



*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

**AMAZON SEO COMPLETE EBOOK**

**AMAZON SEO COMPLETE**



Digital Latheef

**EBOOK**



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## What is Amazon SEO and why does it matter?

Amazon search engine optimization (SEO) is the process of optimising product listings to help them rank higher in product searches on Amazon.com. A few simple steps can improve listings for product search, boost sales, and help shoppers find your brand.

As an Amazon seller, you can use SEO tactics to:

- Drive more traffic to product listings
- Increase product and brand visibility
- Boost conversion rates and sales growth

## Learn the lingo: conversion rate

A conversion is the result of a buyer taking action. The conversion rate is the percentage of potential buyers that complete a purchase out of the total number of visitors.

As more visitors buy products, conversion rate grows. Use conversion rate as a Key Performance Indicator (KPI) for measuring the impact of your SEO efforts.

## How Amazon SEO works

### 1. Amazon search box

Shoppers can search for items by typing a term or phrase into the search box located at the top of the Amazon.com homepage. Online shoppers can use the Amazon search box to find products quickly with a drop-down menu of departments. Shoppers also have the option to type in general keywords. Amazon retrieves relevant results for the word or phrase, and the customer may refine the search to narrow down their search results.

### 2. Search filters

While searching for products, customers can use various filters to list search results in a specific order, including:

- Department
- [Best Sellers](#) (the most popular products based on sales)
- New arrivals or new releases
- Featured items
- Customer reviews



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- [Movers and Shakers](#) (biggest gainers in [sales rank](#) over 24 hours)
- High or low price
- Digital content and devices
- Programs and features (such as Subscribe & Save, Small & Medium Businesses, and more)

## 3. Search results page

Factors that can help determine search results include:

- Product titles
- Product descriptions
- Optimized images
- Product features
- Competitive pricing

You can use SEO to improve each of these elements to boost your ranking in Amazon search results. Explore the rest of this article for details.

## 4. Sponsored Products

[Sponsored Products](#) are cost-per-click (CPC) ads sellers can use to promote individual product listings in Amazon stores and are available to sellers with a Professional seller account enrolled in [Amazon Brand Registry](#). Ads appear within shopping results pages and on product detail pages.

Amazon will automatically generate and match ads to shopping queries. Sponsored Products can help you reach high-intent shoppers who are actively looking for products similar to ones you've listed.

## 5. Amazon sales rank

Amazon gives all sellers a rating based on seller performance measurements including account health, reviews, product price, and other factors. Generally, the higher you rank, the more selling potential you'll have. Learn more about how [sales rank](#) works.

## Optimize your Amazon listings in 7 steps

Think of SEO as a continual process to help you engage with Amazon's 300 million customers.



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Start by making optimization an ongoing part of your ecommerce business strategy. You can also focus your efforts on seven parts of a product listing:

- Keywords
- Product images
- Product titles
- Product pricing
- Product descriptions
- Key features (bullet points)
- Backend search keywords

Let's dive into the details of how to improve each of these elements of a product listing from an SEO standpoint.

## **Step 1: Conduct keyword research**

Compile a comprehensive list of keywords. Keywords are the words and phrases people look for when searching for something online. Think about the products you offer and put yourself in the customer's shoes. What words or phrases will they type into the Amazon search box to find the products they want?

When you look at sales through this perspective, you'll start to see patterns. How do customers find products like yours? To figure out what keywords to incorporate into your SEO strategy, give these ideas a try:

- Type a variety of words and phrases in the Amazon search box. Then, take a look at the drop-down suggestions, and start compiling a list of relevant keywords for similar listings.
- Use competitor results as a starting point for your own listings. Experiment with similar searches on Amazon.com to see what's already out there. Then compare product search terms.
- Explore the Amazon suggested and related item categories for additional ideas.
- While compiling your list, think in terms of long-tail and short-tail keywords.



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- Long-tail keywords are relatively specific. They typically have low search volume, low competition, and may have a higher conversion rate because the customer typically knows exactly what they are looking for.
- Short-tail keywords are broader searches that typically have high search volume and high competition. They may have lower conversion because the customer is browsing for different options.
- The auto-complete feature on the Amazon search box is a great way to find popular long-tail keywords related to your product.

*Learn the lingo: long-tail and short-tail keywords*

*Short-tail keywords are generally broad search terms. They tend to have a higher search volume. For example, short-tail keywords in a product search could be "engagement rings," "pillows," or "yoga pants."*

*Long-tail keywords are more complex, specific search phrases. Some examples could be "custom diamond gold engagement rings," "all-natural foam pillows for side sleepers," or "organic cotton black capri yoga pants."*

*Both types of keywords are necessary as part of your SEO strategy. Customers typing in long-tail keywords are commonly looking for highly specific products. You can use long-tail keywords to capture these more precise purchases. Short-tail keywords can attract visibility to your brand, but it can also be challenging to rank for these less specific, more competitive terms.*

## **Step 2: Optimize the product title**

You only have a moment to catch a shopper's attention. The product title (product name) is one of the primary fields used by Amazon and search engines to measure the relevance of a detail page as part of a customer search. There are a few things you can do to increase the chances of a customer clicking on a title:

- Your product title should match what would be on the physical packaging of your product.
- Pay attention to title length. We recommend approximately 60 characters long and fewer than 80 characters. Longer titles are also harder to read than shorter titles, so the longer your title is, the more you risk losing a customer's attention.



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- Pay attention to the different title lengths along with preferred title styles for listings in each product category.
- Do not use all caps. Capitalize the first letter of each word except for prepositions (in, on, over, with), conjunctions (and, or, for), or articles (the, a, an).
- Begin a title with the product's brand name in addition to ensuring the brand name field is populated.
- Use numerals: "2" instead of "two."
- Don't use non-language ASCII characters such as Æ, ©, or ®.
- Titles should contain the minimal information needed to identify the item and nothing more.
- Don't use subjective commentary, such as "Hot Item" or "Best Seller".
- Titles can include necessary punctuation, like hyphens (-), forward slashes (/), commas (,), ampersands (&), and periods (.).
- Titles can abbreviate measurements, such as "cm", "oz", "in", and "kg".

