

Outrank your competitor's keywords

Analyze competitor's organic sales and find profitable keywords you can easily rank for

Tools

Keyword Hunter

Keyword Re-Ranker



1

Help Hub

Keyword Hunter

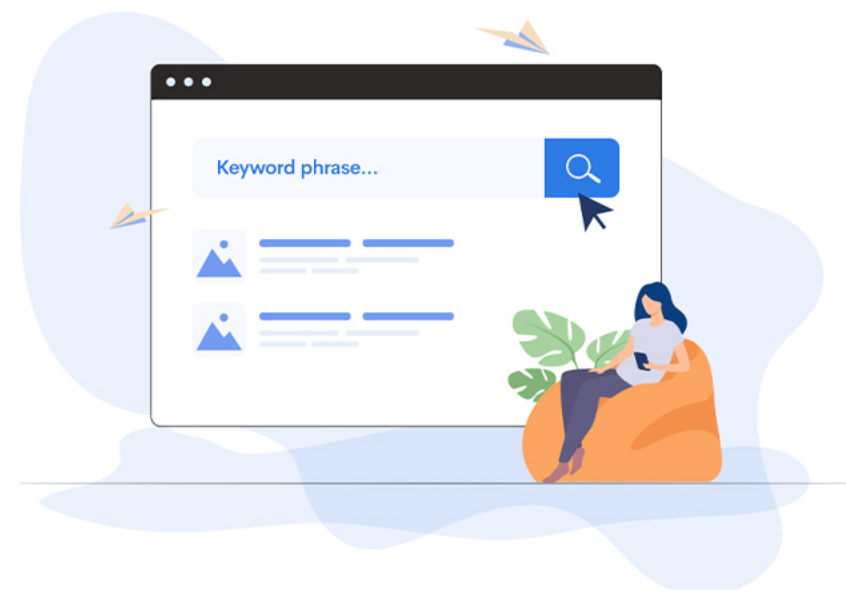
Search Keyword

We will guide you step-by-step through the research process. To begin, enter the keyword you wish to research and click the 'Search' button.

Search Keyword

matcha powder

Search



Grocery & Gourmet Food › Beverages › Tea › Green



Roll over image to zoom in



Matcha Love Green Tea Powder Packet, Sweetened, 8 Ounce

Visit the matcha LOVE Store

★★★★★ 3,634 ratings | 18 answered questions

Amazon's Choice in Green Tea by matcha LOVE

Tea Variety	Green
Brand	Matcha LOVE
Package Information	Resealable pouch
Flavor	Sweetened
Item Form	Powder

About this item

- **MATCHA POWDER:** Enjoy a matcha latte or smoothie with this sweetened green tea powder, finely milled from high quality green tea leaves. It's a versatile ingredient that can be added to any new recipe!
- **ANTIOXIDANT RICH:** This powder is rich in antioxidants & vitamin C with the natural, calming energy boost that comes from theanine found naturally in green teas, without the jitteriness.
- **ANTIOXIDANT SUPERFOOD:** Matcha has a well-deserved reputation as a superfood: it's packed with antioxidants, flavonoids & a ton of vitamins & minerals, & it's believed to have anti-aging properties!
- **TRY OUR PRODUCTS:** We offer an extensive selection of award-winning matcha teas, gift sets & accessories ranging from ceremonial & culinary powders to ready-to-drink bottles & single serve beverages.
- **MATCHA LOVE FOR ALL:** We're giving a modern take to an ancient ritual; bringing the flavorful, vibrant & energizing green tea to all, the perfect refreshment for your health & well-being.
- Allergen information: pork_free

Open Keyword Re-Ranker if you want to analyze the ASIN's competitors.

Open Keyword Hunter if you want to analyze the specific keyword's competitors.

Both ways work.

For our use case, we randomly chose B073R2J6H3 and the keyword "matcha powder"

2

Related Keywords Related Products Competitors Analysis Titles' Founder Bullets Tuner Keywords Shaper					
Q Search					
NUMBER OF DAYS THE PRODUCT WAS LISTED IN THE REPORTS			30 DAYS	30 DAYS	30 DAYS
TOTAL KEYWORDS (84) MATCH			57 KEYWORDS	35 KEYWORDS	38 KEYWORDS
NUMBER OF TIMES THE PRODUCT WAS ON: TOP 1 - TOP 2 - TOP 3 POSITIONS			285 126 65	122 117 72	86 78 73
THE NUMBER OF SALES BY PRODUCT IN THE LAST MONTH			2,563 TOTAL SALES	1,864 TOTAL SALES	614 TOTAL SALES
KEYWORD ↕	RELEVANCE ↕	SEARCH RANK ↕	JADE LEAF ORGA... ASIN: B00PFDH0IC	ORGANIC MATC... ASIN: B08VZ17H3V	JADE LEAF ORGA... ASIN: B01DTQD7VA
matcha green tea powder	2	2,631	809	479	-
matcha	3	5,174	459	294	47
matcha powder	3	11,055	397	127	11
organic matcha green tea powder	2	86,836	49	261	-
matcha latte powder	1	135,880	-	-	206
matcha tea	2	27,779	53	76	-
matcha tea powder	3	124,804	111	37	46
macha tea japanese organic	1	309,287	-	31	-

Open Competitors Analysis Section.

We see a great representation of what the niche looks like, and we do not need to waste time trying to understand which clusters and keywords are occupied by the top competitors. We can see exactly how many organic sales the competitors make through specific keywords.

3

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🔍 Search					
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In our use case, we see that the top 1 competitor occupies the keyword with the lowest search rank, and most of the competitor's organic sales come from the "matcha green tea powder" keyword. With this keyword, it will be hard to outrank the competition and take the top 3 positions.

4

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Also, we see that competitor #3 has a third of the sales from the subcategory: matcha latte powder. The seller's dominating competition in this keyword.

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What are we looking for? The most interesting keywords for us are the ones with the lowest search rank, but without the dominance of the three big sellers, for example:

matcha tea
matcha tea powder

These keywords are not heavily dominated, they are relevant to your product and, therefore, easy to rank for. These keywords are perfect for focusing on and boosting your sales.

Use this winning strategy to rank higher and sell more

1. Detect competitor's most profitable keywords
2. Analyze the niche and how many sales competitors make through specific keywords
3. Find money keywords that are not heavily dominated by the top competitors
4. Focus on ranking for these keywords



Sign up for Sellerise free trial at [Sellerise.com](https://sellerise.com) and increase sales with Keyword Re-Ranker and Keyword Hunter

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