



## **Scientific Seller Discusses Benefits Of FBA Keyword Research**

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Las Vegas, Nevada based Scientific Seller recently discussed keywords and the benefits of keyword research for fulfillment by Amazon sellers. The company recently announced the launch of their Amazon FBA keyword tool that is designed specifically for those who are selling on Amazon.

Robert MacDonald, a representative for the company says, "Keyword research is important in any industry, whether one is selling something or simply has an informative website. In order to get people to that website, keywords are used and in order to know what keywords are appropriate, research is needed."

MacDonald states that the company's tool searches Amazon in real-time and always provides the latest and most relevant keywords. He says that the company's tool provides the most accurate keyword information and comes at no cost to FBA sellers. He adds that keyword research, particularly in an industry as competitive as selling on Amazon, is crucial in order for seller's to pull ahead of their competition.

"Just a small percentage of an increase in one's conversion rate can mean a huge difference between being ranked on Google as the first for that particular keyword or being lost in the shuffle," says MacDonald.

?Anyone in this industry has to realize that it is imperative to be ranked on those first few pages. Actually, it?s even better to be ranked on the first page period, and keywords are how to do that.?

MacDonald says that any company that is not found on the first one or two pages of a search engine is likely not going to be found by the majority of searches. Studies show that most consumers will only go through the first two or three pages of Google when they are searching for a particular product or service, so being ranked near the top for specific keywords is important. MacDonald adds that the company?s free Amazon keyword tool can help businesses to reach these coveted numbers.

?Anyone who has been in any sort of internet marketing will know that reaching those top few pages is crucial,? he adds. ?We have developed this tool with Amazon sellers in mind to help them to rank for the specific products that they are selling. The right keywords will make all the difference in reaching those coveted top spots and helping those sellers to reach their desired audiences.?

MacDonald says that anyone who has questions or who would like to learn more can visit the company online for a complete breakdown of the tool and how it works. He adds that the tool provides small changes for marketers but those changes are capable of producing massive results on Amazon.

He states that the tool is designed to only show Amazon keywords, so it works perfectly with those who are Amazon sellers. Instead of showing massive lists of all possible word relevancies like other tools, the tool from Scientific Seller only shows keywords that are Amazon buyer specific so marketers have an easier time choosing the keywords that they need to use.

MacDonald says that in essence, the tool offers marketers a way to grow their businesses through increased sales because not everyone will rank for all relevant keywords. Because of this, MacDonald says that it is imperative that marketers have a keyword tool that is designed to work well within their specific industry and that they utilize this tool to choose the keywords that will enable them to grow their business.

Those who are interested can read the previous announcement that the company released on their Press Advantage news site or visit them on their official website to learn more about the specifics of their keyword research tool that is designed for Amazon sellers. The company can also be reached through their official Facebook page or directly by phone or email. Contact information as well as all of their social media site information can be found on their official website for those who are interested.

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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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