

▼ Tips for keyword strength

Think of the search terms that buyers might enter to find your items. For example, let's say you're selling an unlocked 16GB gold iPhone 6:

Keyword	Strength
iPhone	This keyword is too broad because most buyers will probably enter the release number, 6. So your iPhone will end up having to compete with many others since it doesn't specifically take buyers to the iPhone 6.
gold	This term is too broad since it's just a color. By itself, "gold" will bring up gold or gold-related items that are completely unrelated to iPhones (like coins and jewelry), and buyers won't see your promoted listing.
unlocked iPhone 6 16GB gold	This keyword string may be <i>too</i> specific. While the combination of words is highly relevant, it may get fewer impressions because most buyers won't include all of those words when they search. On the other hand, you could benefit by having some detailed phrases like this. If someone does happen to type in all of these terms, there will be less competition so your listing may be more likely to appear.
iPhone 6 16GB Unlocked iPhone 5	This is a good keyword phrase because it's a likely combination for shoppers to search on. If you think people would consider your iPhone 6 even though they're searching for an iPhone 5, include different releases.

Or maybe you're selling a pair of Levi's skinny blue jeans, size 14...

Keyword	Strength
Jeans	This term is too general. Your jeans will be competing with thousands of men's, women's, and kids' jeans in all sizes and styles, both new and preowned. Your promoted listing probably won't appear.
Skinny blue jeans	This phrase is a little broad, as most buyers will include the brand name and their size, but it could be relevant for those who haven't decided on a specific brand.
Levi's skinny blue jeans women's size 14	This is a good combination with all the essential search words. You could also enter shorter combinations, for example "Levi's skinny jeans size 14".
Slim skinny jeans	If the jeans have "slim" in the style name, consider including both "slim" and "skinny".