In general, review [product title requirements](#) and be sure to follow the criteria to show up in relevant searches and avoid [search suppression](#).

## Step 3: optimize product descriptions

Use detailed information about product features and product usage in high-quality product descriptions to help customers find, evaluate, and purchase products. You can also highlight specific product information not located elsewhere in the listing.

Here are a few more tips for creating high-quality product descriptions:

- Include brand names.
- Include sizes, such as shoe size.
- Include material type, such as canvas for a backpack.
- Mention relevant details such as colors, packaging, and quantity.

In general, keep in mind the [best practices for listing quality](#) and check the [product listing guidelines](#) for specific policies, rules, and restrictions. You should also make a careful assessment of your product before specifying its condition. Be sure to review the [condition guidelines](#) for unacceptable and prohibited items.



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**Seller tip:** use the brand field While the brand is often contained in the title, description, and bullet points, you should also include it in the brand field. If customers filter by brand and your listing is missing the brand designation—even if it is included in the description—the customers may never find your listing.

## Use A+ Content

[A+ Content](#) (formerly Enhanced Brand Content) enables brands to describe product features in new ways by including a unique brand story, enhanced images, and text placements which may result in higher conversion rates, increased traffic, and increased sales when used effectively.

## Use the Manage Your Experiments Tool

Optimizing your content with the [Manage Your Experiments Tool](#) can help to drive [an additional \\$15K in yearly sales](#), on average. Compare different product images, titles, and A+ Content to figure out what content performs better. Run A/B tests to see what content drives more sales.

*Learn the lingo: A/B testing*

*A/B tests (also known as split tests) let you compare two versions of content so you can see which performs better. You can use A/B testing to learn how to build better content that appeals to your customers and helps to drive more sales.*

## Step 4: optimize product key features

Key features (bullet points) also factor into the relevance of a detail page as part of a customer search. Well-written bullet points will naturally contain keywords, but the first priority should be to communicate clearly and help customers make a buying decision. One approach is to start a bullet point with a feature and then state the benefits of that feature.

Clear and concise bullet points are best. Use the following guidelines as you craft your bullet points:

- Include up to five bullet points for each product.
- Keep your bullet points under 1,000 characters in total (for all five bullets, not per bullet). This guideline improves readability. Bullet points are not always indexed by Amazon Search, but always appear in full on product detail pages.



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- Highlight the five key features you want customers to consider, such as dimensions, age appropriateness, ideal conditions for the product, skill level, contents, country of origin, and so on.
- Maintain a consistent order. If your first bullet point is country of origin, keep that same order for all products.
- Reinforce important information from the title and description.
- Begin each bullet point with a capital letter.
- Write with sentence fragments and do not include ending punctuation.
- Do not include promotional and pricing information.
- Be sure to follow all [product detail page rules and policies](#).

## Product key features examples

Here's an example of a basic bulleted list that follows the guidelines in describing a set of rain gear:

- Drawstring-adjustable hood and snap-adjustable cuffs to keep you dry
- Roomy, comfortable fit suitable for any season
- 100% waterproof for rainy weather protection
- Breathable to keep you cool in the dampest conditions
- Available in khaki, yellow, or green colors

Besides these general guidelines, each category has a templated guideline. To learn more, download the style guide for your category from the downloadable file template table on the [inventory templates for product categories](#) page (Seller Central login required).

*Seller tip: why are bullet points important?*

*Bullet points help you sell the key features and benefits of your product. Customers rely on them to understand key product features as they highlight important or distinguishing characteristics about a product. Bullet points enhance the customer experience: [Testing shows well-crafted bullet points increase sales](#).*

## Step 5: optimize product images

Quality images help customers visually evaluate and compare key features. Multiple images enable them to see the product from different angles and can persuade a customer to choose





*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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one search result over another. Effective product images stimulate a customer's imagination and inspire them to make a purchase.

Images should show the product in use, show various angles, and highlight different features.

Here are a few more factors to keep in mind with photos:

- Every detail page requires at least one product image. Six images and one video is ideal.
- Images should be clear, informative, and attractive.
- Images should have a white background and fill at least 85% of the image space.
- Use 500 x 500 or 1000 x 1,000 pixels to increase listing quality.

Evaluate your image quality based on these guidelines:

- The image matches the product description in size, color, and accuracy.
- The product is recognizable.
- The image is a photo and not a drawing.
- The photo is taken at a flattering angle.
- The product is focused and well-lit.
- Close-up shots are not obscured by highlights or shadows.
- The entire product is depicted in the image.
- Backgrounds are simple and clean so as not to distract from the product.
- Provide as many different images as possible. Many product categories allow for the inclusion of swatch images and alternate images.

Additionally, be sure to follow all [site standards and product image requirements](#). Photos you upload should also meet [technical file requirements](#). If you run into problems, check [image issues](#) and [image troubleshooting](#).

If you create your own images, you may find our [self-service imaging products](#) and [photography videos](#) useful.

If you [sell clothing](#), download the [Image Style Guide](#) to check requirements across product categories, learn the dos and don'ts, and see examples.

**Pro tip: Optimize images on the Amazon Seller App**

*You can optimize photos with the Amazon Seller App for your Amazon listing photography. Access the photo capture and edit feature when you update listing photos or from the Product Photo*



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*Studio option in the upper left dropdown menu. The feature offers automatic and manual adjustment of image exposure/brightness, cropping, and turning the background white.*

## Step 6: optimize product Search Terms

Search Terms are backend keywords that allow you to create engaging and readable content for a product page, while still ensuring that Amazon indexes all keywords relevant to the product. Shoppers do not see these keywords, so by adding them on the “backend” of product listings, you further enhance the discoverability of products.

