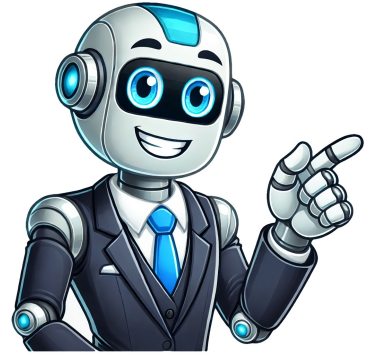


I'm not a robot































Is your Amazon business not moving inventory the way you hoped it would be? You may not be optimizing your reach to your target audience. Luckily, there is a tool called the Helium 10 Magnet. It helps you come up with keywords that get your products in front of buyers. Here, we'll cover exactly how to use the Helium 10 Magnet Tool and how it can help your Amazon business take off. The Magnet tool is located within the Helium 10 software. To access it, you have to log-in to your Helium 10 account. From there, you can navigate to the Magnet tool. The icon for this tool depicts two red and blue magnets attracted to each other. You can access this icon from one of two places: the Central Tools area on the left side of the menu. Once you have clicked to access the Magnet tool, you can begin to explore all that it has to offer. There is no correct way to do so, as every business will benefit from different features. Feel free to explore and experiment to find what works for your shop. If you need somewhere to start, you can follow these steps to get the most optimal use from the Helium 10 Magnet tool: Find the field that says, "Enter 1 keyword." Type your keyword(s) into this space. You can search for one word, several words, or whole phrases. The Magnet tool lets you look up to 200 separate words at a time. If you search for multiple words or phrases, be sure to separate each one using commas. The number of keywords you type in will depend on your business's specific goals. Are you trying to sell more of one particular product or your entire inventory? Keyword research always requires some trial-and-error. Some business owners will benefit from performing a hyper-specific search. Others will be better off using a generic form of their product name. Don't be afraid to experiment to find what works best for your business. The Magnet tool lets you search for keywords in 8 different Amazon marketplaces. With this in mind, make sure you select the correct country before beginning your research. The U.S. marketplace is always going to be the default location. You can also choose to perform research for the following marketplaces: India Great Britain France Italy Spain Canada Germany One note of caution: if you're selling in multiple marketplaces, you will want to perform separate searches. Otherwise, your results will be muddled and confusing to decipher. Once you have chosen the right marketplace and entered your search terms, you can select the "Get Keywords" button. At this point, the Magnet tool will immediately display your initial results. As outlined in the following steps, you can make adjustments as needed. If your initial results page produced an overwhelming number of hits, you can use this next step to narrow your results. Consider adding one or several additional keywords. Click on the "Get Keywords" button again to get a more refined set of results. Even adding just one descriptor can make the difference and make it easier to sift through your results page. Once you've entered everything you can think of, you can begin to interpret them. Look at your results page. Just underneath the search terms, you should notice four distinct boxes. These boxes depict all of your primary data. Here's a description of each box to help you understand the data that they contain: First box: The first box provides us with the total search volume. Magnet IQ score: estimated CPR 8-Day Giveaways required, and Match types (Smart Complete, Organic, or Amazon Recommended). Second box: The second box offers the number of organic and exact matches. In this section, you can also view the total number of keywords that line up with your original keywords and the Amazon recommended keywords. This Amazon recommended keywords are especially relevant to your business; Amazon creates and monitors its own database of phrases so that it can signal out specific products within its search engines. The Magnet tool makes it easy to find these phrases, so you don't have to do any tedious digging. Third box: The third box displays the top three sellers for the keywords you're looking up. You can easily import these competitors to Cerebro, which is another great tool created by Helium 10. Thanks to this easy import option, you can view what keywords your competitors are ranking for. This will give you a significant advantage and help you stay ahead even in a competitive industry. Fourth box: The fourth box offers an even closer look at the search you perform. If you used a lot of longer phrases, the fourth box separates each individual word in your entire list. It ranks them by how often customers search these terms. There's a slider on the right-hand side of your page, so you can access each word individually. If you aren't happy with the outcome of your results page, you can make further adjustments to get the outcomes you are looking for. The Magnet tool features several filters that you can use to manipulate your results. You can establish your parameters using the Magnet IQ score as a reference. As its name implies, this metric is very intelligent. It signals out products that are searched for frequently but are few and far between. Since its inception more than 20 years ago, Amazon's inventory has grown exponentially. This has made it difficult to be a competitor. There is high demand but it's not readily