This is the homepage of Publisher Rocket, from here you can get started by clicking on your desired search feature in the navigation bar or by clicking one of the feature buttons.

Currently, Publisher Rocket only provides data based on the US market (Amazon.com) but we will be adding international markets which you will see in the top right of the program as soon as they are available. Once you’ve selected a market, all subsequent searches will be done using that market, until you change it back.

On the bottom left of the homepage you can also see what version number you have on the bottom left of the program. By clicking this version number it will take you to Publisher Rocket update page, where you can see what the latest version is, and what we did to improve Rocket over each update.

You can view the video tutorials by clicking the Tutorial button.

Clicking the Support button on the bottom right of the program will bring you to our support page, be sure to check out our FAQ section at the top to see some of the most common questions.
Choose a Search Feature to get started

**Keyword Search**
This feature will help you choose your seven keywords by providing you with a list of known words shoppers use, the level of competition, the average amount of money the top books make that show up for that keyword, and the estimated Amazon searches per month.

**Competition Analyzer**
This feature lists the books that rank on the first page of Amazon for a particular keyword and will give you important information on how successful those books are, what they are doing right, and how you can beat them.

**Category Search**
This feature presents a list of all the Amazon book and ebook categories. It also tells you how many books you need to sell to be the #1 bestseller for each of the categories.

**AMS Keyword Search**
This feature will help you effectively and efficiently create a large list of profitable Amazon Book Ad keywords for your book advertisement campaigns. It creates a list using Amazon’s own suggested keywords, top book titles and author names of books that rank for that keyword, any books Amazon believes those books are relevant to, as well as the top books titles and author names in books in relevant categories.

Once you have chosen a search feature, you will see a popup box where you can enter a keyword (except the Category feature), choose a format (ebook or book), and click “Go get ‘em Rocket” to run the search.
Keyword Search Feature

Once you have clicked on one of the keyword search buttons a box will pop up where you can type in an initial keyword phrase, book idea, or a general description you think shoppers would use when looking for your kind of book. The more broad of a term you put in here, the more suggestions Rocket can give you based on Amazon’s information.

Next, select whether Rocket should focus on e-Book or Book data and click “Go Get Em Rocket!” to run the search.

Publisher Rocket will now get to work finding book idea suggestions and keywords based on what you typed in and selected, and list them all below.

Now that you have a list of phrases, go ahead and look through that list for any that would pertain to your book idea, or to the book in which you are searching for keywords.

Then click “Analyze” to populate the data for the keyword phrases you are interested in.

If you’d like to search another keyword without losing your information you can open a new tab using the orange button on the right. Then you will have the ability to switch back and forth between the sets of data.
Once you have analyzed the keywords you are interested in you can click the “competition” button to see which ten books rank the highest for that keyword. This will bring you into the competition search feature but you can return to the keyword search using the navigation bar at the top of Rocket.

Each tab shows the keyword and format you chose for the search. (B - book, EB - e-book)

You can export the data at any point by clicking the “Export” button on the top right of Rocket.

If you’d like to learn more about keywords and how to choose the right keywords for your book make sure to check out the resources below.

**Resources**

Guide to Choosing Keywords - Nonfiction - [https://kindlepreneur.com/how-to-choose-kindle-keywords/](https://kindlepreneur.com/how-to-choose-kindle-keywords/)


Keyword Video - [https://kindlepreneur.com/keyword-video](https://kindlepreneur.com/keyword-video)

Competition Search Feature

There are two ways to get to the Competition Analyzer, from the homepage and from the Keyword Search feature (as shown on the previous page).

Once on the Competition Analyzer page, Publisher Rocket will list the first 10 books that show up in Amazon’s results for that particular term. The list of competitors shown is the same as if you were to go to Amazon (in incognito mode), select either Book or Kindle in the dropdown and conduct your search.

If you’d like to search another keyword without losing your information you can open a new tab using the orange button on the right. Then you will have the ability to switch back and forth between the sets of data.

One thing to note is that, just because you selected “Book” in Amazon, doesn’t mean Amazon chooses to show you only print books. Instead, the results can consist of paperbacks, hardcovers, Kindle and even audiobooks. However, if you select Kindle, you’ll only see Kindle versions of the books in the list.

To see the other types of results, just click the orange button in the Type column and Rocket will immediately show you the data for that type of book. If you want to go back, just click it again. You’ll notice that the TYPE of the book changes from one to the other upon clicking on the button, and the button changes as well.

If you want to learn more about a book go ahead and click the “Check it out” button to see the book’s sales page.

You can export the data at any point by clicking the “Export” button on the top right of Rocket.
Category Search Feature

With our Category Feature, you can now see all 12,000+ categories and even see how many sales you’d need to make in order to be the next #1 Bestseller for that category.

There are two ways to search for categories within the Category Search feature. To get started you can either click “Check it out” to see all of the sub-categories within a specific main category OR you can type in a specific word or phrase and see every single category that includes that keyword. You can also choose whether you want to see the results for books, ebooks, or both with the click of a button.
Now you are able to see the ABSR (Amazon Best Seller Rank) for both the #1 book and the #10 book in each category. Publisher Rocket also shows you how many books you need to sell each day to rank #1 or #10.

Once you have found a category you are interested in, you can see which books are ranking for that category by clicking the “Check it out” button.

If you’ve clicked “Check it out” to see all the sub-categories within a specific main category, you can narrow your search by typing in a specific word in the “search categories” bar. This will make it so Rocket only shows you the category strings with that specific word.

You can also sort the categories by clicking the arrow buttons to the right of each type of data.

**Resources**


Add Your Book to 10 Categories - [https://kindlepreneur.com/ten-categories-video](https://kindlepreneur.com/ten-categories-video)

BISAC vs. Amazon Categories - [https://kindlepreneur.com/bisac-video](https://kindlepreneur.com/bisac-video)

How to See All the Categories Your Book or Someone Else’s Book is Listed For - [https://kindlepreneur.com/see-all-categories-video](https://kindlepreneur.com/see-all-categories-video)
AMS Keyword Search Feature

To get started just type in a term that best describes your book and select whether Rocket should focus on e-Book or Book data and click “Go Get Em Rocket!” to run the search.

Publisher Rocket lists the following:
- Amazon suggested keywords
- Amazon A-Z suggested keywords
- Amazon’s list of similar books (This is important because the relevancy of these books can really lower your Cost Per Click.)
- Books shown on Amazon for relevant categories

The data displayed for these results include:
- Title
- Author
- ASIN
- Type of search result

We list the ASIN number of any of the books listed from Amazon’s list of similar books or books shown for relevant categories – this is important because on January 7th 2019, Amazon added a new feature which allows authors to target specific books by using the ASIN number.

If you don’t see an ASIN number listed, that’s because a physical book was used in the result and its ISBN number was shown – which can’t be used in the AMS ads campaign so we automatically take it out so as to save you time.

Now, if there are books or types of books that you don’t want in your export, no problem. There are two ways you can remove data.
The first is to click the Filter button, this will open up a box where you can choose which type of result you don’t want to see. Any box that is unchecked will be removed from your results. Once you’ve deselected the ones you don’t want to see, click “Filter em Rocket”.

The second way is the deselect the boxes to the left of the rows.

You can export the data at any point by clicking the “Export” button on the top right of Rocket.

Resources
Free Video Course on Creating Profitable Amazon Book Ads - [www.amscourse.com](http://www.amscourse.com)