Tips for optimizing your Search Terms:

- Only include generic words
- Include synonyms, abbreviations, and alternative names for a product.
- Stay under the length limit. You have less than 250 bytes, so minimize unnecessary characters. Spaces and punctuation don't count. [Learn more about keyword attributes, limits, and options.](#)
- When entering phrases, type them in a logical order of search.
- Include spelling variations if applicable, but don't deliberately include common misspellings.
- Include abbreviations and alternate names.
- You can use all lowercase letters.
- You don't need any punctuation, so skip hyphens (-), colons (:), and so forth.
- Separate words with spaces only.
- Don't repeat words within the Search Terms field.
- No need for stop words such as “a,” “an,” “and,” “by,” “for,” “of,” “the,” “with,” and so on.
- Use singular or plural, no need for both.

How to add Search Terms through your Amazon Seller Central account:

- Log in to your Amazon seller central account.
- Under Inventory, go to Manage Inventory.
- Find the listing where you want to add backend keywords and click Edit.



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- Select the Keywords tab.
- Enter your keyword in the Search Terms field and save.

*Pro tip: use the Amazon Search Terms Report*

The [Amazon Search Terms report](#) is a benefit to sellers who own a brand. This report shows brand owners how customers (in aggregate) find branded products and competitor products in Amazon stores. It shows the most popular search terms during a given time period, each term's search frequency rank, and the top three products aggregate customers clicked on after searching that term.

## Step 7: optimize product price

The price of products can influence conversion rates and sales growth. To price products competitively, research the competition and make adjustments to develop a compelling price point within your niche.

Did you know you can automatically adjust your product prices? [Automate Pricing](#) allows you to automatically adjust prices on SKUs in your catalog in response to events such as the Featured Offer price, without having to revisit the SKU every time you want to change your price.

## What is Geo Ranking on Amazon – Tips to Rank Higher on Amazon

It's 2022, Amazon has changed the way it shows search results. [Amazon's A9 algorithm](#) mainly looks at customer behavior, which is reflected from these two parameters:

- Intent
- Purchases

So you need to keep these three factors in mind while optimizing for your customer.

Sales history is another factor that directly affects search results. Therefore, building traffic and generating sales will help you rank higher.

Let's take a look at what you need to do to rank higher on Amazon.



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Strategist & Consultant

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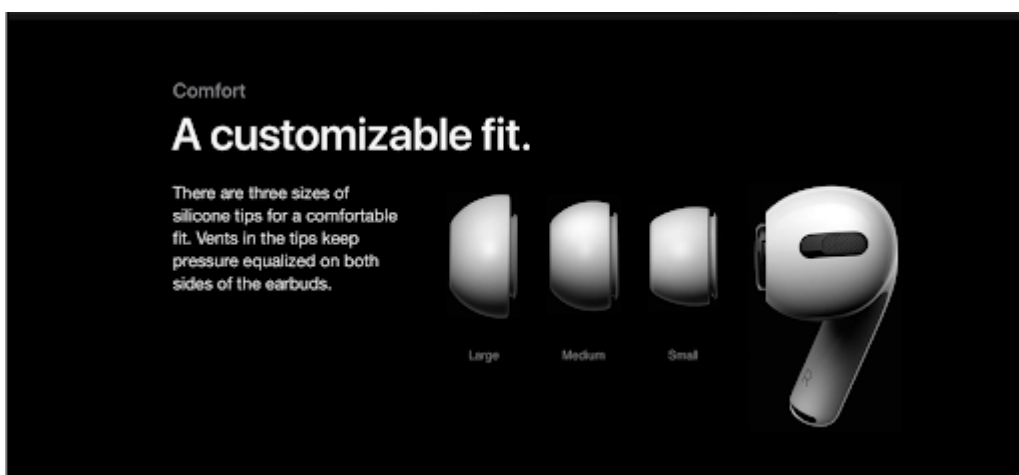
## 1. Optimize your product listings

[Listing optimization](#) is a constant process that will help you increase your rankings and conversions. You need to optimize your product listings for [Amazon SEO](#) as well as for your customers. There are a few things to consider when optimizing your listings for maximum conversions.

- High-quality images generally have a high conversion rate. Also, add infographics depicting the usage or features of the product.
- Ensure you follow Amazon guidelines while adding images and videos.
- Use relevant keywords in your product title along with its benefits and [variations](#).
- List bullet points in the order of their priority.
- Use [backend keywords](#) effectively. Do not repeat the ones that you've used in the listing.

## 2. EBC or A+ content manager

[Amazon EBC](#) (Enhanced Brand Content) also known as A+ content, is an effective way to acquire new potential customers. A+ content provides a remarkable customer experience, branding, and builds your reputation. Therefore, products with A+ content tend to have higher conversion rates, attract better reviews, and have reduced return rates.





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Listing optimization – Don'ts

## **Don't stuff keywords**

Unlike Google SEO, repeating keywords is not needed on Amazon. Don't provide redundant information to your customers.

## **Don't use punctuation**

Use a single space while giving keywords. You don't need to use commas, dashes, and semi-colon, etc.

## **Don't use misspellings or synonyms**

Amazon captures related keywords, so you don't need to add synonyms or related keywords.

## **3. Referral Traffic**

Listing optimization is the first step to ranking high on Amazon. But, all your competitors are optimizing their listings too. You need to have an edge over your competitors to drive sales. So outside traffic is your best bet.

I know, it's easier said than done. But once you know the formula, it adds great value to your business. How do you go about it?

Find your target customers. Understand where they are and interpret what type of content they consume.

Drive the traffic to a landing page instead of a product listing page. Why?

