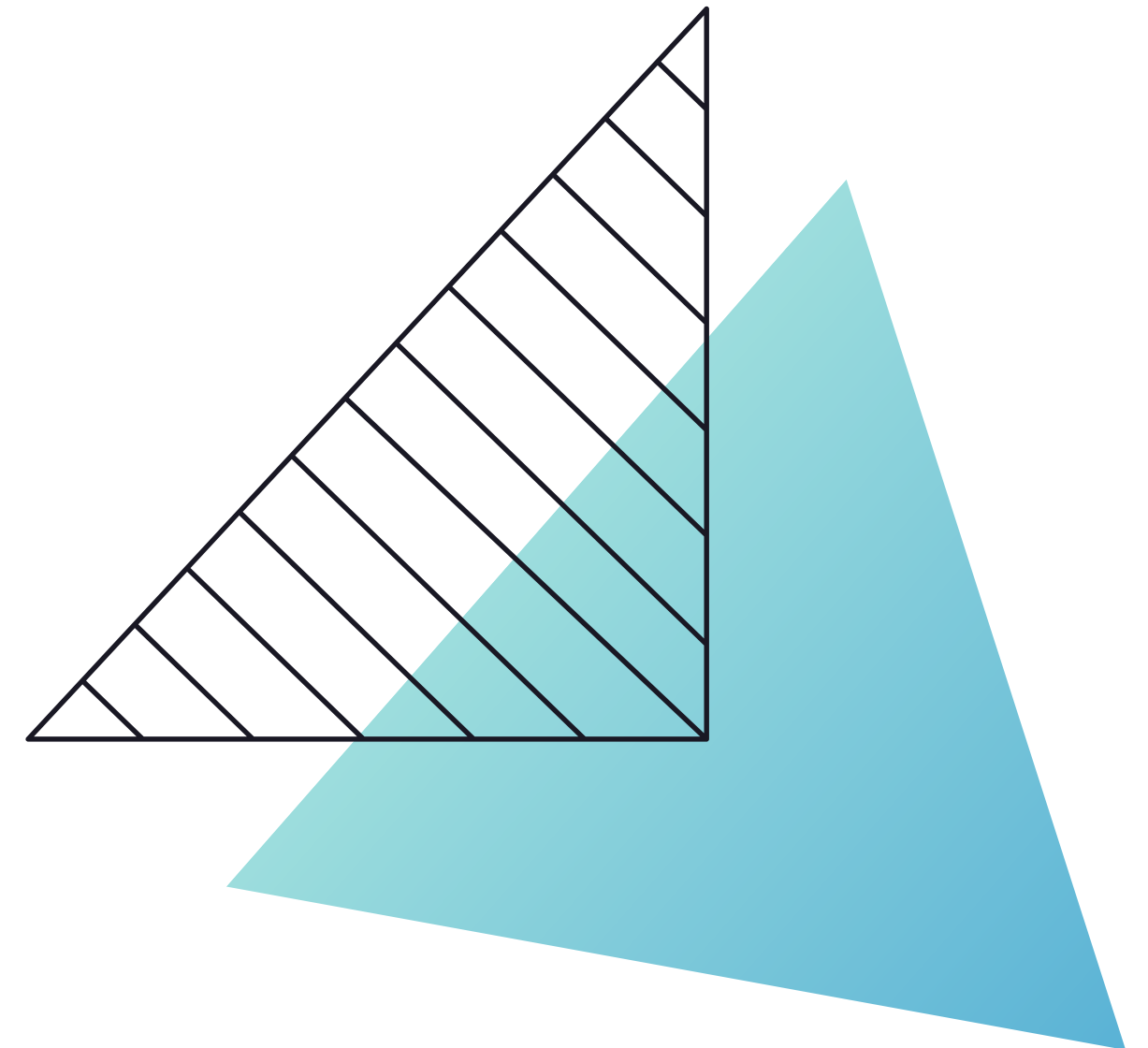


The Amazon Seller's Guide to Creating High-Converting Listings

TABLE OF CONTENTS

01	Introduction
03	Keywords & Indexation
05	Creating Your Listing (INVITE)
11	Product Images Checklist
13	Optimizing Your Images
17	Outline for Bullet Points
23	Using Flat Files to Your Advantage
24	Common Listing Issues & How to Solve Them





WHY YOU NEED OPTIMIZED LISTINGS TODAY

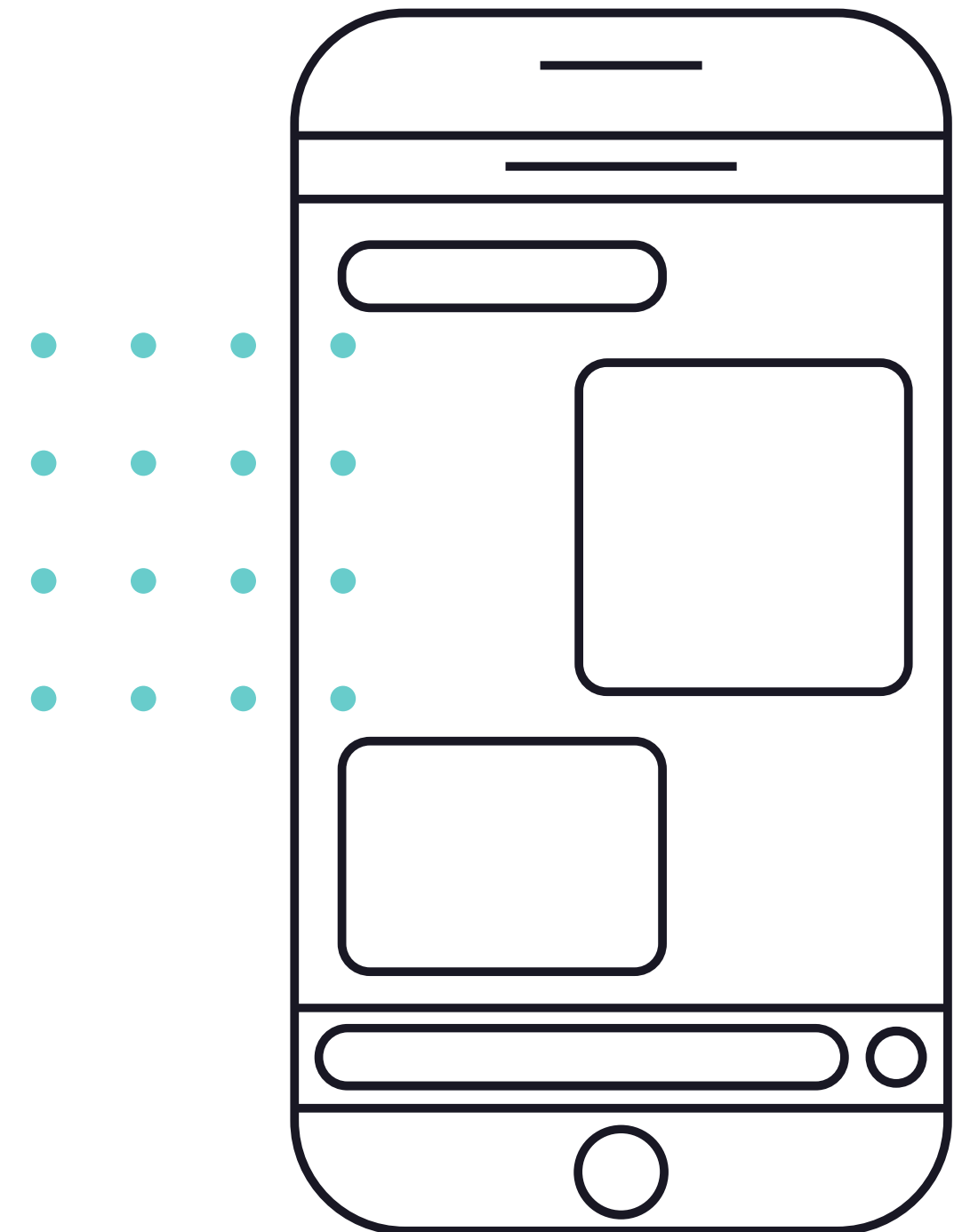
At least 74% of consumers head to Amazon when they're ready to buy a specific product. This means that more than half of the time, shoppers who log into Amazon already know what they're looking for.

For customers to see your product first over the thousands of brands that offer the same, you have to ensure that they find you at the very beginning of SERP (Search Engine Results Pages) as 70% of buyers never go beyond the first page.

Moreover, about 64% of clicks are already attributed to the first 3 listed products, making listing optimization according to Amazon's A9 algorithm a crucial step to driving sales.

Aptly named as they are, keywords are key to successfully appearing on the first page of SERP. Serving as your foundation to a highly-optimized listing, choosing the right keywords, knowing how many keywords to use, and strategically weaving those keywords into your listing are 3 things you have to know inside out.

Learning to write optimized product descriptions are a balance between well-researched keywords and engaging content, and - if done right - can increase sales and site traffic for your products even while you sleep.



KEYWORDS & INDEXATION

To get traffic on Amazon, ensure that your products are indexed for relevant keywords. If your products aren't indexed, then shoppers won't be able to find your listing.

As an example, let's say you're selling ramekins. If you're indexed for the keywords "ceramic ramekins," then you'll show up on SERP if a customer types in "ceramic ramekins" into the search bar. If you're not indexed for keywords like "porcelain ramekins," or "ramekins for baking," then you're missing out on a significant chunk of customers searching for that specific name of the product.

