KEYWORD REPORT

firefighter

110,000

searches a month

The numbers

Monthly searches	**110,000**
Competition	**Low**
Advertising	**A lot of businesses pay to advertise on this search, a sign that buyers spend money here**
Typed on	**Google and Amazon**

Related phrases

PHRASE	SEARCHES
firefighter film	**6,600**
firefighter game	**1,600**
firefighter tattoo	**1,000**
seattle firefighter salary	**590**
firefighter t shirt	**260**
firefighter usa	**210**
firefighter wien	**10**
firefighter bersetzung	**0**
feuerwehr wien einstze	**0**
feuerwehreinstze wien 22	**0**

Who types it

71% of the 95 searches people type with it name a product or a gift

Words typed with it: coloring (in 17 searches), gifts (in 12 searches), books (in 10 searches), printable (in 10 searches), book (in 5 searches), costume (in 5 searches), forcible (in 5 searches), gift (in 4 searches)

Words typed with it on Amazon: coloring (in 10 searches), gifts (in 7 searches), books (in 6 searches), costume (in 5 searches), gift (in 3 searches), book (in 2 searches), for kids (in 2 searches), accessories

Audiences: kids 19%, adults 8%

Formats: coloring pages and books 19%, books, journals and planners 16%, printables and PDFs 9%

Concept heat: **254** reads a day of "Firefighter", down 13%

Phrase family

PHRASE	SEARCHES
firefighter coloring pages	**2,400**
firefighter games	**1,600**
firefighter printable	**140**
firefighter printables	**140**
firefighter activity sheets	**110**
firefighter puzzles	**110**
firefighter worksheets	**110**
firefighter activities	**90**

The search phrase firefighter draws buyers who want gifts, costumes, and activities that celebrate the job. This report offers practical product ideas and timing for a general print-on-demand and KDP seller.

What it is

Firefighter is a search phrase shoppers type when they are looking for products related to the profession of firefighting. The people who buy around it include firefighters themselves, family members buying gifts for a firefighter or a child who admires them, teachers planning a community helpers lesson, and party planners organizing a firefighter-themed event. The phrase signals a desire for items that show pride, humor, or educational value connected to firefighting.

Signature idea

A 'Station Locker' wall art print that shows a firefighter's open locker with a helmet, coat, and boots, ready for the next call. It appeals to firefighters decorating their home or station and to family members looking for a meaningful gift. The twist is that the locker door is personalized with a name and a date, turning a generic print into a personal tribute. The design includes small details like a coffee mug and a photo tucked into the door, which a buyer would photograph and share.

What to make: the classics

PRODUCT	WHO BUYS IT	WHAT IS INSIDE
Firefighter coloring book for kids	Parent buying for a child's calm time	Pages of fire trucks, firefighters in gear, and station scenes with bold outlines.
Firefighter journal for adults	Firefighter buying for recording calls and reflections	Prompts for shift notes, gear checklists, and memorable moments.
Firefighter planner for shift schedules	Firefighter or family member organizing a busy schedule	Weekly spreads with space for shifts, training, and family time.
Firefighter printable activity pack	Teacher or parent planning a lesson or party	Mazes, word searches, and coloring sheets with firefighter themes.

What to make: fresh ideas

PRODUCT	THE IDEA	INSPIRED BY
'Turnout Gear' illustrated print	A detailed illustration of turnout gear with labels, showing helmet, coat, pants, and boots; firefighters and fans of the job will want it for their wall.	Trending on Pinterest: "firefighter aesthetic", up 20% on a year ago
'Draw a Firefighter' step-by-step book	A drawing book that teaches kids how to draw a firefighter in action, with simple steps and space to practice; parents and teachers buy it for budding artists.	Searched on Pinterest this month: "firefighter drawing"
'Women on Fire' coloring book	Coloring pages featuring female firefighters in action, from driving the truck to fighting fires; women in the field and girls who admire them will enjoy it.	Searched on Pinterest this month: "female firefighter"
'Firefighter Paper Crafts' printable pack	A set of printable crafts including a paper tube firefighter, a badge, and a fire truck; preschool teachers and parents use it for hands-on activities.	Searched on Pinterest this month: "firefighter crafts for preschool"

Design ideas

MOTIF	COLORS
Firefighter helmet with axe and Halligan bar	Red (#C8102E), black (#000000), silver (#C0C0C0)
Fire truck with ladder and flashing lights	Red (#C8102E), white (#FFFFFF), yellow (#FFD100)
Fire station dog with a helmet	Brown (#8B4513), red (#C8102E), tan (#D2B48C)
Female firefighter silhouette with hose	Navy (#000080), pink (#FFC0CB), gray (#808080)
Turnout gear with reflective stripes	Yellow (#FFD100), black (#000000), silver (#C0C0C0)

Slogans

SLOGAN
First in, last out.
The job is tough, but the coffee is strong.
Every call is a story.
Gear up, show up.
From the station to the scene.
Proud to serve, ready to respond.

Listing keywords

KEYWORD	SEARCHES A MONTH
firefighter coloring pages	2,400
firefighter t shirt	260
firefighter worksheets	110
firefighter gifts for men	
firefighter coloring book for kids	
firefighter printable activities	
firefighter gifts for him	
firefighter books for kids 1-3	
funny firefighter gifts	
firefighter party decorations	

Make it this afternoon

Start with the firefighter coloring book for kids, since it is a classic format that buyers already search for and is straightforward to produce. First, create ten to fifteen original coloring pages featuring fire trucks, firefighters in gear, and station scenes with bold outlines. Second, design a cover with a bright red truck and a friendly firefighter, and format the interior as black and white on white paper. Third, upload the files to KDP as a paperback, set the price, and publish with a title and description that include keywords like firefighter coloring book for kids and firefighter gifts for kids.

Sources: Keyword search data, Google and Amazon autocomplete, Wikimedia pageviews, Google News. Brief by Tangent Daily.