

How To Optimize Your Amazon Listing In 2021

A+
CONTENT



SEO, Conversions
and Branding



The Algorithm

You must first understand the algorithm before optimization

Amazon uses their proprietary A9 algorithm. (The A9 algorithm, commonly referred to as A10 since the last big update, however nothing has been officially communicated by Amazon”) This is similar to what Google uses EXCEPT the A9 takes into account **sale conversions**. The reason for this is because amazon is a retail business, and they want to make sure they're selling the best products for great prices. Makes sense right?



Statistics show that Amazon has a 33% year over year growth rate at the end of 2020 compared to 2019's year over year growth rate of 20%. All this means is that people are satisfied with amazon and the algorithm is a big part of that. What makes the A9 Algorithm happy though?

The A9 Algorithm loves...

- Titles
- Bullet Points
- Description
- Images
- Keywords
- Price
- Sales Velocity
- Conversion Rates
- A+ Content
- Traffic

A unique part of the A9 Algorithm is that it takes into account the price of your product. Is it priced correctly? Is it at a better price than your competitors? Does the product have a strong conversion rate? These are all questions you should ask yourself when setting the price for your product.

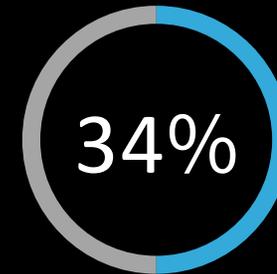
The algorithm isn't the only thing looking at your product page. You need to satisfy your customers too.

By Optimizing and leveraging everything amazon has to offer, you can appear higher and higher on the product page and still look compelling to customers. **It's time to unlock your brand's potential on Amazon.** Continue reading to learn more.

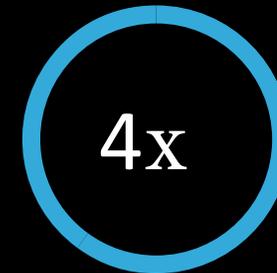


Amazon is bigger than ever before

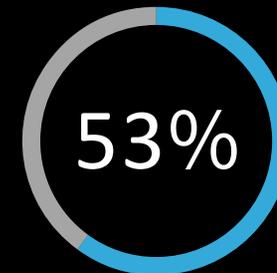
Now is the time to grow your business on the largest E-commerce website in the world!



Amazon expects to grow 34% per year



Amazon's revenue growth is said to grow 4x in next 5 years



Amazon third party sellers now make up 53% of sales



You Need A Compelling Title

The title needs to capture both the audience and A9's attention

First, if you have a well known Brand, you should include it in the beginning of your title. It will be one of the first things your customers see and will help in brand recognition. It would be smart to include a unique value proposition since it's the only thing aside from the primary image that customers will see in the search results while viewing numerous products. If your brand is less known you might want to utilize other keywords in your title.

Insights:



Concise titles tend to do better as Amazon is algorithmically penalizing over-lengthy titles and since over 30% of all Amazon purchases are made on mobile devices, they should be optimized with this in mind. Its something that requires a lot of testing!

Having your brand name on amazon is a great way to show authenticity. It makes the customer feel like they can trust what they're getting and will increase your sales. Don't forget, it also helps with the algorithm!



Titles Are Weighted Most In SEO

The reason your title is so detrimental is because it's one of the first things customers see, but it also has the most weighted search field in your entire listing. This means that any SEO keyword phrase you put in your title will have more weight than other places on your listing!



86% Of Amazon customers say that authenticity is a key factor when deciding if they like or support a brand.

Expert Tip:

Incorporating a dash after the first 5 words in your title can force amazon in to a new canonical URL which can help place the most important keywords in the URL and lead to better placement on Google and other search engines. A great example is the Ankor product at the bottom left of this page.

You Need The Right Images

Your Main Image Should Be Clean

You need to follow amazon's rules when making your first image, which is a white background and no text. The first image should display the product and nothing else.



It takes about .05 seconds for a customer to form an opinion about your product. Your main image plays a big role in that. Make sure the image looks sharp and eye-catching.

Adding callouts to your alternate images increases conversion

Tell the customer what makes your product unique from the rest and answer all key purchasing criteria, showcase unique features and be mobile optimized.



