

## How To Read The Keywords PDF

First, I want to stress that the keywords included in the excel sheet DO NOT GUARANTEE profits and ranking. The list of keywords is the best in the niche analyzed with the method illustrated in Easy Kindle Cookbook Profits.

In each PDF, the keywords are analyzed for the following factors:

**Competition** – This indicates the level of competition of the keyword. Keywords with low competition is easier to rank on the first page.

**Optimization** – How well competitors' books are optimized for this keyword, in title, description etc. Low optimization score indicates easy ranking can be achieved if you optimize your book.

**Popularity** - Is this keyword popular? High indicates a keyword where many people are actively looking for it

**Buyer's behavior** – Are buyers buying many of the books in the same niche? Or are buyers looking for only a few books in this niche. The higher the score the better. This indicates that buyers are constantly looking to buy books for this keyword.

**Spend** – Are people spending money? Or do they just go for free kindle books? The higher the figure the more profitable the keyword is. The figure indicates the average amount spend per day for the top 48 books listed for the keyword.

**Average price** – The average price of the top 48 paid books listed for the keyword. Helpful for you to gauge the best pricing for your book

**Average length** – the average number of pages of the top 48 paid books for the keyword

**Score** – An indication of the overall quality of the keyword taking into consideration of all the above factors. The higher the score the better. This number is just to make it easy for you to quickly assess a keyword. You should use your due diligence.

The list of keywords for each niche is generated by using Amazon suggester. These keywords are currently being searched for on Kindle. Keywords which consist of the following is excluded:

- kindle
- free
- author's name
- book title

The keywords are analyzed based on the US marketplace. (if you see NA for a particular keyword, this indicates that there is no information for that keyword. You can safely ignore that keyword.)

Please email me at : [audrelylpublishing@gmail.com](mailto:audrelylpublishing@gmail.com) if you have any questions. If you would like a custom keyword analysis report, email me for a limited time buyers only discount. Thank you.