Nonogram Niche Keyword Starter Worksheet

A hands-on keyword planner for KDP: seed keywords, long-tail angles, and a 7-slot planner with KDP's 50-character rule.

PART 1 — SEED KEYWORDS (start here)

Type these into Amazon's search bar and note the autocomplete suggestions — each suggestion is a real buyer phrase.

- ■ nonogram
- ■ nonogram puzzle book
- ■ picture cross puzzle book
- ■ paint by logic book
- ■ griddlers puzzle book
- ■ mystery puzzle book
- ■ detective puzzle book
- ■ logic puzzle book adults
- ■ nonogram book large print
- ■ picross puzzle book

Rule: keep every phrase buyer-language. "Nonogram" fans search "nonogram"; gift buyers search "puzzle book gift". Cover both.

PART 2 — LONG-TAIL ANGLES (low competition)

Long-tail phrases are how a new book gets found. For each angle, write 3 phrases you saw in autocomplete or "customers also searched".

- ■ **Angle:** Story angle — "nonogram mystery book", "detective logic puzzle book", "puzzle book with a story"
  My 3 phrases: _____
- ■ **Angle:** Gift angle — "puzzle book gift for adults", "mystery gift for puzzle lovers", "christmas puzzle book gift"
  My 3 phrases: _____
- ■ **Angle:** Format angle — "large print nonogram book", "easy nonogram puzzles beginners", "hard nonogram puzzles adults"
  My 3 phrases: _____
- ■ **Angle:** Seasonal angle — "halloween puzzle book adults", "christmas countdown puzzle book", "easter activity book"
  My 3 phrases: _____
- ■ **Angle:** Skill angle — "brain games puzzle book", "keep sharp puzzles seniors", "logic puzzles teens"
  My 3 phrases: _____

PART 3 — YOUR 7 KEYWORD SLOT PLANNER

KDP gives you 7 keyword slots, max 50 characters each. Rules: no repeats across slots, no brand names, no "best seller" claims, plurals don't count as different. Write one phrase per slot and count the characters.

Slot 1 (max 50 chars): _____ chars: ____

Slot 2 (max 50 chars): _____ chars: ____

Slot 3 (max 50 chars): _____ chars: ____

Slot 4 (max 50 chars): _____ chars: ____

Slot 5 (max 50 chars): _____ chars: ____

Slot 6 (max 50 chars): _____ chars: ____

Slot 7 (max 50 chars): _____ chars: ____

Self-check before publishing: ■ no phrase repeats a word from another slot unnecessarily ■ every slot under 50 characters ■ at least 2 slots target gift/seasonal buyers ■ at least 2 slots target the mystery/story angle

PART 4 — CATEGORY & COMPETITOR NOTES

Open the top 5 "nonogram puzzle book" results. For each, note: price, page count, review count, and whether it has a story. Your listing wins where they are all grids.

Competitor 1: title _____ price _____ pages _____ reviews _____ story? Y / N

Competitor 2: title _____ price _____ pages _____ reviews _____ story? Y / N

Competitor 3: title _____ price _____ pages _____ reviews _____ story? Y / N

Competitor 4: title _____ price _____ pages _____ reviews _____ story? Y / N

Competitor 5: title _____ price _____ pages _____ reviews _____ story? Y / N

My book's edge (one sentence for the description):

_____

Created by Pickzox as a free bonus companion to Nonogram Story Studio. Keyword rules reflect KDP's published 7-keyword / 50-character limits.