available. To maximize your business's revenue, it's your job to find a product that consumers want but other sellers aren't offering. The Magnet tool can help with this. When you analyze a search term, be sure to look at its Magnet IQ score. The higher the score, the more opportunity you have to succeed with that particular product. Search volume ties into the Magnet IQ score, but it can also be analyzed on its own. You can view the preliminary search volume results in the first box that we discussed earlier. However, you can also narrow the search volume even more. Under the "Search Volume" filter, you can set specific parameters including the minimum number of searches. When it comes to the word count in your search, the Magnet tool is set to 2 words by default. However, you can increase the minimum word count if you are looking for longer keyword strings, which are otherwise known as long-tail keywords. You can alter your research to find the highest selling products related to your keywords. Set a limit for the top product associated with your keyword so you can view competitors' listings and titles. The Magnet tool offers two additional filters on the first results page that provide you with further insight. These filters let you: Limit the types of matches you get (exact match, organic match, search terms recommended by Amazon) Limit your results for Amazon Choice products only The Magnet tools' advanced filter lets you add or remove specific words from your search. A lot of sellers particularly like to exclude brand names from their searches to produce more refined results. Once you've chosen the words you want to add or remove, you can select the "Apply" button to produce your refined results. After applying the Advanced filter in step 10, you should screen your new results page. Believe it or not, there is still room to refine your findings. Delete any items that you don't want to buy by selecting the "X" next to them. You can also type out the words you want to be removed instead of selecting them. Your chosen words will be moved to the "Deleted Word" file. You can always access this file if you change your mind about any selection. Once you've assembled a satisfactory list, you can export the words into Helium 10's Frankensten tool to improve your search terms list as an Excel or CSV file to your computer. One thing we love most about the Magnet tool is that it lets you store your searches for future use. You can leave them unfinished and revisit them later to continue your amazing listing. 10 Pricing for Magnet costs \$37 per month. If you're willing to buy a yearlong membership, you can get some savings for your Amazon business. The yearlong membership costs \$370 per year, so your business can benefit from a 20% discount by using our discount code. Get 20% OFF using our discount When it comes to product research tools, this one falls right in the middle in terms of the price range. While it's not the cheapest, it offers the versatility that your business needs to grow. Other Helium 10 Tools you may be interested in: As an Amazon business owner, you have a lot on your plate. You have an abundance of financial and bookkeeping information to keep track of on top of keeping your customers happy and providing a superior product. Rid yourself of the burden of keyword research by getting the Helium 10 Magnet tool for your business! New to Amazon FBA, they have a complete course called Freedom ticket to help your every step of the way.It's easy to use and allows you to adapt your research to meet your shop's needs. Check it out for yourself today! TikTok Features now in Diamond Effortlessly expand your Amazon operations to TikTok Shop with our new suite of TikTok-specific features now included in Diamond! Black Box for Influencers Xray for Influencers Product Launchpad AI Advertising Manual Refund Service Freedom Ticket Benefits of Magnet Collecting Keywords Has Never Been Easier Leverage the largest database of actionable search terms for both Amazon and Walmart marketplaces In a matter of seconds, collect potentially thousands of traffic-driving keywords that are most relevant to your product listing Quickly boost organic traffic and skyrocket sales Discover popular keywords you never knew existed, including non-English phrases and commonly searched terms Enter a single seed keyword and instantly receive a comprehensive list of relevant keyword suggestions with estimated monthly search volume. Sign Up Fine-tune keyword results by keyword sales, word count, number of competing products, and more. Sign Up The Helium 10-exclusive Amazon sellers. It also allows you to customize your search results for your product listings. Here are some amazing features you can get with this tool. Helium 10's Magnet tool lets you search results for the related keyword faster than other tools. You just need a Seed Keyword, and you can add it to Analyze Keywords, and you will get accurate results within seconds. Apart from the Seed Keyword research, you can also search results for bulk keywords. The Magnet tool allows you to add up to 200 keywords to the search bar. Adding multiple keywords doesn't slow down its research speed—you will get the results at the same usual speed. The Magnet IQ Score is a computed rating that comes as a result of comparing the keywords' search volume number against the competing product's number. The sellers profoundly use this advanced