Most of the time, the consumers may not have purchase intent, especially if you are [driving external traffic](#) from [Facebook ads](#), [Google ads](#), and [Instagram ads](#). So drive them to a [landing page on Amazon](#). If you drive them to a product listing page, chances are high that the customer doesn't buy your product and your conversion rates will fall.

By driving them to a landing page, you can collect essential information like clicks and sources, etc, and use the data to optimize your listings further. This strategy is essential if you want to grow beyond Amazon in 2022.



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## 4. Earn positive reviews

People trust online reviews as personal recommendations. We can also see that there is a strong correlation between more positive reviews for a product and Amazon search results. Products that rank high for a broader search term usually have more positive reviews, than the lower ones in the list.

So make sure you get feedback and reviews from your customers.

On the other hand, building strong seller feedback will bring you long-term success. It is an essential metric to evaluate your performance on Amazon.

Want to learn more about Amazon seller feedback? Check out [this detailed guide](#).

## 5. Always Test. Test. Test.

Update your listings, prices, and EBC regularly. Optimize them for SEO and for your target audience. Perform [A/B testing](#) and track the metrics. See what kind of content converts well.

## 6. Price competitively

Pricing is one of the most important aspects that determine your success on Amazon. It's an essential metric for winning the Amazon Buy Box. Pricing includes your shipping fee. You need to offer competitive pricing compared to your peers. So closely monitor your competitors' pricing changes and reprice your products effectively.

## 7. Track your results

Once you take care of the optimization process, you should track the results.

- When it comes to sales, there should be an increase.
- Keep tabs on your product ranking and see if it is improving.
- Take a look at your product reviews. You can expect a rise in positive reviews which further improves your search ranking.

## Additional tips

### 1. Amazon's Search Result Page

The Amazon Seller Central has a comprehensive system for categorizing its products. Check out this comprehensive guide to know more [about Amazon Seller Central](#).



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When a user or buyer or shopper (however, you call it) searches for something on Amazon, there are two ways the products are displayed on the result page:

- List View: This layout type features about 15 – 16 products on every result page.
- Gallery View: This layout type has about 24 – 25 products on every result page.

This understanding is necessary to categorize the product correctly using these views and filtering.

## 2. Amazon's Sponsored Products

Another imperative category in Amazon's search results is the Sponsored Products. They can be seen in different pages scattered at different places. Typically, the sponsored product results are seen on the top part of a product page or sometimes be combined with the organic results.

Along with the right keyword bidding strategies, you will have to optimize the sponsored product listings for Amazon SEO too. By following the right Amazon SEO strategies and PPC campaigns, your product will be listed on the First Page of the sponsored products.

## 3. Amazon's Search Filters

Then, on the left-hand side, you will have filter fields. There are various filters like the product category, seller rating, shipment method, brand, color, product condition, etc. Amazon's algorithms are smart.

They are designed in a way to understand if a product is black or brown, provided that it is mentioned in the product listing copy. Only when this piece of information is included in the listing copy, it qualifies the product to be displayed in the subset of the filter query. No wonder, an "optimized listing" plays a key role.

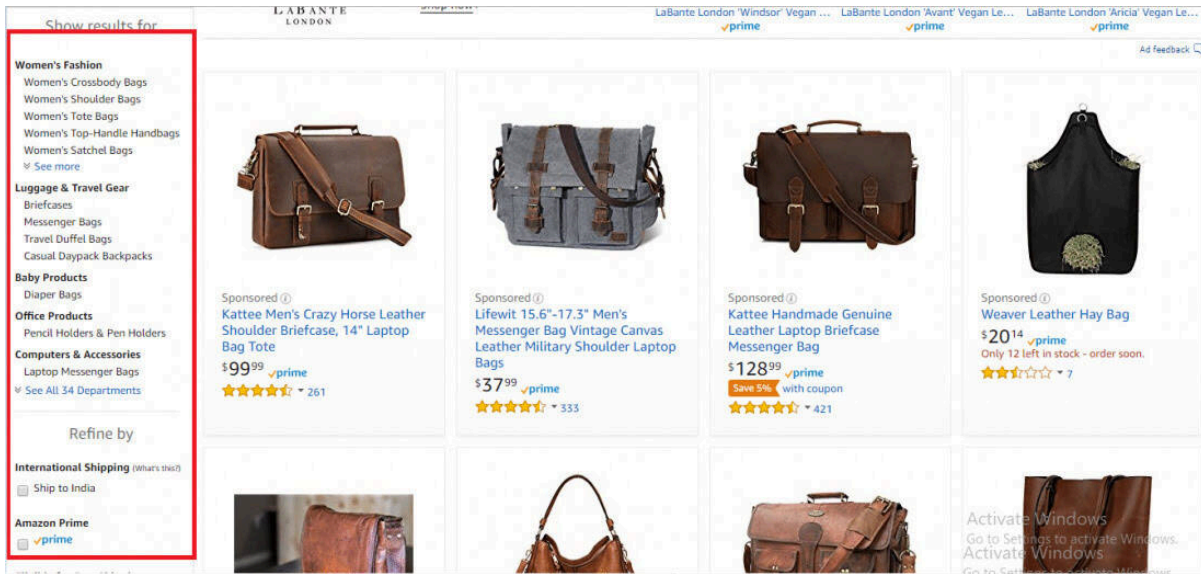
Say, for instance, you are selling a red straightener from XYZ brand, and you want your listing to come up in the category "hair straightener" as well as in the "XYZ Brand" filter view, then you should specify these characteristics as precisely as possible while categorizing in the Seller Central.



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If you fail to do these settings, your product is never going to be listed in those filters. So, think from every angle, especially from a shopper's perspective.

## The Connection Between A Search Query And A URL

During search result filtering, Amazon considers a listing's URL. Consider the following parameters into account.

