

Fig. 11

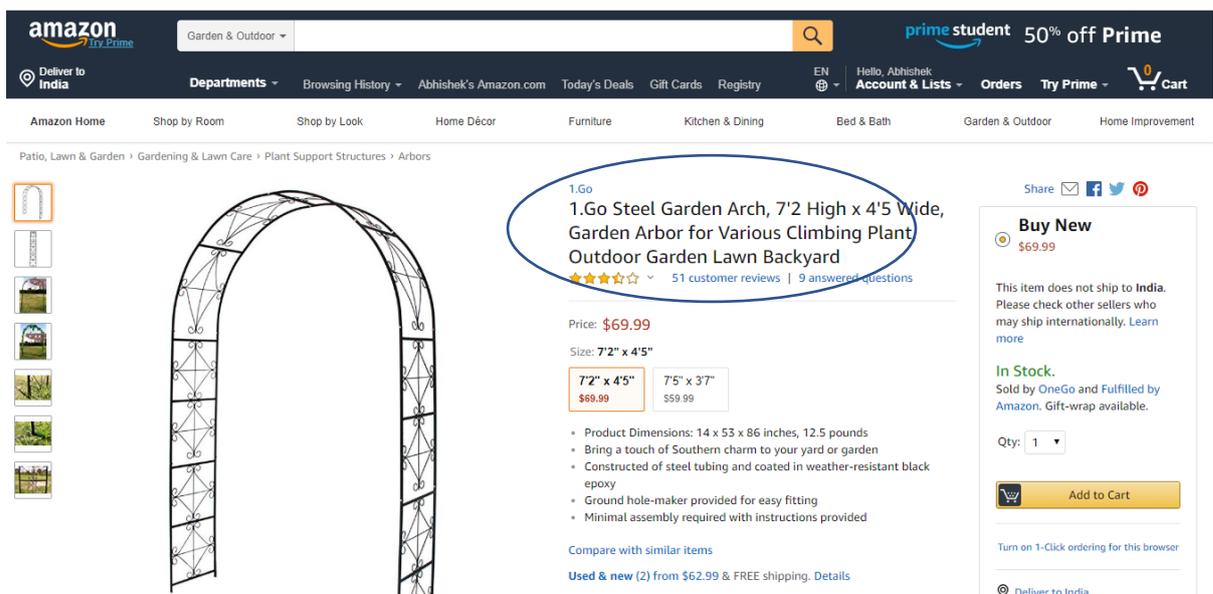


Fig. 12

On looking at the fig. 11 and fig. 12, we can see that 'Go arbor' has tried to include keywords in their title which are very relevant to its product like its size, purpose and utility and they have gone into details without overstuffing the product title. On the other hand, sunjoy arbor's appears to be very straightforward and lacks use of significant keywords which could have helped it to gain more visibility.

Some of keywords suggested by the tool might be irrelevant to a specific model of sunjoy product but many of the keywords suggested by the tool like in this case – Garden, steel and lawn, which are being used by its competitors (and by competitors with better rank), can be utilised by sunjoy as it's also very relevant for its own product. Although, sunjoy has mentioned 'garden' keyword in their product feature but the key difference here is that its competitors are also using it in their product title which gives them an edge over sunjoy.

To validate the fact, we also verified its popularity on **google trends** by clicking on the keyword bubble for the term 'garden'. As per the graph and figure that we received for the period June 3 – June 9, the term is quite popular with the score of **90%**. Also, in the past 3 months, the score has remained above **80%**, which is an indication that using this keyword in the product title have the potential to improve the visibility of product on amazon.

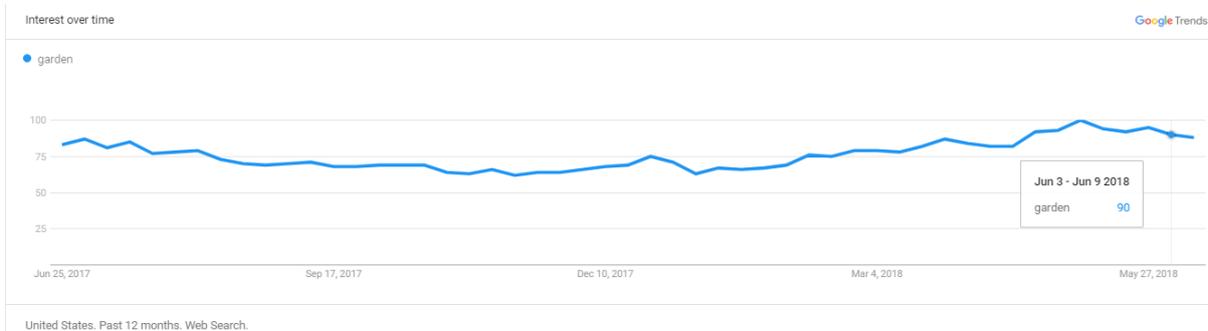


Fig. 13

By looking at the results, we can conclude that keyword trends tool can help you in your pursuit to identify popular keywords, which you might be missing out and are being used by the competitors. Making use of these keywords can help you get better visibility on amazon and thus achieve better rank in the marketplace.

Step by step Instructions on how to use the tool

1. Click on 'Keyword Trend' from the top bar and this will bring you to the keyword trend tool page as shown in the Fig. 1.

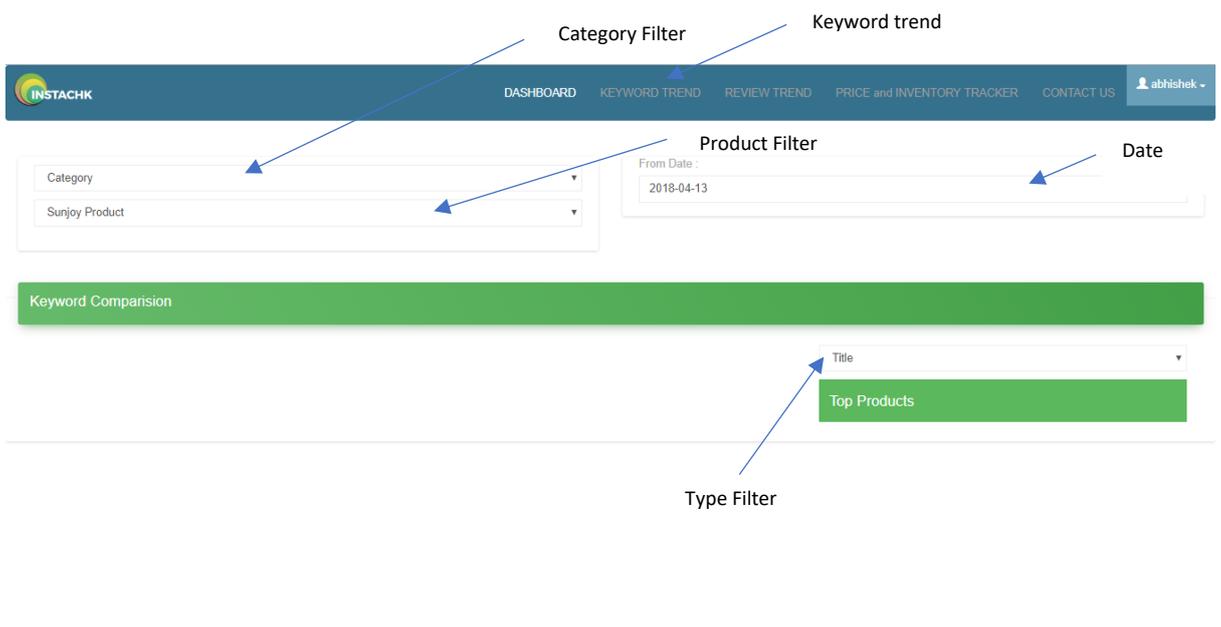


Fig 1

table consisting of the list of all the competitors that are using that keyword. If you click on the Asin number of any product, you'll be redirected to the amazon page of that product.