feature to get an advantage over the competition. A high IQ score indicates high popularity and less competition. If you want to search for working keywords for your product listings, you can put a particular category and hit the Get Keywords button. Within seconds, you will get 10,000+ keywords for that particular category. You can add multiple actionable and high-volume keywords to your list. The Keyword Distribution feature gives a quick overview of the keyword you have searched for. In this section, you will see the total number of keyword suggestions, organic keywords, and Amazon-recommended keywords. This feature is typically associated with search results. It is listed as other words that help sellers understand which single word has the most search volume. Each Amazon product has a unique ASIN which is used to manage the Amazon product catalog. While doing keyword research, ASINs usually come in random order. You can reverse your search results by clicking on the Sponsored ASINs. This way, you can find the keywords with the highest number of ASINs. It is an intelligent tactic to reverse engineer your competitors' strategies. For more effective results, you can use the Magnet with Helium 10's Cerebro and Misspellings tools. We have also explained all the features of Helium 10 in our detailed research on Helium 10's Magnet tool also included in our guide on understanding relevant keywords for your PPC campaigns. If you bid on proper keywords for your PPC campaigns, you can skyrocket your sales in short time. With the Magnet tool, you can save hours of finding the right keyword for bidding. The Magnet tool works smoothly with Helium 10's popular PPC tool, Adtome. The AI-powered Amazon PPC tool automates your PPC campaign with the help of the Magnet tool. You can use the Helium 10 Magnet tool with the free account, but you will be able to use it only two times in the free version. Here is a preview of how many times you can use the Magnet tool in premium plans. 1. Starter Plan – \$39/month or \$29/month, billed annually (Limited use to Magnet and Magnet For Walmart) 2. Platinum Plan – \$99/month or \$79/month, billed annually (Unlimited use to Magnet and Magnet For Walmart) 3. Diamond Plan – \$279/month or \$229/month, billed annually (Unlimited use to Magnet and Magnet For Walmart) Related Read: Helium 10 Black Box Helium 10 Coupon Helium 10 Xray Helium 10's Magnet tool gives an unfair advantage to sellers. It can save you a lot of time and energy you spend on finding the right keywords for your product listings and PPC campaigns. Now, the Magnet tool is also available for Walmart. Amazon is a search engine, just like Google, meaning you need to boost your product listing with relevant keywords to rank organically. Helium 10's Magnet keyword research tool has the biggest database of keywords so you don't need to guess anymore if the keywords you added to your listing will actually drive traffic. Plus, it has quite a few advanced filters to narrow down the best keyword opportunities. In this blog post, you will learn how to use Magnet to improve your visibility on Amazon. By the way, if you enjoy reading this blog post, check out more Helium 10 tutorials here. Get 10% off every month for any Helium 10 planUse a discount coupon code ORANGE10 and save 10% on any plan every month when signing up for Helium 10! Get 20% off the first 6 monthsUse the ORANGEM20 discount coupon code to get 20% off the first 6 months! To make the most out of Magnet, first, you should already have a product idea. The best and yet the easiest way to explore product opportunities is by using Helium 10's Black Box. Once you have a product, we recommend running a Cerebro research for your product. Now, to understand Helium 10 Magnet, this is suited for Getting related keywords for your keywordFiltering out keywords with the highest search volumeFinding the most clickable keywordsAnalyzing competing products ranking for the same keywords Basically, Magnet is used for finding more high-volume keywords. It might be that some keywords won't even include your seed keyword but still be relevant to your listing. Helium 10 supports all Amazon marketplaces as well as Walmart! To use the tool, enter your main keyword in the field above, as shown in the screenshot below. Then set different filters based on what are you looking for. Magnet IQ score - it's a ratio between estimated search volume and competing products. The higher the score, is the better. Search volume - for this, you might want to put a minimum of 500 searches per month. Word count - usually, people use a minimum of 2 words to search for a product on Amazon so here you should specify that the keywords you are looking for contain at least 2 words. Competing products - obviously, you don't want to compete with thousands of products that rank for the same keyword as you. The fewer this number is, the better. Phrase containing - shows only the keywords that contain your seed keyword. Title density - how many products there are on page 1 containing the keyword in their titles. For the match type, you can either choose organic, smart complete or Amazon recommended. These are the sources from which you get your search results. Search volume trend - do not confuse this metric with search volume. The trends show the most trending keywords over the last 30 days. Exclude phrases containing - similarly like "phrase containing" filter, you