- **Keyword:** This signified the keyword entered by the user. This addresses the generic requirement of Amazon. In our example, this would be "red flat straightener."
- **Node:** Every Amazon category has a specific number (ID). This ID is addressed via the "Node" parameter. To figure out the correct ID, look at the URLs of the categories on Amazon. For the category "hair straighteners," this would be the number "1464599427".
- **Brandtextebin:** The "Brandtextebin" parameter is helpful when comparing the performance of different products from its own range. For example: "Grey hair straightener from XYZ brand" vs. "Red straightener from ABC brand."

## Learn About Amazon Search Engine Ranking

The Amazon Sales Rank is an inverse ranking system. This means that a product generating the worst sales ranks last whereas a product making the best sales ranks on the top.





*Abdul Latheef*

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While many Amazon users and experts are still trying to conclude what determines the sales rankings, there are three important things every seller on Amazon should remember:

- Like Google, even Amazon features a search engine. This means that there is SEO too.
- Potential buyers will certainly look for your product before finding it amongst other similar products. This is when improving your product's visibility becomes crucial. This is exactly where Amazon SEO comes in. With right Amazon SEO strategies, not only does it improve your rankings but also calls for greater sales.
- Just as you are searching for a definitive Amazon SEO guide, your competitors are doing the same. So, it is high time that you start implementing the SEO strategies immediately.

Every Amazon seller knows the prominence of its search engine and how appearing higher on the results page is crucial for a successful business. Products that do not come on the first page of the search results will never be seen by potential buyers. Adding to this, some shoppers never see after the top three listings.



## What Is Amazon's A9 Algorithm

A9 is Amazon's product ranking algorithm which displays the results based on the queries or keywords or key terms entered in its search box. The results shown are fueled by customers' past purchases, shopping preferences, and a few other factors.

### How Does It Work?

The algorithm chooses what products to show in front of potential buyers and how higher those products can rank based on some criteria like:

- Relevance to keywords or search queries
- Previous customer preferences and behavior
- The number of earlier purchases for a particular product

Apart from the above, there are a plethora of factors. Since A9 is Amazon's corporate top-secret, its functionality cannot be precisely known. The algorithm's intricacies could possibly be worth millions and millions of dollars. So, the confidentiality as to how it works is well maintained. But



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Strategist & Consultant

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with a few experimentations, you can get an idea of how it works and that's exactly what we are going to unveil here.

## What Factors Influence The A9's Search Rankings?

Talking about Amazon A9's factors, they are classified into two important groups:

### 1. Explicit:

- Price – A bigger price difference than your competitors can turn out to be a disadvantage for you.
- Stock Supply – Any product of yours that runs "out of stock" can become a drawback too. Your listing might either be pushed far down or disappear.
- Text Relevance – This denotes the way have you optimized your product listing with the right title and description.

### 2. Inexplicit:

- Sales Velocity – When you start selling more products, the higher are the chances of rankings and becoming successful on Amazon.

## What Factors Come Under "Desirability?"

The factors influencing "desirability" are primarily aimed at the user and the user experience.

Therefore, this aims at how well a user converts once he/she is on the product page.

These mostly include on-page factors like:

- Appealing product images
- Optimized product title
- Competitive product price
- Good product reviews and ratings
- Describing the product in clear, bullet points
- Attractive product title that favors users' click-through rates
- Conveying the message as to how your product is different from the others



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## What Factors Come Under "Discoverability?"

When compared to the "desirability" factors, the factors featuring "discoverability" don't aim at a user. Instead, they are primarily addressing the indicators that assess the way a product is displayed and the probability of its purchase.

It is apparent that Amazon places the most profitable product with a good conversion rate on the top, given that they include multiple factors like:

- [Fulfillment method \(FBA\)](#)
- Price
- Stock availability
- Shipping cost
- Amazon keyword research and optimization.

## Amazon SEO: How To Improve Product Rankings On Amazon?

Here are a few tips and tricks that tell how to tackle Amazon's A9 ranking factors and improve the results systematically:

### Step 1: Amazon Product Title

The foremost factor to focus on to boost the product's visibility and rankings are your product title. Ensure that you incorporate all the relevant information in your title, keeping the product name first.

According to Amazon, a product title should include the following:

- Brand
- Product
- Material
- Quantity
- Color

Note: A product title in the Amazon search is limited to 100 characters. This doesn't have that mean that you can overstuff it with multiple keywords. Keep it appealing, clear, and yet optimized.



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An optimized product title is one of the most crucial ranking factors for Amazon. Amazon is a search engine like any other, so keyword optimization is important here too. If you have never really cared about keyword research or keyword optimization for your product, you will never be able to go far.

Never overstuff your titles with keywords, as that's never going to be appealing to potential buyers. Keep the title in a way that not only describes the product clearly but also has the keyword naturally inserted.

On the other hand, extremely short titles add to less area and therefore often have lower CTRs (Click-Through-Rate). The name of the brand appears on the product page, and should always be specified as many users search for specific brands on Amazon.

Make sure to use 2-3 keywords that not only have a high search volume but also explain the product. Besides increasing the search rankings, the right product title also influences a product's conversion rates and click-through rates.

Hence, make sure that the initial 5-6 words of the title are clear, concise, and reader-friendly. These little things make the title enticing for the user to click as well as optimize it for the Amazon search

## **Step 2: Amazon Keyword Research For Product Keywords**

Select the best keywords for the product(s) that you are selling. An ideal way to do this is by looking at the top-selling products in your category. Analyze them and extract their keywords.

Pick the top 4 or 5 products that are highly ranked and the ones that have the maximum reviews.

Go through the list and search for the most related keywords matching your product. Yes, this is time-consuming and takes good understanding. So, to save your energy and time, try using this [Free Amazon Keyword Research tool](#) instead.

However, once you compile your list, you can even cross-reference it with the above tool to know its search volume. Now, you have the perfect set of keywords to work on for your product listings.

So, looking at the bigger picture, practice Amazon SEO to step up your game and to drive qualified traffic to your listing. This typically includes optimizing for the keywords they are searching for.



