AI SOP: Conducting Keyword Research with ChatGPT

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Conducting Keyword Research with ChatGPT

Who is this for? Intended for individuals who are involved in Amazon product marketing, particularly those responsible for optimizing product listings for search engines and improving search rankings.

Objective: To guide the user on how to conduct effective keyword research for Amazon products. The SOP outlines the steps to generate a list of relevant keywords for a given product, how to use these keywords as broad match modifiers, and how to generate a list of relevant search terms using a product link.

- Open a web browser and navigate to OpenAI's GPT-3 Playground: https://beta.openai.com/playground/
- Log in to your OpenAI account. If you don't have an account, you can sign up for free.

Ask ChatGPT to write a Keyword Research Prompt:

1. Generate a list of common search terms or keywords for the product listed below, excluding any brand names: **[INSERT AMAZON PRODUCT TITLE]**

SAMPLE PRODUCT TITLE: *Apple iPhone 13: "The Ultimate iPhone Experience"*

● Please generate a list of common search terms or keywords for the product listed below, excluding any brand names. [Apple iPhone 13: "The Ultimate iPhone Experience"].

●
- iPhone 13
- Ultimate iPhone
- Smartphone
- Mobile phone
- iOS 15
- Camera
- Battery life
- Face ID
- A15 Bionic chip
- 5G connectivity
- Retina display
- OLED display
- Storage capacity
- Water resistance
- Wireless charging
- Night mode photography
- Portrait mode
- Video recording
- ProRes video
- HDR display
- Augmented Reality
- Gaming

2. Can you provide related terms for these keywords? **[INSERT THE KEYWORDS]**

FR Can you provide related terms for these words: iPhone 13, Ultimate iPhone, Smartphone, Mobile phone

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2 > Certainly! Here are some related terms for the words you provided:

For "iPhone 13":

- iPhone 13 Pro
- iPhone 13 mini
- iPhone 13 Pro Max
- iPhone 13 colors
- iPhone 13 release date
- iPhone 13 price
- iPhone 13 specifications
- iPhone 13 camera
- iPhone 13 battery life
- iPhone 13 features

For "Ultimate iPhone":

- Premium iPhone
- Top-of-the-line iPhone
- Cutting-edge iPhone
- Flagship iPhone
- High-end iPhone
- Best iPhone
- Superior iPhone
- State-of-the-art iPhone
- Revolutionary iPhone
- Next-generation iPhone

3. Separate each keyword onto a new line and eliminate any colons, commas, or periods. **[INSERT THE KEYWORDS]**

FR Separate each keyword onto a new line and eliminate any colons, commas, or periods: iPhone 13, Ultimate iPhone, Smartphone, Mobile phone

Sure! Here are the modified keywords with each one on a new line and any colons, commas, or periods removed:

iPhone 13
Ultimate iPhone
Smartphone
Mobile phone

4. Then ask AI to convert your keywords into 'Broad Match Modifier' format for Amazon. **[INSERT KW1, KW2, KW3 ...]**

To convert the keywords into "Broad Match Modifier" format for Amazon, you would need to add a plus sign (+) before each keyword. Here are the modified keywords:

+iPhone +13
+Ultimate +iPhone
+Smartphone
+Mobile +phone

By adding the plus sign, you indicate to Amazon that the terms with a plus sign must be included in the customer's search query. This helps to broaden the reach of your ads while maintaining relevance.

Generate relevant search terms for your product using an Amazon product link. Here are the sample prompt response:

SAMPLE PRODUCT TITLE: *This is the Way Star Wars Glass, 15 oz Stemless Wine Glass or Beer Glass - Star Wars Themed for Mandalorian Fans - Made in the USA - Star Wars Gift For Men & Women, For Dad From Son, Wife, Daughter (https://www.amazon.com/dp/B089DN21B1?th=1)*

This is the Way Star Wars Glass, 15 oz Stemless Wine Glass or Beer Glass - Star Wars Themed for Mandalorian Fans - Made in the USA - Star Wars Gift For Men & Women, For Dad From Son, Wife, Daughter

Visit the Mo   ir S

4.7 ⭐⭐⭐⭐⭐ ⌄   320 ratings

LQS   Download Reviews

$14⁹⁹

No Import Fees Deposit & $9.57 Shipping to Philippines Details ⌄

Color: **Wine Glass**   ⌃

$14.99 $14.99

$14⁹⁹

No Import Fees Deposit & $9.57 Shipping to Philippines Details
⌄
FREE delivery **Thursday, May 25** to Philippines on eligible orders over $49

Or fastest delivery **Wednesday, May 24.** Order within 14 hrs 42 mins

⊙ Deliver to Philippines

In Stock

Qty: 1 ⌄

Add to Cart

Buy Now

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1. Generate a list of 25 unique Amazon search terms for a product, based on your expertise in market research and Amazon keywords. **[INSERT AMAZON PRODUCT TITLE]**

> **FR**   Generate a list of 25 unique Amazon search terms for a product, based on your expertise in market research and Amazon keywords:
> This is the Way Star Wars Glass, 15 oz Stemless Wine Glass or Beer Glass - Star Wars Themed for Mandalorian Fans - Made in the USA - Star Wars Gift For Men & Women, For Dad From Son, Wife, Daughter (https://www.amazon.com/dp/B089DN21B1?th=1)

> Based on the product description you provided, here is a list of 25 unique Amazon search terms for the "This is the Way Star Wars Glass":
>
> 1. Star Wars glass
> 2. Mandalorian glass
> 3. Stemless wine glass
> 4. Beer glass
> 5. Star Wars themed glass
> 6. 15 oz glass
> 7. Made in the USA glass
> 8. Star Wars gift
> 9. Star Wars glass for men
> 10. Star Wars glass for women
> 11. Dad gift from son
> 12. Wife gift
> 13. Daughter gift
> 14. Mandalorian fan gift
> 15. Glass for Star Wars fans
> 16. Glass for dad
> 17. Unique glass for men
> 18. Collectible Star Wars glass
> 19. Star Wars merchandise
> 20. Stemless glassware
>
> ↻ Regenerate response

2. Create a relevant list of keywords for the given Amazon listing that includes all possible search terms customers might use, including keywords not found in the listing

FR
Create a relevant list of keywords for the given Amazon listing that includes all possible search terms customers might use, including keywords not found in the listing

Here is a relevant list of keywords for the given Amazon listing, including possible search terms that customers might use:

1. Star Wars glass
2. Mandalorian glass
3. Stemless wine glass
4. Beer glass
5. Star Wars themed glass
6. 15 oz glass
7. Made in the USA glass
8. Star Wars gift
9. Star Wars merchandise
10. This is the Way glass
11. Mandalorian fans
12. Glass for men
13. Glass for women
14. Glass for dad
15. Glass for son
16. Glass for wife
17. Glass for daughter
18. Unique glass
19. Collectible glass
20. Funny glass
21. Birthday gift
22. Father's Day gift

↻ Regenerate response

3. Provide 2-3 word combinations for the generated keywords, rather than single words.

Provide 2-3 word combinations for the generated keywords, rather than single words.

Certainly! Here are some 2-3 word combinations using the keywords provided:

1. Star Wars-themed
2. Stemless wine
3. Beer glass
4. 15 oz
5. Made in the USA
6. Unique gift
7. Collectible glass
8. Funny quote
9. Father's Day
10. Christmas gift
11. Anniversary present
12. Wine lover
13. Beer enthusiast
14. Novelty glassware
15. Character design
16. Home bar
17. Kitchenware set
18. Drinking glass
19. Cocktail party
20. Personalized gift
21. Sci-fi collectibles

These combinations can help gene   f   terms and provide a clearer
understanding of the product's fea

↻ Regenerate response

4. Present the results in a markdown table format, including two columns: Number and Keyword.

FR Present the results in a markdown table format, including two columns: Number and Keyword.

Certainly! Here are the results presented in a markdown table format with two columns: Number and Keyword.

Number	Keyword
1	Star Wars-themed
2	Stemless wine
3	Beer glass
4	15 oz
5	Made in the USA
6	Unique gift
7	Collectible glass
8	Funny quote
9	Father's Day
10	Christmas gift
11	Anniversary present
12	Wine lover
13	Beer enthusiast
14	Novelty glassware
15	Character design
16	Home bar

5. Sort the results in order of relevance, with the most relevant keywords at the top.

FR 5. Sort the results in order of relevance, with the most relevant keywords at the top.

To determine the relevance of keywords, additional context or criteria would be needed. Without specific information about the search volume, customer preferences, or specific relevance indicators, it is challenging to provide an accurate ranking of relevance. However, I can provide a sorted list based on the original order of the keywords generated:

Number	Keyword
1	Star Wars glass
2	Mandalorian glass
3	Stemless wine glass
4	Beer glass
5	Star Wars themed glass
6	15 oz glass
7	Made in the USA glass
8	Star Wars gift
9	Star Wars merchandise

6. The list of keywords should be generated from this link: **[INSERT PRODUCT URL]**

FR The list of keywords should be generated from this link: [https://www.amazon.com/dp/B089DN21B1?th=1]

Here is a relevant list of keywords for the given Amazon listing, including possible search terms that customers might use:

1. Star Wars glass
2. Mandalorian glass
3. Stemless wine glass
4. Beer glass
5. Star Wars themed glass
6. 15 oz glass
7. Made in the USA glass
8. Star Wars gift
9. Star Wars merchandise
10. This is the Way glass
11. Mandalorian fans
12. Glass for men
13. Glass for women
14. Glass for dad
15. Glass for son
16. Glass for wife
17. Glass for daughter
18. Unique glass