can filter out the keywords, except this time without certain phrases in it. Just below the filters section, you will get a keyword search summary, distribution, and word frequency, meaning you can see the words that are repeating in the keyword phrases the most. First, we would recommend filtering out the results by search volume trend - then you will see the keywords that are growing in popularity now. Then, look at the search volume and the Magnet score - aim at those keywords with the highest numbers. Then, don't forget to check the US market and type the keywords in the search field. As you see below, 50 keywords are displayed for "Gothic decor" and the keyword summary, as shown in the red rectangle, provides a high-level overview of each keyword result. A breakdown of the Keyword Search Summary is listed below. Magnet IQ Score rating is determined by calculating the Exact Phrase Search Volume of Amazon keywords displayed and the number of Competing Products that are also targeting each keyword. Walmart.com sellers are also able to use most of the Helium 10 tools, including Magnet. To use Walmart, sellers need to choose this marketplace next to the keyword search field. You will notice that the search results interface is a bit different - you get the search volume data for Walmart and Amazon so you can compare. You also get to know how many competing products there are and how many of them are running sponsored ads. Once again, here are the discount coupon codes for Helium 10: 10% discount for any Helium 10 plan lifetime with a coupon code ORANGE1020% discount for the first 6 months of Helium 10 with the coupon code ORANGEM20 Apply any of these two at the checkout when you sign up for Helium 10. First, it is important to adjust your mindset as a seller from "selling products" to "selling keywords." Yes, it sounds strange, but this is the truth. When it comes to ranking products in search results, Amazon's algorithm doesn't care about how liked the products are as much as it cares about product listings linking to keywords that shoppers type into the search bar. In this article, we will discuss one of the most important steps for an Amazon seller: keyword research, how they affect sales, and how to find the best and most appropriate keywords related using the Helium 10 magnet. Amazon keyword research is the process of identifying and analyzing popular search terms that customers use when searching for products on Amazon. Keyword research helps sellers understand customer behavior, trends, and preferences. By targeting the right keywords, Amazon sellers can attract more qualified traffic to their listings, improve their chances of converting visitors into customers, and also stay ahead of competitors. Amazon keyword research involves finding relevant keywords that have a high search volume but low competition and strategically incorporating them into product listings, titles, and descriptions. Here are some steps to follow when conducting keyword research on Amazon: Identify your niche and target audience: Understand the products you are selling and the needs of your target audience. Brainstorm keywords: Think of relevant keywords and phrases that customers might use to search for your products. Use keyword research tools: Utilize tools like Helium 10 Magnet, Helium 10 Xray, or Helium 10 Cerebro to generate keyword suggestions and analyze their search volume, competition, and relevance. Filter and select keywords: Narrow down the list of suggestions based on search volume, competition, and relevance. Choose keywords that have a high search volume, low competition, and are relevant to your products. Incorporate keywords into listings: Integrate the selected keywords into your product titles, bullet points, and descriptions. Monitor and optimize: Track the performance of your keywords and make adjustments as needed based on search trends and customer behavior. By following these steps, you can conduct effective keyword research on Amazon, improve your product visibility, and increase your sales. Helium 10 Magnet is a powerful tool for Amazon sellers looking to optimize their product listings and improve their search rankings. It provides a comprehensive overview of keyword research, including search volume, competition, and relevance. Helium 10 Magnet also offers advanced features like the Keyword Search Summary, which allows you to see the top keywords for your product and the number of competing products for each keyword. Helium 10 Magnet is a valuable tool for Amazon sellers looking to improve their product listings and increase their sales. By using Helium 10 Magnet, you can find relevant keywords, analyze their search volume and competition, and optimize your product listings to improve your search rankings. Helium 10 Magnet is a powerful tool for Amazon sellers looking to optimize their product listings and improve their search rankings. It provides a comprehensive overview of keyword research, including search volume, competition, and relevance. 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keywords used by Amazon consumers worldwide. This tool helps expand into international markets and enhances your product’s visibility.By leveraging precise keyword data of Helium 10 Magnet, Amazon sellers can optimize their listings to attract more traffic and improve their rankings, ultimately driving higher sales and growth for their Amazon Business.

