

# KDP Keyword Strategy 2025



## Why Keywords Matter in 2025

Keywords are the #1 driver of visibility and sales on Amazon KDP. With millions of books competing, smart keyword strategy ensures your book gets discovered.

## The Formula for Success

- Use all 7 backend keyword slots
- Balance long-tail and short-tail keywords
- Research with Publisher Rocket, Helium 10, or free tools
- Avoid keyword stuffing or irrelevance
- Review & update keywords regularly

## Example Keywords

- Wrong: romance, cowboy, love, Texas
- Right: cowboy romance series small town love story Texas

## Best Tools for Keyword Research

- Free: Amazon Auto-Suggest, Google Trends, Ubersuggest
- Paid: Publisher Rocket, Helium 10, KOSpy

## 7 Backend Keyword Slots – Quick Rules

- No commas – Amazon separates automatically
- Don't repeat words in your title/subtitle
- Use full phrases readers actually type
- Fill every slot completely

## Example Keywords

- Wrong: romance, cowboy, love, Texas
- Right: cowboy romance series small town love story

## Pro Hacks

- Use synonyms: doctor romance = medical romance
- Add subgenres: billionaire cowboy romance
- Think like readers: books like Colleen Hoover romance

## Mistakes to Avoid

- Keyword stuffing
- Using irrelevant keywords
- Ignoring categories
- Blindly copying competitors
- Not updating every 6–12 months