules: What TO DO & AVOID

DO	AVOID
Use phrases readers actually type	Repeating title/subtitle words in backend
Include misspellings of popular terms	Competitor author or book names
Use synonyms and related words	Commas between keywords in KDP fields
Target niche sub-genres (e.g. 'cozy witch mystery')	Subjective claims ('best', 'greatest')
Update keywords every 3–6 months	Profanity or misleading terms
Put best keyword in title/subtitle	Keyword stuffing in description

Power Tip: Type your seed keyword into Amazon's search bar and note the autocomplete suggestions — these are REAL searches by REAL buyers. Mine those for high-converting long-tail phrases before using any paid tool.

Notes & Next Steps