**Related Keywords**Helium 10 Magnet allows Amazon sellers to find related keywords quickly. Finding related keywords can be challenging when you start with one seed word. But Magnet’s feature “SHOW PHRASES THAT CONTAIN” will streamline the process.

**Broad Phrases**Magnet does more than find related keywords. You can also find broad keywords with the tool. Broad keywords go beyond keywords related to your product. They consider synonyms, keywords that describe the same product, misspellings, and singular and plural forms.They will help you find new keywords that are still related to your product. They also widen your search query to attract more increased traffic.

**Magnet IQ Score**Amazon sellers should know the keywords most Amazon customers use when searching online. However, these also tend to be highly competitive keywords. You can get an advantage over the competition by finding popular keywords that are not competitive.

Helium 10’s Magnet IQ Score shows the ratio between a keyword’s search volume (popularity) and competing products (level of competition). You can use this feature to find keywords with high Magnet IQ Scores. A high score indicates that a keyword is popular and has low competition.

**Advanced Filtering Options**Helium 10 Magnet offers advanced filtering options that allow sellers to perciseley search for keywords. Users can set criteria such as minimum and maximum search volumes, competing products, word count,word frequency, the Magnet IQ Score, and many more.These filters help sellers find the best keywords. By excluding irrelevant or overly competitive keywords, sellers can focus their efforts on opportunities that offer the best chances of success.

**Detailed Analytics**With detailed analytics and the ability to track keyword performance over time, Helium 10 Magnet equips sellers with comprehensive data to drive informed decision-making and sustained growth on Amazon.

**Actionable Keywords**When it comes to the keywords in Helium 10 Magnet’s Amazon and Walmart databases, both quality and quantity are crucial. High-quality, actionable keywords enhance product visibility, market reach, and sales. These keywords signal to customers that your product is relevant to their needs.

**Top Products**Effective keyword research involves identifying which products perform well for specific keywords. Helium 10 Magnet’s Top Products section shows you the top product for a keyword and helps you understand your competition and assess the competitiveness of keywords in the Amazon marketplace.

Helium 10 Magnet ReviewSellers should come up with product ideas before using Helium 10 Magnet. You can use Helium 10 Black Box to find a suitable product for your Amazon business.

You can also use Helium 10 Cerebro to find the keywords a product ranks for in Amazon search results. By doing this, you can also find the main keyword for a product on Amazon.

Having a main keyword in mind is super important. But once you have completed the above mentioned steps, you should have found a suitable main keyword.

Now, you can use Helium 10 Magnet. To use the tool, enter your main keyword in the top field, as shown in the screenshot below:

Helium 10 Magnet will produce an endless list of keywords related to your main keyword. You can use these keywords to optimize your Amazon listing or get a rough idea of what potential customers are looking for on Amazon.

You should also go through the list to sort out keywords you can’t use. Helium 10 also offers many ways to sort keywords. You have a lot of filters at your disposal.

Helium 10 Magnet shows you essential information about your main keyword, including the exact search volume, the number of keyword ideas, and various related search terms that are most frequently searched by customers.

The Magnet IQ Score evaluates certain keywords according to their potential. Keywords with a low Magnet IQ score should be avoided.

CPR 8-Days Giveaways is another convenient Helium 10 features. It shows how many products you must give away within eight days to get to the first page of Amazon search results.

Also, the screenshot below shows all the information Helium 10 Magnet provides you in a quick overview.

It also provides you with the opportunity to filter your keywords. Let’s take a closer look at the filters.

You can define a minimum or maximum search volume. You can also define the Magnet IQ Score. This is a ratio measured by comparing a keyword’s search volume against its competing product number. A high score indicates a high number of searches and low competition, which is ideal.

You can also use Helium 10 Magnet to select the number of words your keyphrase should include. If you insert “2”, your keyphrase will have at least two words. If you type “3” or “4” in the field, your keyphrase will have at least three or four words.

This function is perfect for finding keywords with a high search volume and low competition. Finally, you can include or exclude specific keywords.

Now let’s look at the table below. On the right, you see the individual keywords. Basic data like the Magnet IQ Score or CPR-8 Day Giveaways are in the other columns.

You can also find out how many competing products or Sponsored ASINs a particular keyword has. In the following screenshot, you can see exactly which data Helium 10 Magnet spits out.

I find the “sort by” function particularly useful. You can filter the list by any criteria.

For example, you can display the keywords with the smallest number of competing products first. Doing so will help you get more organized with your keyword research.

Helium 10 Magnet is currently the best Amazon keyword research tool on the market. No other tool comes close to its data quality and the number of keyword suggestions.

Helium 10 Magnet PricingYou can use Helium 10 Magnet with all Helium 10 plans. There is one free plan with which you can also use Helium 10 Magnet to a limited extent. You can sign up here for this free plan.

The cheapest paid plan starts at \$29 per month, and the most expensive plan costs \$229 per month. You can use our Helium 10 Coupon to get a 20% discount for 6 months: