



Scientific Seller Offers Free Amazon Keyword Research Tool

August 20, 2019

Las Vegas, Nevada - August 20, 2019 - PRESSADVANTAGE -

Scientific Seller, a business based in Las Vegas, Nevada, has announced that they are offering a free Amazon keyword research tool. This tool is capable of searching Amazon in real-time so that it always gets the latest keywords. While keywords don't change very often, when new brands or new products begin getting searched, the tool will find them immediately. On the other hand, keyword tools that depend on an instant-result database, may be providing information that is outdated by a few years.

"Our keyword research tool provides the most accurate Amazon buyer keyword information, period," says Robert MacDonald, spokesperson for Scientific Seller. He continues, "Amazon is the last place you ever want to wing it", despite how tough they make it for you to analyze results. Our goal is to win you the edge over all your Amazon competitors. No science degree necessary."

According to MacDonald, while the free Amazon keyword tool may only provide tiny changes for marketers, these are capable of providing huge results in Amazon. For instance, just a fraction of a percentage increase in a business' conversion rate can spell the difference between ranking number 1 for a particular keyword compared to not being found.

And if a few keywords are missed out during the research phase, this can easily reduce sales by 10% or more. And there's also a compounding effect because fewer sales lead to lower rankings. Meanwhile, testing the title tag can significantly boost the business's click thru rate. This will lead to even more sales as more clicks will result into more sales, which in turn leads to higher rankings, which leads to even more sales. Thus, even a tiny change can lead to big results in Amazon.

MacDonald also wants to point out that while most Amazon keyword tools are very fast, the keyword tool from Scientific Seller is slow. It usually has to be run overnight, or even longer. Most keyword tools, including the paid ones, will simply look for a few hundred keywords in a matter of seconds.

The keyword research tool from Scientific Seller also finds a few hundred keywords in a matter of seconds and then it will look like it has stalled or stopped. Nevertheless, it's not broken but rather, it is doing more search further and further away from the seed keyword. It performs thousands of more and more creative Amazon searches, with the result that it is able to find related keywords that marketers will never think on their own.

It is also important to note that the Scientific Seller keyword tool will only show Amazon buyer keywords. It will get keyword ideas from several different sources, including Latent Semantic Indexing (LSI) but those keywords that are not Amazon keywords are filtered out. As it begins to search further away from the seed keywords, it becomes less and less likely that a particular search will find a relevant new keyword, which is why the tool will appear to be slowing down. However, it is by running these creative searches that the tool is able to find many times more results than what is usually seen.

The reason for getting so many keywords is that Amazon only ranks a particular product for keywords that have been specifically typed by sellers into their product listing. And customers would only be able to buy the product if they can find it. And it has been observed that many customers search for some really unexpected keywords. MacDonald says, "We've seen increases in sales by 10% or more just by adding new keywords to a product listing that sellers never knew existed!"

Thus, the keyword tool offers the fastest and easiest way to increase sales. This is because even the toughest competitors don't rank for all the relevant keywords because they are not aware about all of them. There is much less competition for those weird or unusual keywords.

Those who require more information about the keyword tool can find Scientific Seller on Facebook, or visit their website, or contact them through the telephone or via email.

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For more information about Scientific Seller, contact the company here: [Scientific Seller](#) Robert

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Scientific Seller

Scientific Seller is a free Amazon Keyword Research tool. We only use Amazon data, so no fake numbers here!

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