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- With the keyword list, measure their traffic potential. Analyze the popularity of those keywords to assist you in gauging the overall size of the potential online market.
- Write effective content revolving around those keywords. By incorporating keywords, you can connect instantly with potential customers and address their needs.
- By evaluating the keywords that your customers use, you get an idea of their needs and how to service those needs.

## Step 3: Amazon Product Price

Whenever you set a “price” for your product, make sure to check the competition for all the identical products. Bigger price gaps are never going to win. Always try to beat or match your competition’s price. Try to lower the prices to irrational amounts to chuck out the small fish.

Product price is indeed one of the vital performance factors, which helps in deciding a product purchase. When compared to what your competitors offer at the marketplace, you shouldn’t be highly expensive, as that can reduce your sales drastically.

## Step 4: Amazon Product Images

They say that “a picture says a thousand words,” and that’s so true when we talk about attracting potential shoppers at a marketplace like Amazon.

Never underrate the strength of the images. It is one of the most essential sales arguments. Product pictures are key sales drivers. Although they don’t affect Amazon SEO directly, they do impact greatly in breaking the bounce rates.

Moreover, with Amazon’s zoom feature for images, customers can have a closer and better look at products. This means that sellers should be using HD (High Definition) and better-resolution images.

Amazon recommends using larger images – at least that are 1000 pixels in width or height to enable its “zoom” function.

Better quality images have been connected to higher sales. So, this literally means that the images have a great tendency to pull customers to see through your listing.

Keep in mind that images have a larger bearing on the velocity and hence, do a great deal in influencing the Amazon SERPs. Furthermore, you can try different image tricks to attract buyers.



*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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## Step 5: Amazon Product Description

Apart from the other key aspects, the product description serves to persuade the customer for a purchase. Therefore, it is important to highlight the positive characteristics of the product.

Though the product description is not as strong a ranking factor as the product title or bullet points, it still has a good relevance for the purchase decision.

Again, the right keywords should be placed here, as well as focus strongly on emotional and positive sales arguments.

## Step 6: Amazon Product Features In Bullet Points

Since Amazon offers a lot of space to write for your product, there is a lot you can play out here.

When it comes to "product description," buyers or shoppers are never going to like it if it has huge chunks of information in paragraphs rather than in neat, clear bullet points describing every feature of the product.

While [writing a product description](#), presenting them in paragraphs can have two drawbacks, which include:

- Potential searchers or buyers dislike them because they are unclear, unapproachable, and confounding – meaning that practicing them will only lower your conversion rates or sales and so does your visibility and velocity in the Amazon search results.



*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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- The Amazon's A9 algorithm hates walls or chunks of text in one go. Instead, rather prefers it to be in bullets with a better, easier, and more organized look to decipher and categorize.

So, the bottom line is – use bullet points to write describe your product precisely.

Again, you should be cautious not to fill the bullet points indiscriminately with keywords but to emphasize specific product features such as size, weight, and color, given that the keywords are naturally inserted. It shouldn't make it awkward to read.

All in all, the bullet points have more space than the title. The position of the keywords is not relevant. It is more important to meet the seekers, to influence them to make a purchase. Non-responsive bullet points can quickly make the user jump off. This affects the "bounce rate," which in turn, can have a negative impact on the rankings.

## Step 7: Product Stock Availability

It is significant to ensure that your product never runs "out of stock," as this can lose you a huge amount of rankings.

- If you happen to use Fulfillment Method or Amazon FBA, you can set reminders automatically to notify you whenever your product inventory hits a particular level where you have to restock.
- On the other hand, if you are selling your product on various websites, utilize multichannel sync platforms to assist you to synchronize your inventory so that they never fall at zero. However, if Amazon is your only marketplace, you can use standalone stock management platforms.

Nevertheless, if you are selling independently – [sourcing](#), stocking, and shipping – everything by yourself, ensure to be on top of the inventory by staying in contact with the suppliers constantly. This will help you prevent future deficits.

## Step 8: Product's Backend Search Keywords

Now, these search terms are hidden from shoppers but usually are indexed by Amazon's A9 algorithm. Therefore, they can have an immensely positive impact on a product's search. The important things to incorporate in your backend include the following:

- Keywords or search terms that you were not able to fit in your description or title.



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Growth Marketing  
Strategist & Consultant

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- A product's misspellings (which still customers tend to search highly on Amazon) or related keywords for your product.
- Translation words of your product into Spanish or French, as there is a bigger Spanish-speaking populace in the United States.
- Other synonyms that shoppers might look for.

## Step 9: Product Reviews And Ratings

When it comes to Amazon SEO, a product's ratings and reviews are yet another pertinent components, which are evaluated and considered for better rankings. Simultaneously, they make sure that there is an indirect improvement in the rankings

This, in turn, influences the click-through rates and conversions. The higher the positive reviews, the better is the product's value. This is also reflected by the ratings of other users and buyers, who can consider the customer reviews helpful or unhelpful.

Like reviews, those little yellow stars play a key role in enhancing the click-through rates. These lead to some higher click incentives with an appropriate figure and some tremendous average ratings overall.

## Step 10: Use FBA For Your Product

A Professional Seller Account charges you \$39.99 per month. Though this might seem a little high initially, it is totally worth it. It exempts you from paying that \$1 fee per product, which you pay while holding an Individual Seller Account.

## Understanding Amazon's A9 Algorithm: How to Boost Your Rank

Do you want to rank your products higher on Amazon SERP?

Then, you first need to learn about the Amazon A9 algorithm.

It's the brain of [Amazon SEO](#) that decides which products will appear on the customers' search page when they search for a query.

Since Amazon wants to show shoppers the most relevant products to maximize conversion, if your product isn't what shoppers are looking for, it won't sell.

So, understanding how the A9 algorithm work is essential to [optimize your product listing](#) and rank high on Amazon search results.