Adding call outs or info-graphics can not only show why your product is superior from competitors but it can answer all key purchasing criteria and showcase unique features. Remember all images should be optimized for mobile.

The More Images The Better

We recommend using 7 or more images so the customer has a solid idea of what your product is and all the features it might have.



Amazon will allow you to post up to 9 pictures but not all will display on the detail page. The only way a customer can view the rest of these images is by clicking on one of the images presented on the detail page.

Capitalize Bullet Points And Make Them Longer

Bullet points are very important when it comes to selling a product. They provide details on what your product is, any features it may have, and why you should buy it.

Here are tips to optimize your bullet points

- ▶ CAPITALIZE BEGINNING OF EACH BULLET POINT: Capitalizing key benefits in bullets followed by an explanation of the feature will help customers quickly "get it" and answer key purchasing decisions. (i.e. is this product going to meet my needs)
 - ▶ Don't make it too short. Callout key benefits/features succinctly, but also try and utilize characters for SEO value in a smart way. Don't just keyword stuff, as Amazon algorithms will potentially penalize you.
 - ▶ Tell the customers what makes your product unique. How are you different then the other sellers competing against you?
 - ▶ Say something about your business and why people should buy from you. Do you donate to charity? Support the military? Are you minority owned?
 - ▶ Try to incorporate keywords. Your bullets are a great way to get some keywords in that'll might help with the A9 Algorithm.
 - ▶ What are the benefits to buying your items? (if any)



Insights:

Test Test Test! Each category may react differently to different content approaches. For example, a computer may need to incorporate more details vs. a shirt, and the algorithm recognizes this when determining suitability of content.

Examples:

Visit the Grunt Style Store
Grunt Style Men's American Reaper 2.0 Short-Sleeve Tee
 2,575 ratings | 24 answered questions
 #1 Best Seller in Men's Military Shirts

Price: \$24.95 - \$28.95 & Free Returns on some sizes and colors
 ✓ True to size. Order usual size. ▾

Size: Select ▾ Size Chart
 Color: Spectre Black

- WE'VE GOT YOU COVERED - Wrong Size, Tears, Holes, Loose Threads, Stains, We've Got You Covered - With nearly 400 US Veterans and Patriots, our mission is to deliver the highest quality, most Patriotic apparel on the planet, straight to your front door. Backed by our unbeatable lifetime coverage, you will always be blown away by our products, our service, and our ability to 'Merica!
- COMFORTABLE, TAGLESS, HIGH QUALITY - This Grunt Style men's graphic tee shirt features a Tagless, itch-free design with a ribbed collar that won't lose it's shape or stretch. Our quality, durable fabric is ultra soft and comfortable for all-day athletic comfort fit during workouts or PT.
- GRUNT STYLE CHARITABLE GIVING - From Military and First Responders to Veteran's and our Community - T-shirts are just part of what we do. We want you all to know that we stand ready to support you and your mission, not just in word but in action.
- ABOUT GRUNT STYLE - What you wear is more than just a necessity, it's about attitude! We have taken the heroic American spirit and instilled it in everything we do. You do not have to be a veteran to wear Grunt Style, but you do have to love freedom.
- PROUDLY PRINTED IN THE USA - All Grunt Style shirts are proudly printed in Carol Stream, IL by our team of Veteran's and Patriots who take pride in self, military and country.

- WE'VE GOT YOU COVERED - Wrong Size, Tears, Holes, Loose Threads, Stains, We've Got You Covered - With nearly 400 US Veterans and Patriots, our mission is to deliver the highest quality, most Patriotic apparel on the planet, straight to your front door. Backed by our unbeatable lifetime coverage, you will always be blown away by our products, our service, and our ability to 'Merica!
- COMFORTABLE, TAGLESS, HIGH QUALITY - This Grunt Style men's graphic tee shirt features a Tagless, itch-free design with a ribbed collar that won't lose it's shape or stretch. Our quality, durable fabric is ultra soft and comfortable for all-day athletic comfort fit during workouts or PT.
- ABOUT GRUNT STYLE - What you wear is more than just a necessity, it's about attitude! We have taken the heroic American spirit and instilled it in everything we do. You do not have to be a veteran to wear Grunt

You Need To Make A Product Video



Insights:

Statistics show that when customers watch a product video your sales conversions increase by **3.6x!** Because of this having a video isn't a recommendation, it's a necessity.

