

SEO SOP: Using the Automated Prohibited Keyword List Filter Tool

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Using the Automated Prohibited Keyword List Filter Tool



Who is this for : This SOP is for individuals who are involved in copywriting and quality assurance of product listing optimization.



Objective: To easily identify prohibited keywords that are present on the product listing copy using the Prohibited Keyword List Filter

Steps

1. Once you have your comprehensive master keyword list, proceed to utilize the Helium10 tool, specifically the Frankenstein feature, by copying and pasting the keywords into it. Refer to this [SOP](#) on how to construct your MKL(master keyword list).

2. Set (tick) the following output setting filters:

- One word/phrase per line
- Remove duplicates
- Protect numbers
- Convert to lowercase
- Remove common words
- Remove single letters

Original keywords

Total characters: 684 Total words: 91

scanning pen reader kids dyslexia scanner scan exam reads books reading
voice text speech learn read aloud audio language digital pocket devices adults
smart spanish dictionary translation talking speller lesson eye visual portatil
device tools portable electronic markers talk computer instant college gadgets
visually impaired students english book personal assistant electronic messages
pdf word spell checker note taking taker translate ready dyslexic manual
textbook earpiece equipment handheld slide teens ear piece help school aids
studying website traslator atlas vision dyxlexia study newspaper pronunciation
technology tool translating scribe writer assistive gifts traslator



Upload Keywords from My List

- Add only spaces
- One word/phrase per line
- Add commas no space
- Add commas with space
- Include word frequency count

Output settings

- Remove duplicates
- Maintain phrases
- Protect numbers
- Convert to lowercase
- Remove common words
- Remove single words
- Remove single letters

Result

AS IS ABC ↑↓ LENGTH ↑↓ FREQUENCY ↑↓

Total characters: 594 Total words: 91

scanning
pen
reader
kids
dyslexia
scanner
scan
exam
reads
books
reading
voice
text
speech
learn
read
aloud
audio
language
digital
pocket
devices
adults
smart

3. Copy the result and paste them under column A of the 'Keywords to Audit' worksheet of the [Prohibited KW List Filter](#) (NOTE: Open / upload the file to Google Sheets to use the filtering tool).

4. If column B (To Check) is highlighted in yellow, it means the keyword is included in the prohibited keyword list.

Prohibited KW List Filter ☆ 🗑️ ☁️
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	A	B	C	D
1		To Check		
2	scanning			
3	pen			
4	reader			
5	kids			
6	dyslexia	dyslexia		
7	scanner			
8	scan			
9	exam	exam		
10	reads			
11	books			
12	reading			
13	voice			
14	text	text		
15	speech	speech		
16	learn	learn		
17	read	read		
18	aloud	aloud		
19	audio	audio		
20	language			
21	digital			
22	pocket			
23	devices			
24	adults	adults		
25	smart	smart		
26	spanish	spanish		
27	dictionary	dictionary		
28	translation	translation		

+ ☰ **KWs to Audit** ▾ Prohibited KWs ▾ Instructions ▾

5. Check/verify if the highlighted keywords are prohibited to be used on the product listing copy you are optimizing. If yes, replace them with keywords that are compliant with Amazon's writing standards.

6. When there are new Amazon policies and you want to add or remove prohibited KWs from the list, go to the "Prohibited KWs" tab and update the list.