04 | Keywords & Indexation

In figuring out relevant keywords for your listing, do keyword research prior to launching a product or creating listing content, as well as every 6 months or so as rankings change over time.

If you own a brand, you can use Amazon Brand Analytics. If not, you can always use free tools for keyword research like Google Trends or Google Keyword Planner, Soovle, and Ahref's Keyword Generator. Other premium but paid tools include SEMrush and KWFinder.

- Amazon limits the number of keywords you can index and place in your listing. Focus on keywords that have high relevance and considerable search volume instead of low relevance but high search volume.
- Index keywords that drive both traffic and conversion. If your traffic does not result in conversions, your organic ranking will be affected.
- To get indexed, place your most important keywords in the title, first 2 bullet points, first 150 characters of the product description, and backend search terms.

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CREATING YOUR LISTING

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The perfect Amazon listing strikes the balance between good keywords and good content. Apart from populating your listing with as many relevant keywords (long-tail or combo) as you can, also take advantage of back-end fields such as Search Terms, Intended Use, and Subject Matter.

However, do avoid keyword stuffing and always efficiently use the limited number of characters allowed by remembering to INVITE your customers:



INFORMATIVE PRODUCT TITLE

Maximize the character count in your listing. While it's important to place your most relevant keywords in the title, remember to still keep it readable, concise, and accurate. Put in the essential details such as color, size, unit, quantity, and the like, and break each long-tail keyword by using punctuation marks. Titles are what shoppers will surely read through, so make sure it's worth reading and more.

COWIN E7 Active Noise Cancelling Headphones Bluetooth Headphones with Microphone Deep Bass Wireless Headphones Over Ear, Comfortable Protein Earpads, 30 Hours Playtime for Travel/Work, Black

by [cowin](#)

★★★★☆ ~ 29,314 ratings | 1000+ answered questions

#1 Best Seller in Over-Ear Headphones

These Noise Cancelling Headphones sold by Cowin are a good example of an informative, yet not too overwhelming title. Longwear headphones need to be comfortable, so by mentioning both the hours of playtime and material used, shoppers are immediately drawn to the listing just through the product title alone.

Another example is Kasa Smart's Light Switch that includes all the basic information a shopper needs plus the Alexa/Google Assistant compatible feature. Note how they mentioned 'Needs Neutral Wire,' in the title - which gives the customer a transparent and hassle free shopping experience.

Kasa Smart Light Switch by TP-Link, Single Pole, Needs Neutral Wire, 2.4Ghz WiFi Light Switch Works with Alexa and Google Assistant, UL Certified, 1-Pack (HS200), White

by [Kasa Smart](#)








★★★★☆ ~ 6,464 ratings



NEAT AND GLANCEABLE

The average human being now has an attention span of about 8 seconds, so remember to keep your content short yet informative. Avoid lengthy and redundant paragraphs, make it creative and unique without adding too many fluffs or jargon. Make use of smart formatting such as bullet points, bolding headlines, and separating sections into features, benefits, and a brand story - anything that can make your listing glanceable and easy to read yet substantial.

09 | Neat and Glanceable - Example

-  **COMPACT & PORTABLE:** Handy, compact, portable Book Light runs on 2 Energizer CR2032 Batteries (included). You'll have long-lasting reading time, and can take this compact book light anywhere with you. Handy to have in power outages!
-  **ADVANCED LED TECHNOLOGY:** Re-creates natural reading conditions with advanced LED technology. This type of light provides plenty of visibility for reading, but is still easy on the eyes.
-  **FLEXIBLE NECK & BUILT-IN CLIP:** Compact design with flexible and collapsible neck and built-in clip make a perfect travel or camping companion or copilot. Over-sized spring clip easily attaches to books, Kindles, clipboards, visors, etc
-  **OPTIMAL BEAM SIZE:** Delivers a beam broad enough to see, yet narrow enough for privacy. Great for reading your book or kindle on planes, in cars, or in a tent on a camping trip.
-  **LONG-LASTING RUN TIME:** Has a run-time of up to 25 hours, perfect for those books you just can't put down. The long-lasting power makes this light a go-to when you want to dive into a good book, even during a long power outage.
-  **VERSATILE CLIP-ON FUNCTION:** Clips onto books, tablets, car visors, or any other surfaces that are 0.5 inches (13 mm) thick. Enough light to read just about anything, anywhere.
-  **THE PERFECT GIFT:** A perfect small gift for students, auto mechanics, pilots, teachers, and more. This compact reading light makes the perfect stocking stuffer for those book-worms in your life!; 14 lumens of light

Let's look at Energizer's listing for its LED Clip-On Book Light. By using a colored checkmark emoji and capitalizing the key features of the product - the bullet points become easier to read. Though it's preferable to maximize the number of characters allowed, keep in mind the readability of descriptions. If you can incorporate all your keywords in 2-3 sentences per bullet point, shoppers will have an easier time scanning through your product listing.

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VISUALLY APPEALING

Make use of all 9 images on the product listing page. A good number of your potential customers can be visual buyers, meaning that they can decide whether or not to buy your product just by looking at the photos.

PRODUCT IMAGES CHECKLIST

- Product shown in different angles
- Lifestyle images (images of the product in use)
 - Use the environment to establish context
- Images displaying product dimensions and scale
- Product in its packaging
 - If your product is a food or supplement, show the nutrition facts label
- An infographic showing the benefits, features, or other info you want to highlight



OIVO's listing for their PlayStation Cooling Stand includes images showing the product in different angles. They also highlight the different parts to give the customer a more detailed overview of the cooling stand's many features. You can do the same by using contrasting colors, icons, or pointers.

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In making your listing more visually appealing, you can also take good advantage of EBC (Enhanced Brand Content) if your brand is enrolled in Amazon Brand Registry. Make it as creative and colorful as you can while sticking to your brand's visual guidelines. With the right visuals, your customers will surely take more time browsing through your product page.

OPTIMIZING YOUR IMAGES

Optimizing your images should start from the moment you take product photos. Don't rely too heavily on post-processing as overly editing your photos can lead to misunderstandings, returns, and customer dissatisfaction.

- Make sure photos are well-lit and against a clean, white background. Use natural or artificial light.
- Get creative with your layouts. Use colorful backgrounds or flat lay photography.
- Minimize the white space in your images by enlarging your product, cropping the photo, or showing the different product variations (color, size, etc.).
- If you have a budget, hire a professional model. This helps create an in-context shot of your product. Models can add personality to your products especially if they represent your target audience.
- Use a combination of pure product photos and in-context text and graphics to make your product images more eye-catching.
- Use original product photos. If you cannot use original lifestyle images, avail of stock photos suited to your brand's personality. Do not use copyrighted photos.



MORE WAYS TO PLAY

Incredible Games. Endless Entertainment

Play the greatest games and PS4™ exclusives, take your adventures online with *PS Plus* and stream or download TV shows and movies from *Netflix*, *PlayStation™Store* or wherever you get your favourite entertainment.



Vibrant HDR Gaming

HDR-enabled PS4™ games burst into life with incredible colour and clarity on an HDR TV, delivering a more vibrant, realistic spectrum of colours.



ONLY ON PLAYSTATION

Exclusive Games

PS4™ is home to great gaming experiences that you won't find anywhere else – including *Marvel's Spider-Man*, *God of War*, *The Last of Us*, *Horizon Zero Dawn*, the *Uncharted* series, and many more.

Sony's PlayStation listing makes great use of the EBC feature that you almost forget you're shopping on Amazon! Apart from eye-catching videos browsing customers surely won't miss, the listing also uses high-definition game images and highlights features unique only to the console.



INFLUENTIAL BULLET POINTS

Your 5 bullet points are like a short ad or a sales pitch. Be direct and specific as possible while providing your product's strongest features, unique characteristics, and powerful propositions.

OUTLINE FOR BULLET POINTS

- 1st Bullet - Include your USP (Unique Selling Proposition) that will differentiate your product from competitors. Creatively combine this with your most important keyword.
- 2nd Bullet - Use this line to get personal with your target audience. Mention how your product will make lifestyle better.
- 3rd Bullet - Mention a bonus that only you can offer such as a money-back guarantee or quality assurance.
- 4th and 5th Bullet - These last 2 bullets are still important even if they don't appear in the mobile app. Use these for unique offerings your product has. You can also address common misconceptions, visitor objections, and more.

Victorinox Swiss Army Maverick Stainless Steel Watch, 43mm, Black

★★★★☆ ~ 178 ratings | 63 answered questions

Available from [these sellers](#).

- **DISTINGUISHED LOOK.** The silver stainless steel bracelet gives this watch a classic, sophisticated look. Practical for everyday wear but dressy enough for evening events, this watch effortlessly combines function and form.
- **SWISS MADE.** This Swiss Made watch features a unidirectional rotating bezel and a count-up scale. Case is crafted from high-grade hypoallergenic stainless steel. Analog quartz movement.
- **LUXURIOUS MASTERPIECE.** The Maverick watch is a timeless piece that makes a great addition to your wardrobe from day to night. Not just a fashion accessory, this watch is just as polished as it is practical and can go in the shower, pool or ocean.
- **WATCH DETAILS.** 43mm. Military time, date, end-of-life indicator, scratch-resistant, triple-coated anti-reflective sapphire crystal and screw-in caseback. Water resistance: 10 ATM/100 m./330 ft.
- **TRUSTED QUALITY.** Watches purchased from authorized retailers eligible for a 3-year limited warranty. Excludes battery life, normal wear and tear, improper handling, damage resulting from abuse, misuse, accidents or unauthorized repair.

Tribe's listing for their Resistance Bands Set tackles everything a fitness shopper would potentially look for.

Low-quality resistance bands can easily break, and by highlighting an 'Anti-Snap' feature, customers are assured of the product's standards.

The 3rd bullet point also mentions how the product is for 'any fitness level,' which helps to widen the target market and make the product less intimidating for first-time users.

Short but sweet, Victorinox's Maverick Watch listing uses bullet points that exude luxury and quality.

Tribe 11PC Premium Resistance Bands Set, Workout Bands - with Door Anchor, Handles and Ankle Straps - Stackable Up To 105 lbs - For Resistance Training, Physical Therapy, Home Workouts, Yoga, Pilates

by Tribe

★★★★☆ ~ 5,541 ratings | 132 answered questions

Amazon's Choice for "workout bands with handles"

Price: **\$49.99** + No Import Fees Deposit & \$31.57 Shipping to Philippines [Details](#)

- **TRIBE 12PC STANDARD PRO SERIES WORKOUT BANDS KIT** (105 lbs Max Resistance + DELUXE ACCESSORIES) - Includes 5 color-coded resistant tube bands, 48 inches in length and stackable. DELUXE ACCESSORIES include 2 deluxe cushioned handles, 1 deluxe door anchor, 2 deluxe ankle straps, 1 deluxe waterproof carry bag & an advanced exercise eBook (downloadable online).
- **ANTI-SNAP PROMISE** – Our premium workout bands are made of the highest quality, using 100% Natural Latex from Malaysia with high elasticity and extra thick high-grade silicon that will not dry out, snap, or deform. Developed with you in mind, each tube band is double layered and carefully constructed to provide maximum resistance! Our team at Tribe Fitness has 10+ years of experience manufacturing silicon products and we fully stand behind the quality of our products!
- **COMBINABLE STRENGTH DESIGNED FOR ANY FITNESS LEVEL** - Color-coded and individually labeled, our exercise bands were designed using ideal resistance levels to help you maximize your workouts. The bands can be used alone or stacked in any combination to achieve your optimal resistance level up to 105 lbs.
- **TONE YOUR BODY AND BUILD YOUR BEST BOOTY** - Whether you are a professional athlete looking to enhance your training, a beginner or an expert exercise enthusiast looking for a more effective workout, this versatile set will empower your training for faster and more effective results! Use these bands to intensify your muscles and build that perfect beach body! They are also the perfect resistance bands for legs and butt, glute/leg training, toning your chest, abs, biceps, triceps and more!
- **DON'T MISS OUT:** Instructions to obtain your FREE eBook is automatically sent out via email. Please enable Buyer/Seller Messages in your Amazon account settings! **YOUR SATISFACTION IS OUR #1 PRIORITY.** Whether you need a replacement or our resistance bands just aren't working out, send it back our way and we'll find what you need, or refund your money back! Support a USA company and let us take great care of you!



TESTED AND PROVEN

With at least 92% of shoppers reading at least 1 review before making a purchase, ensuring that your product listings are balanced out with good reviews helps to create a credible listing and can increase your chances of making a sale. Never take reviews for granted and keep in mind that 100% too good to be true reviews may seem sketchy for some customers.

A few negative comments may still be healthy, but make sure to properly address each of those reviews and show gratitude to positive comments. Apart from quality control, you give your customers a great buying experience from start to end which encourages others to leave positive organic reviews as well.

ENGAGING BUT NEVER BORING

Most customers won't read through your entire listing and will instead just quickly scan through them. When writing content, communicate with your target audience and don't just make the listing all about you or the product. Tell your brand story and what consumer problem your product is trying to solve.

If your target audience is moms, talk to them like moms by using a gentle, trusting tone. Make it personal or add content in your listing that a typical shopper won't see. This could be tips for usage, DIY upcycling ideas, recipes, and more.





21 | Visually Appealing - Example

GET CREATIVE

Go beyond breakfast! Use your imagination to create infinite delicious waffled creations.



CLASSIC



SWEET



SAVORY



KETO



VEGAN



CREATIVE



Check out our Mini Waffle Cookbook for more recipe ideas!

IT'S SO EASY

Perfect waffles every time, ready in minutes!



The Dash Mini Waffle Maker's engaging EBC is a great example for unique content. Instead of just talking about the waffle maker's features, they provided a quick and colorful 'How to Use' infographic for potential buyers. On top of the different ways you can create waffles, they also included a CTA for customers to check out their recipe book.

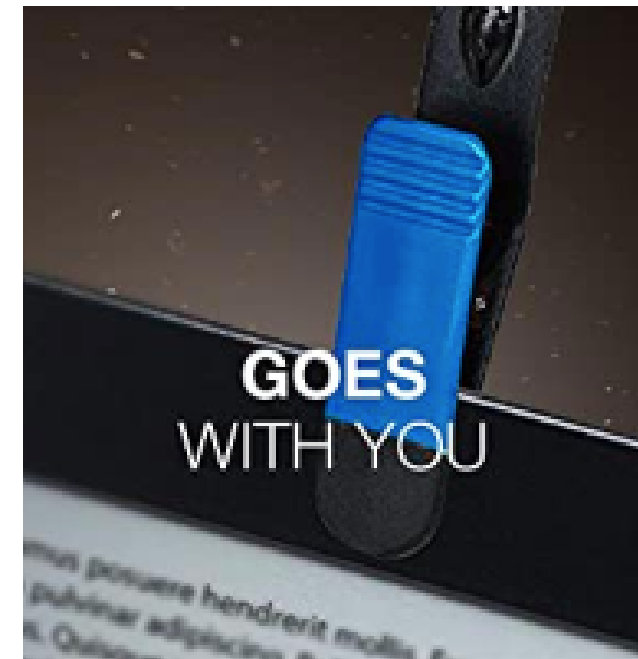
[Contact Us](#)

22 | Influential Bullet Points - Examples

Energizer's LED Book light EBC engages shoppers with a customer-focused brand story. This goes to show that with creative content, it won't matter how small and simple your product is. Notice their use of the word 'You' in brief yet captivating lines that both reels in the customer and explains the product's key features.



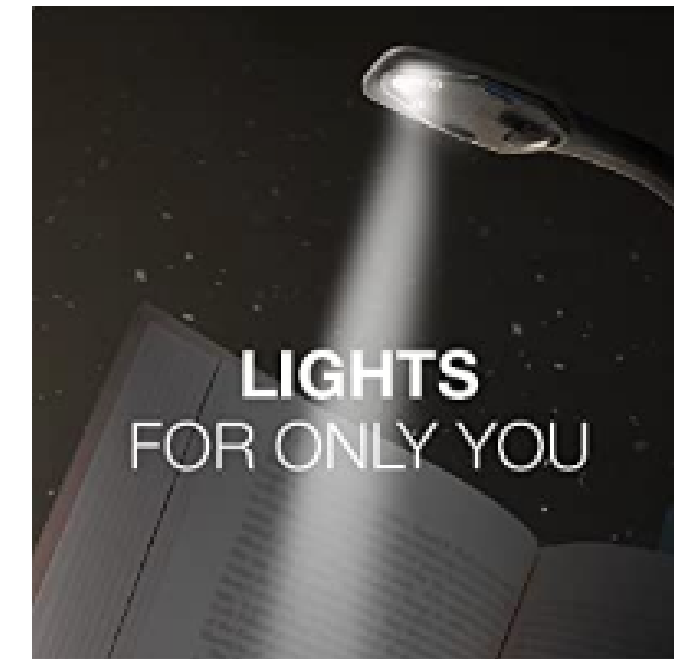
Energizer LED Book Light: Here's Some Light Reading for You



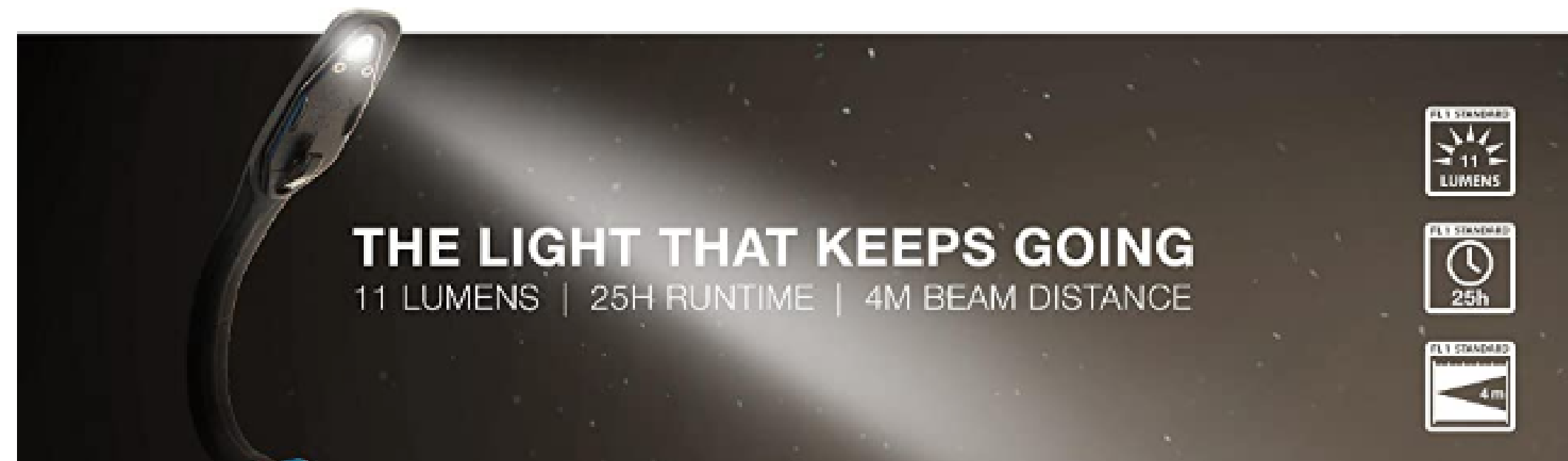
This reading light's spring clip attaches to books, e-readers, clipboards, visors, and more for an array of uses.



With its flexible neck and compact size, you can direct light at any angle and fold it up for easy travel.



Warm white LED gives you personalized bright, natural reading light without disturbing anyone around you.



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USE FLAT FILES TO YOUR ADVANTAGE

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Flat files are simply excel files containing a table of data that allows you to upload your listing information to Amazon in bulk.

Uploading your inventory via flat file instead of manually filling out a listing one by one helps to save you time, especially if you are uploading a large number of products.

For keywords you weren't able to include in your product description, you can fit as many as allowed in the back-end with flat files. Just remember to set your uploads to 'PartialUpload' under the Update Delete column.



COMMON LISTING ISSUES AND HOW TO RESOLVE THEM

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1. HAZMAT RESTRICTION

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A Hazmat (Hazardous Material) Restriction occurs upon the creation of a listing. When Amazon identifies your product as a hazardous material, you must contact Support to appeal the restriction and supply the Material Data Sheet (MSDS).

The simplest way to acquire the MSDS is by requesting it from your manufacturer and making sure your brand name is listed as the Applicant Name.

If your supplier is unable to provide the MSDS, you can hire a third-party, accredited laboratory in the United States, send in your product, and have them run safety testing on the product. As soon as this is complete, the third-party lab will be providing you the MSDS for your product.

2. NEGATIVE KEYWORDS

Amazon is a massive marketplace and it relies on its sophisticated algorithm to identify and automatically remove prohibited products. This algorithm operates by flagging negative keywords that directly or indirectly imply health and disease, environmental, and pesticide claims.

Once removed and proven to contain negative keywords, appealing the restriction and requesting a reinstatement can be a long and uncertain process.

To avoid this problem, make sure your listing is optimized with competitive keywords without making any type of claims upon SKU creation.

3. PDP REMOVED

There are a heavy set of rules Amazon sellers must adhere to in order to list their products in the catalog and keep them listed. That said, Amazon may remove your PDP (Product Detail Page) for multiple reasons, it could be due to a negative keyword violation, a hazmat restriction, or many others.

When you see your listing's detail page is removed, check for alerts in the backend. If there are none, raise a ticket with Seller Support to identify the issue and the resolution path. This may mean you need to submit documents or Plans of Action, depending on the violation -- so best to have these ready as soon as Amazon requests for it.

4. QUALITY ALERT (SUPPRESSED)

Quality alerts cause listing suppression and it's more common than what most sellers think. Listing suppression occurs when sellers create a listing without inputting information in the required fields.

When you see that your listing incurred a quality alert, simply click on the Edit button to identify the required field that you may have missed out and input the missing information.

As soon as the information is uploaded in the backend, hit Save & Finish and wait for 15 minutes - 1 hour to see if this resolves the issue. If not, contact Seller Support for immediate assistance.

5. ERROR 5665

There are certain glitches within Amazon's system that may prevent you from creating a new listing, and one of them is Error 5665.

This occurs when Amazon doesn't recognize the brand and manufacturer of the product you're trying to list on Amazon. Most of the time, this error goes away on its own and you're able to list the product by trying to create the listing several times until you're able to hit Save & Finish.

If the issue persists after multiple attempts, we highly recommend you contact Seller Support so they can resolve it quicker.

6. BRAND, PRODUCT, CATEGORY RESTRICTION

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Amazon rolls out new guidelines periodically and unfortunately, there are instances where sellers are not properly informed about policy updates.

Case in point, during the COVID-19 Pandemic, Amazon restricted sellers from selling immunity support supplements and PPE. In order to sell these products on Amazon, they must apply as a certified manufacturer or distributor.

While this sounds like a straightforward process, sellers face difficulties due to the fact that Amazon does not explicitly share the qualifications of a certified manufacturer or distributor for the products mentioned above.

If you want to sell a product and you find that the brand you're trying to list is restricted:

Prepare an authorization letter from the original brand owner that states you're permitted to list their product along with the purchase invoice for the goods in question.

As soon as both documents are secured, contact Seller Support to appeal the restriction.

If you are unable to sell a product because the product, category, or sub-category is restricted:

Contact Seller Support to identify the documents needed in order to ungate the product, category, or sub-category.

The application process varies on a case to case basis so best to stay on top of your Seller Support tickets to identify the best resolution path. If you are lucky enough to have an Account Manager for your brand, you may reach out to them to identify the restriction and the most time & cost-efficient resolution path.

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Creating a listing is not as easy as it seems.

Apart from having to familiarize yourself with keyword research tools and wading through Amazon's A9 algorithm, just writing content itself can be a daunting task.



**Let our team
do the work
for you.**

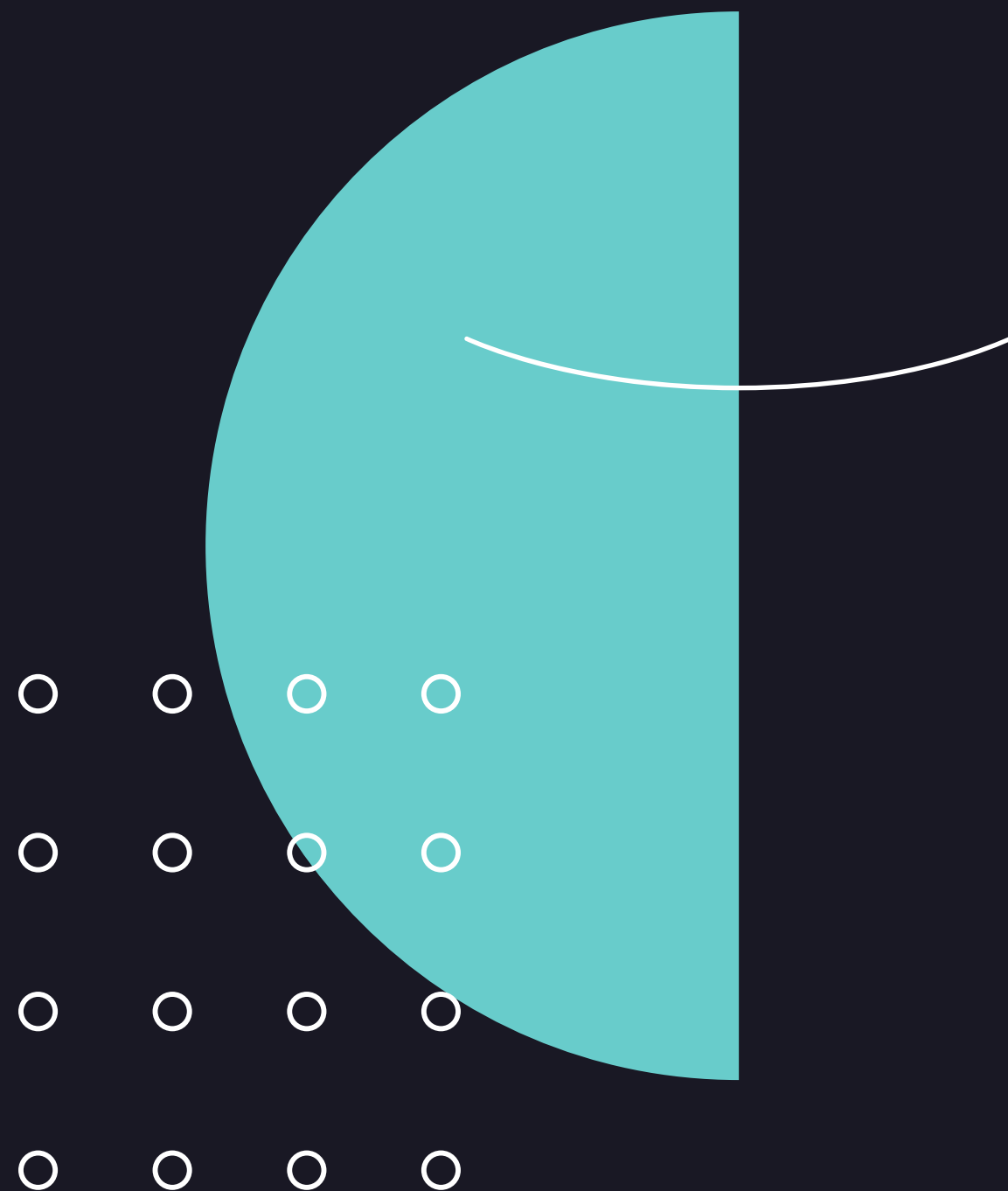
Aside from creating uniquely optimized content that can drive traffic and sales for your product, our team of marketplace experts can help guide you through Amazon's jungle of advertising platforms and services.



Schedule a free consultation with us today.

Receive an evaluation of your product distribution, marketing programs, and profitability metrics, plus learn how fast and easy is it to grow your brand on Amazon with the right tools and expertise.

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MarketplaceOps is a top 150 leading Amazon management and strategy firm that helps brands supercharge their growth on online marketplaces.

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TOTAL HYDRATION™

**Brands We've
Worked With**