Adding a video to your product is one of the best possible ways to optimize your listing. Videos provide a chance for customers to grow a relationship with your product and/or brand.

Good videos show the product's features and uses. Your video should be there for the viewer to understand your product and brand, help them to make a purchase decision, and increase sales.

Also...

Product videos can also be used for Sponsored Brand Video Ads which have shown to produce better click through rates and conversion rates than Sponsored Brand Ads. It's important to entice customers in the first 2 seconds so they keep watching.

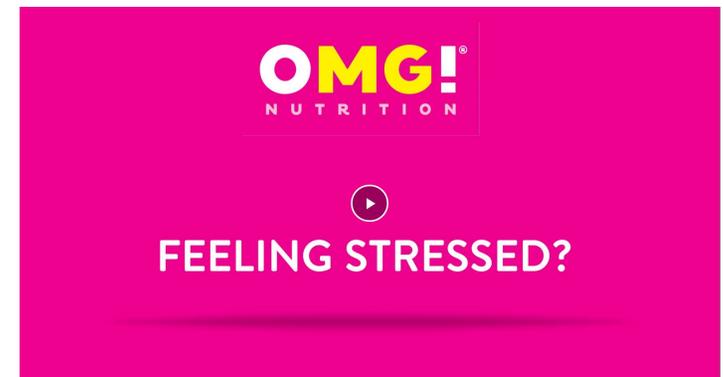
On A Tight Budget?

You don't need expensive equipment to make a video. Just take some clean pictures of your product and post banners describing what makes it special.

Some Examples:



Click the images to watch the videos!





Leveraging The Right Keywords

Whether its your title, bullet points, or product description, keywords can mean the difference between showing up on the first page or the hundredth. How can you find those keywords?

3rd party tools like Helium 10 are a great way to do keyword research. By using Helium 10 you can find hundreds or even thousands of relevant keywords for your product.

The point of keyword research is, you need to be proactively trying to rank highly for as many terms as possible. That way you'll show up for more search results and increase sales.



It's important to focus on relevant keywords where you will have good conversion rates rather than just high traffic keywords. More traffic of poorly converting keywords could do more harm than good by negatively impacting your conversion rate.



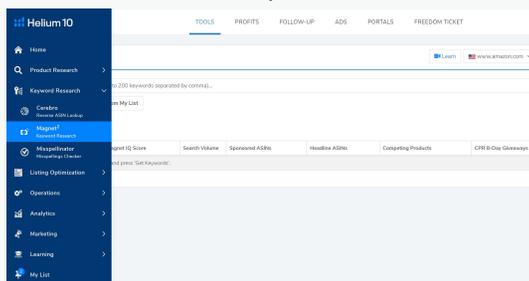
Insights:

If you're a small developing company, the best strategy will be ranking for less popular long-tail keywords. By taking over those lesser volume keywords you can obtain sale conversions and eventually compete for higher traffic keywords.

The Best Ways To Find Keywords

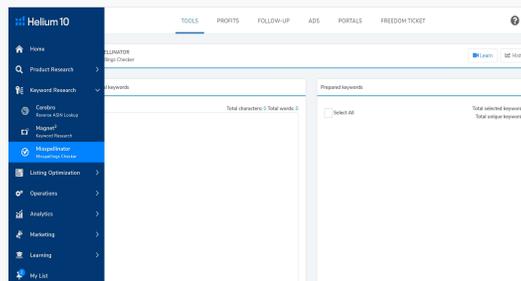
Helium 10 - Cerebro Tool

A great way to get keywords is looking up what keywords your competitors are using. By using helium 10's Cerebro tool, you can extract every keyword your competitor is using and start using them as your own to gain more traffic and possibly start winning the buy-box for those keywords.



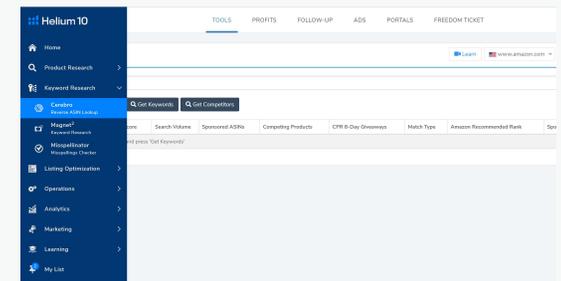
Helium 10 - Magnet Tool

Using Helium 10's Magnet tool, you'll be able to find hundreds or thousands of keywords perfect for your listing. It'll help acquire good keywords to rank for organically and paid for by Amazon. This would be your Step 1 when looking for keywords.



Helium 10 - Misspellinator

Another great tool Helium 10 offers is the Misspellinator. With this, you can input all the keywords you've found and check for misspellings the buyer might type in the search bar that you could use to direct them to your listing.



A+ Content

Educate your customers about your brand and product in a visually compelling manner using A+ content.



Insights:

A+ content can increase sales by **3 to 10%**!
It's critical for mobile, as A+ content actually shows above bullet points on mobile.

When we talk about optimization, A+ content is an important component. Not only will it increase brand presentation, but it will increase conversion rates and sales if done properly. In our modern day and age, people would rather look at pictures or videos than a blob of text. Take advantage of that and appeal to what your customers want the most!

Highlight The Values Your Company Holds

A+ content should include what makes your brand or product special. Take Grunt Style for example, they are all about pride in America and stand by it. Their images embody that whole heartedly with firearms, motorcycles, and even their 1776 logo.

Grunt Style Example:

The image displays a collection of Grunt Style branding and marketing materials. At the top is the brand logo, featuring two crossed rifles with the text "GRUNT STYLE®", "US 1776", and "GS THIS WE'LL DEFEND". Below the logo are three sections: "MISSION" (To be the leader in instilling pride in self, in military, and in our country), "VISION" (Every home in America will know, celebrate, and defend the freedoms we have as Americans for the next generation), and "VALUES" (Mission first, be a team, and have a great attitude to win). The middle section features a large image of a man on a motorcycle with the text "PRIDE IN SELF, IN MILITARY, AND IN COUNTRY." and the tagline "We take pride in everything we do and instill that pride to our customers." The bottom section shows a man in a white t-shirt with a blood splatter, holding a can, with the text "WHEN YOU AMERICA TOO HARD" and "EVERYTHING YOU GET FROM GRUNT STYLE IS COVERED FOR LIFE! Yup. Everything. For any reason. Including tears, holes, loose threads, beer stains - even blood stains from defending the American flag."

Promotions

Promotions are an excellent way to gain external traffic. It's not an overstatement in saying people LOVE them. Sellers like yourself can leverage amazon promotions to increase visibility of their items on amazon and promote their business on various social media platforms.

If utilized correctly, pricing and promotions will provide strategic benefit. Here are some examples:

Coupons - badges on search results increases click-thru rates Sale

Prices - adds impulsivity which increases conversion rates

Promotions - can be used to increase units per transaction, AOV and cross sell related products

You should test pricing using a repricer or tool like Splitly's ProfitPeak. Using these tools can give you a competitive edge allowing you to win the buy box more often.



Insights:

Promotions are a **MUST!** Over 80% of people have said that they are more likely to do business with a brand that has launched promotional products.

Different Types Of Promotions



Social Media Promotions:

Social Media Promotions are fairly common and for good reason. It's a simple yet effective way to encourage your customers in buying your product. Not only will you get more sales, but you'll likely increase your reviews and seller feedback as well.



Percentage Off Promotions:

Percentage Off promotions are a great way to entice your customers by rewarding them for buying more of your products.

This is commonly used for multiple unit promotions, such as save 15% when buying 3 or more items.

Another example is adding a promotion on a top selling item with a promotion to get 20% off a new product or related item when purchased together.



Buy One Get One Promotions:

Buy One Get One promotions are really compelling and used successfully to cross sell.



Thanks For Reading!



About Prime Guidance

Prime guidance is a marketplace consultancy who helps sellers of all sizes reach their full potential on amazon and other marketplaces. Over the years hundreds of brands have grown their revenue and exposure with our help. We Empower Your Success.

Contact Us To Get Hands On Help

If you want a more in-depth look at any of the topics presented in this E-book, please contact us! We would be happy to help you and your brand in reaching your full potential too!

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