

Using Search Query Performance Data to Optimize Your Keyword Strategy and Increase Sales

This guide covers two simple strategies to help you start using Amazon's Search Query Performance (SQP) data effectively. You can access this powerful data either directly in Seller Central, or in Helium 10 under [Analytics](#) - where we have already done the calculations for you to make identifying opportunities easier

STRATEGY 01

Identifying Keywords That Drive Sales & Optimizing Performance

Find the keywords that have led to sales for your product and determine where you can improve visibility and conversion rates.

Step 1: Select Products

Choose one or multiple products that you want to analyze

Step 2: Set Date Range

Select a time frame of up to 12 weeks at a time

Step 3: Apply Filters

Click on "Apply Filters"

Step 4: Navigate to My Purchases

Scroll to the 'My Purchases' section

Step 5: Sort Columns by Sales Data

Sort the results in descending order by clicking at the top of the sales column to see the highest-performing keywords first

Step 6: Analyze Keywords that Drove Sales

Once you have sorted, you will see which keywords contributed to sales. These typically account for **30-50% of overall sales** (since they only include direct purchases after searching a keyword and adding to the cart immediately without interacting with other products)

Step 7: Determine Your Competitive Advantage by looking at CVR (Conversion Rate Advantage)

Look at **CVR Variance**: If CVR Variance is positive, your conversion rate is **better than competitors** for that keyword. This would mean it would be a good idea to double down on that keyword to get more exposure and increase sales. You can increase exposure through:

1. PPC Campaigns
2. Listing Optimization
3. Organic Ranking Strategies



Dive deep into Search Query Performance with Sr. Growth Consultants from Amazon.

[Listen to episode #485 of the Serious Seller Podcast](#)

STRATEGY 02

Evaluating & Adjusting PPC Spend Based on CVR Performance

Determine which keywords are worth continued PPC investment and where to adjust visibility.

Step 1: Identify Keywords with Poor Conversion Rates

- If **CVR Variance is negative** and your **advertising spend is high**, evaluate if the keyword is worth continued investment
- If your purchase rate is low and CVR is underperforming compared to the market, consider **reducing bids or ad spend**

Step 2: Compare Impressions vs. Search Volume

For high-performing keywords, check if your impressions are higher than search volume:

- **If yes**: you are maintaining good sponsored visibility. It means that you are showing up almost every time at the top of the search for sponsored ads and sometimes also for both organic and sponsored. To see which placements are getting you the impressions, check [Helium 10's Keyword tracker](#) for the keywords
- **If no**: consider increasing **PPC bids** to ensure more exposure at the top of the search for sponsored placements

Step 3: Optimize Placement & Spend

If a keyword is driving purchases but **you're not appearing at the top of page one**, increase visibility by:

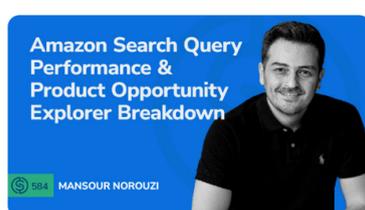
1. Raising your Advertising bid which will hopefully improve organic rank
2. Improving organic rank by increasing ad spend and ensuring your listing is optimized

Step 4: Run Listing Analysis (If CVR is Low)

Use [Helium 10 Audience](#) or [Listing Analyzer](#) to understand why your CVR is lower than competitors. With these products you can get actual customer feedback to determine:

1. Product listing weaknesses
2. Pricing concerns
3. Competitor advantages

An example test could be to put your product up against 2 other of the same products that are your direct competitors. Then, ask the audience which of the 3 products they would be more likely to purchase and why. This will give you good insights about what you need to do to increase conversions and beat your competition



Get a more in-depth breakdown about Search Query Performance.

[Check out this episode of Serious Seller Podcast](#)

Data Limitations

You might need to download additional information, because importing the SQP data can take time. The duration depends on when you started this strategy guide, due to Amazon's API limitations on data access.