*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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This article will talk about the Amazon A9 algorithm, what it is, how it works, and how you can make the most out of it.

## What is the Amazon A9 algorithm?

A9 is Amazon's product ranking algorithm that decides which products to show on top of the search result based on customer search queries.

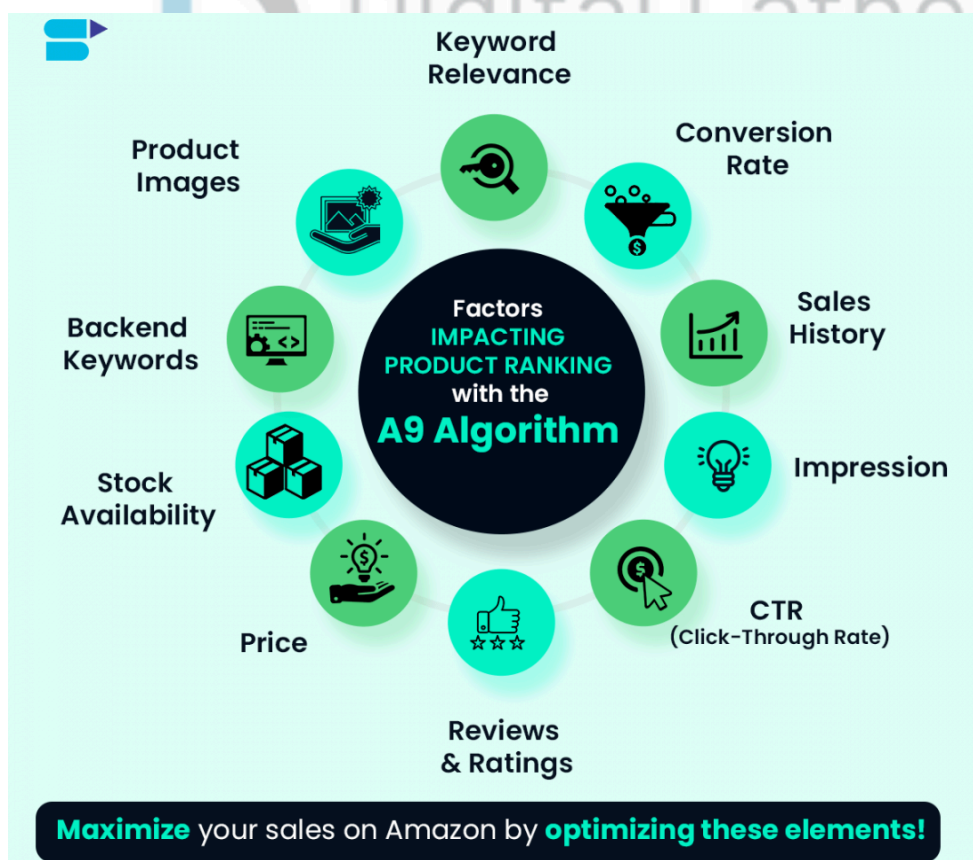
Amazon's goal is to sell products. So, the algorithm is trained to prioritize a product listing with good sales and conversion history over keyword-stuffed product listings.

It has a cumulative effect.

If your product has a good sales history, it's more likely to rank high in Amazon search results.

The higher it ranks, the more traffic it gets. And the more traffic it gets, the more sales it can make. It's like a self-sustaining cycle that can get a better share of organic sales.

## What factors does the Amazon A9 algorithm consider to rank a product?





*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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Here are the key factors:

## Keyword Relevance

If Amazon doesn't know what your product is, do you think it can rank the product for a search term?

No!

Amazon only ranks the product if the listing has keywords relevant to the customers' search terms.

## Conversion Rate

Let's say you're selling a phone case on Amazon, and you're getting good impressions (or views) on your listing for the keyword "iPhone case." from both advertisements and organically.

But not many people click on the product or make a purchase.

Amazon's A9 algorithm sees this as a problem because it wants to show customers products that will actually result in a sale.

So, if your conversion rate is low, the algorithm will understand that the product is not relevant to the search term and will further lower its ranking.

Now, there is no specific standard for product conversion rate. But aim for a [high conversion rate for your products](#).

You can find the current conversion rate of your product from the [Amazon Seller Central account](#).

Go to the "[Reports](#)" tab and click "[Business Reports](#)."

Next, click "Detail Page Sales and Traffic" and look for the "Unit Session Percentage" metric for conversion rate and Page views for views (or impressions) for each ASIN.

The factors are

- Product title,
- Product images,
- [Bullet points](#),
- Product description,
- Reviews & Ratings,
- Q&A section



*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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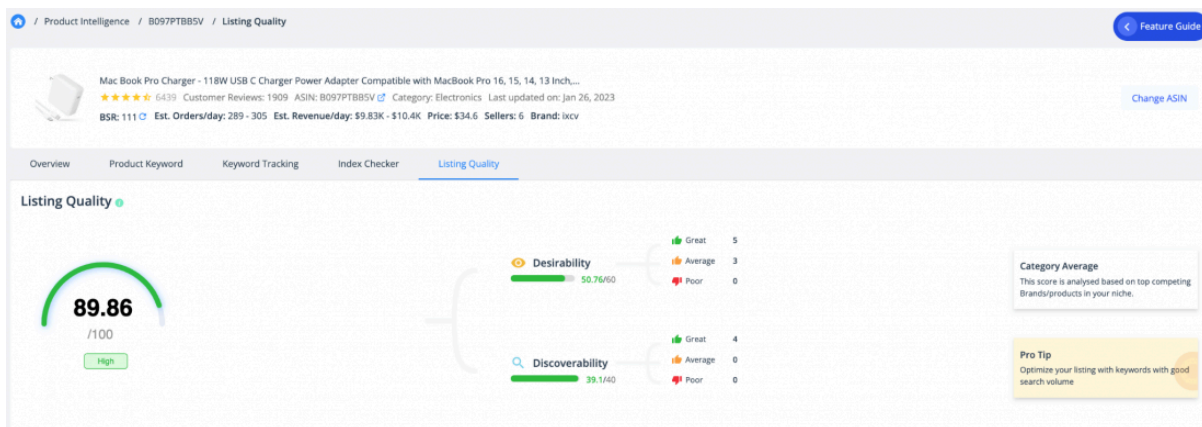
## Discoverability:

It influences the search visibility of your product listing.

