

SEO SOP: Phase 3 SEO - High Level Keyword Strategy for Advanced Keyword Striking Distance Rankings

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Phase 3 SEO - High-Level Keyword Strategy for Advanced Keyword Striking Distance Rankings



Who is this for? For individuals who want to further their backend search terms using MAG's 3rd SEO strategy.



Objective: This phase is for mature listings (6+ months old generally) that index 800+ organic keywords. This phase identifies keywords ranking organically 20-50 and attempts to improve them to rank between 1-19.

Media Learning: [Advanced Search Term Strategy for Strike Zone Keywords SEO Rank 20 to 50](#)

Sample Worksheet: [Age of Sage - Phase 3 SEO \(Sample\)](#)

Scope:

- Redo current backend search terms for mature listings. Must include all variations in a parentage.
- Do this when you have already applied Pink Terms Optimization (SEO Phase 2), or if the parent ASIN has 800+ organic keywords distribution, regardless of the current SEO phase
- Must have 50 words in ranks 20-50 before starting.
- Rotate keywords every 90 days; must align with Phase 4 SEO goals
 - Phase 3R1 > Phase 4 Round 1A > Phase 4 Round 1B
 - Phase 3R2 > Phase 4 Round 2A > Phase 4 Round 2B
 - Phase 3R3 > Phase 4 Round 3A > Phase 4 Round 3B

Procedure:

- Create a spreadsheet using this sheet as a template:
 - [Account Name - Phase 3 SEO](#)
- Login to Helium10 and choose the Cerebro tool (reverse ASIN lookup).

- Input your ASIN and click “Get Keywords.”
- If the ASIN has fewer than 800 organic keywords that it indexes for, this strategy won’t work. Update your spreadsheet by putting the organic keyword count and moving to the next ASIN.

If the ASIN has 800 above the organic keyword count then do the following steps.

- Be sure to set some filters before exporting the data, including:
 - Match Type - should always be organic.
 - Then hit “Apply filters.”
- Scroll a little bit down to see a table containing the comprehensive data. Sort the search volume in descending order. And export as a CSV file.
- Access the downloaded CSV file. In your spreadsheet, select “File” then “Import.”
- Upload the downloaded CSV file to your spreadsheet.
- Select “Replace data at selected cell” and hit “Import Data”.
- Delete some unnecessary columns except for the columns for Keyword Phrases, Search Volume, and Organic Rank
- In your spreadsheet, hit the “Data” and select “Create a filter.” Filter by condition column C (Organic Rank). Select “In between” and input “20-50” as shown in the figure below.
- Then, make sure that column B (Search Volume) is sorted in descending order.
- Go to the H10 Frankenstein tool. From your spreadsheet, copy some keywords from the highest search volume and paste them into the Frankenstein tool.
- Select relevant keywords from the Result (right side of the Frankenstein tool).
- Once you have keywords with 246-250 characters (spaces included), paste them to your spreadsheet, Proposed Search Terms column.
 - Search Terms = Take advantage of misspellings, Spanish, etc.

Note: Stay under the length limit, which ranges from 246-250 characters, NOT bytes. Amazon has recently become stringent about this process and is now counting white spaces.

- Highlight the phrases used in your search terms with bright yellow.
- Check the listing if it also has other search attributes (Subject Matter, Intended Use, Target Audience, and

Other Attributes).

- If it has, update the other search attributes, copy some keywords again from your spreadsheet, and paste it into the Frankenstein tool.
- Select relevant keywords for those attributes.
 - Other search attributes are not as impactful.
 - They should be filled out at the very least.
- Target Audience - Target Demographics
- Subject Matter - Occasions
- Used For/ Intended Use - Common Sense (What is the product used for?)
- Other Attributes = Features (10 oz, Size, etc)
- Copy the selected keywords to your spreadsheet.
 - Subject Matter – 50 characters (spaces counted)
 - Intended Use – 100 characters (space counted)
 - Target Audience – 50 characters (space counted)
 - Other Attributes – 50 characters (space counted)
- Highlight the phrases used in your other search attributes with light yellow.

NOTE: Phase 3 SEO should be done every 90 days to check for Strikezone keywords. Moreover, Phase 3 - should not be done until 50 keywords are in ranks 20-50. Re-run phase 2 or 1 SEO if conditions are not met to do phase 3 and it's been 60 days since phase 2 was run. The goal is to matriculate keywords from the strike zone to the top of the page.

Other SEO Phases:

- [Phase 1 SEO](#)
 - [Phase 2 SEO](#)
 - [Phase 4 SEO](#)
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