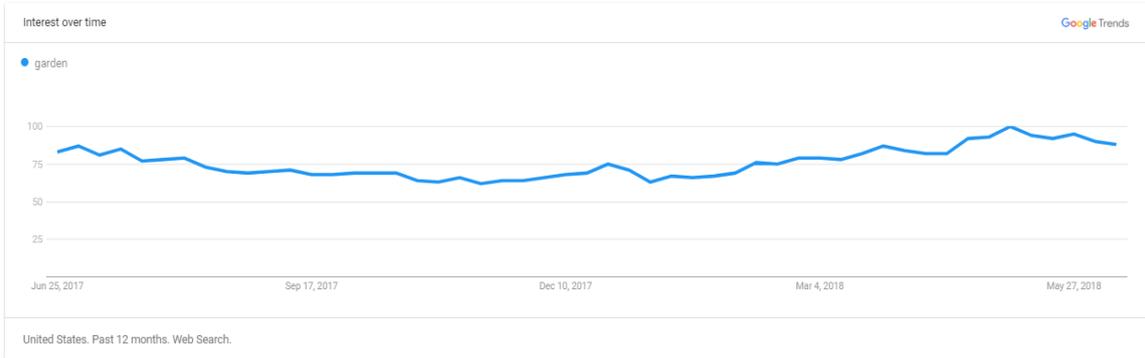


Fig. 6

Name	Asin	Rank
Giantex Outdoor Wooden Garden Arbor Arch Trellis Pergola Trellis Providence Arbor	B01MR0OZFS	13258
1.Go Steel Garden Arch, 7'2" High x 4'5" Wide, Garden Arbor for Various Climbing Plant, Outdoor Garden Lawn Backyard	B01MOD74RA	50073
1.Go Steel Garden Arch, 6'9" High x 4'11" Wide, Garden Arbor for Various Climbing Plant, Outdoor Garden Lawn Backyard	B077RFQGWG	89280
1.Go Steel Garden Arch with Gate, 7'5 High x 4'2 Wide, Garden Arbor for Various Climbing Plant, Outdoor Garden Lawn Backyard	B01M10N8IN	106160
Outsunny 84" Wooden Garden Arbor Arch Trellis (Squared)	B06Y2JNN5F	138123
All Things Cedar Garden Arbor with Bench	B01BQ9X7US	172905
Vintage Garden Arbor	B00080FN1I	247878
Achla Designs Bows and Circles Arbor Garden Arch	B004PK4N0O	359734
Achla Designs Chippendale Arbor Garden Arch	B003GEZVQA	692755

Fig. 7

7. On the right side of the screen, you'll find the 'Top Products' button. When you click on it, you'll be able to see the competitor's products and sunjoy product arranged in ascending order of their ranking.

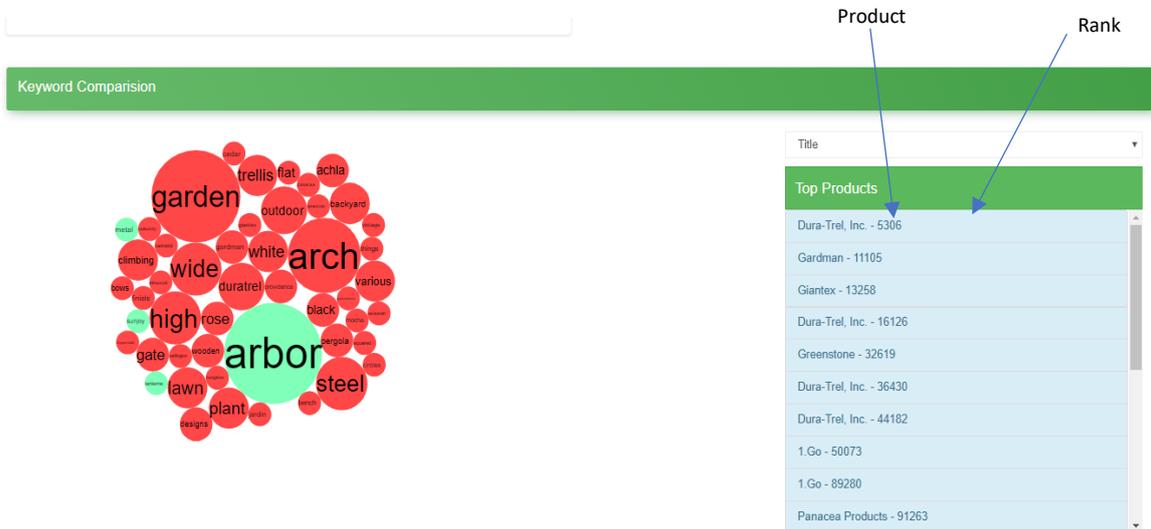


Fig. 8