The factors are

- [Backend Search Terms](#)
- ASIN indexing
- Shipping Methods
- Search Visibility

Log in to [SellerApp Dashboard](#). Go to Product Intelligence → Listing Quality. Select your product, and see where you can improve your conversion rate.



## Sales History

The sales history of a product plays a crucial role in determining its ranking on Amazon's A9 algorithm.

If the products have a strong sales history, the A9 algorithm understands that these products are the most relevant to customers' search terms and have a high likelihood of conversion.

So, it ranks the products at the top of the search results.

## CTR (Click-through-rate)

The Amazon A9 algorithm also looks at the click-through rate of a product listing to rank high on the search result.

CTR is the number of clicks to the impression on a product listing for a [particular search query](#).



*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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Amazon A9 algorithm considers CTR because if people click on the product, it tells that the product is relevant to what the customer is looking for and has a high chance of conversions.

For example, if more shoppers click on a product listing for the search query "blue organic lip gloss," the A9 algorithm will think that the product is relevant for people searching for the same.

So, it would show the product higher in the search results.

[Use high-quality product images](#) and product titles to improve the CTR of your products.

## Reviews and Ratings

When shoppers shop on Amazon, they see star ratings and customer reviews next to each product. These little details play a big role in how Amazon's A9 algorithm ranks products.

If a product has a lot of positive reviews and a high star rating, like 4.5 stars or above, that's a sign that a lot of people liked it. And when lots of people like a product, it usually means it'll sell well.

So, the Amazon A9 algorithm ranks those products higher in the search results.

But it's not just about the number of reviews. The A9 algorithm also looks at the sentiment of the reviews too.

If lots of customers say they found a certain product review helpful, then the algorithm will rank it higher on Amazon.

So, if you're a seller on Amazon, it's important to encourage your customers to leave reviews and ratings. The more positive reviews and high ratings your product has, the better it will perform in the A9 algorithm. And that means more customers will see your product when they shop on Amazon.

## Price

Pricing plays a big role in how the Amazon A9 algorithm ranks your product. In general, the lower the price, the more likely shoppers are to buy it.

And the more shoppers buy it, the higher the A9 algorithm will rank the product in Amazon's search results.

That's why setting the right price for your product is important. If it's too high, people might not buy it. But if it's too low, you might not make enough money



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Strategist & Consultant

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	<p>Sponsored</p> <p><b>DASH Deluxe Sous Vide Style Egg Bite Maker with Silicone Molds for Breakfast Sandwiches, Healthy Snacks or Desserts, Keto &amp; Paleo Friendly, (1 large, 4 mini) - Red</b></p> <p>★★★★☆ ~12,854</p> <p><b>\$29<sup>99</sup></b></p> <p>FREE delivery <b>Mon, Feb 6</b> Or fastest delivery <b>Tue, Jan 31</b></p>
	<p><b>Elite Gourmet EGC322CW Easy Egg Cooker Electric 7-Egg Capacity, Soft, Medium, Hard-Boiled Egg Cooker with Auto Shut-Off, Measuring Cup Included, BPA Free, Classic White</b></p> <p>★★★★☆ ~8,845</p> <p><b>\$12<sup>99</sup></b></p> <p>FREE delivery <b>Mon, Feb 6</b> on your first order Or fastest delivery <b>Tue, Jan 31</b></p>
	<p><b>DASH Deluxe Rapid Egg Cooker for Hard Boiled, Poached, Scrambled Eggs, Omelets, Steamed Vegetables, Dumplings &amp; More, 12 capacity, with Auto Shut Off Feature - Black</b></p> <p>★★★★☆ ~35,443</p> <p><b>\$29<sup>99</sup></b></p> <p>FREE delivery <b>Mon, Feb 6</b> Or fastest delivery <b>Tue, Jan 31</b></p> <p>More Buying Choices \$25.05 (9 used &amp; new offers)</p>
	<p><b>Hamilton Beach Electric Egg Bites Cooker, Hard Boiler &amp; Poacher with Removable Nonstick Tray Makes 2 in Under 10 Minutes, Teal (25511)</b></p> <p>★★★★☆ ~1,953</p> <p><b>\$29<sup>99</sup></b></p> <p>FREE delivery <b>Mon, Feb 6</b> Or fastest delivery <b>Tue, Jan 31</b></p> <p>More Buying Choices \$26.05 (5 used &amp; new offers)</p>
	<p><b>HORNO Easy Microwave Egg Cooker/Poacher, Set of 2</b></p> <p>★★★★☆ ~161</p> <p><b>\$6<sup>99</sup></b></p> <p>FREE delivery <b>Mon, Feb 6</b> on your first order Or fastest delivery <b>Wed, Feb 1</b></p>

**Manual Lemon Juicer, Special Shape Stainless Steel Lemon Lime Squeezer Portable Fruit Juicer Hand Juicer for Orange Lemon Lime Pomegranate (Fish)**

Brand: Zerodis

---

**\$7<sup>99</sup>**

**Get a \$50 Gift Card:** Pay \$0.00 \$7.99 upon approval for the Amazon Rewards Visa Card. No annual fee.

Size: **Fish**

Fish	Bird	Round
\$7.99	\$6.89	\$6.89

Obviously, the second one, since it's vibrant and compelling.

So, keep these tips in mind when optimizing your product images for the A9 algorithm:

- Aim for six high-quality images and one video for maximum conversion
- Make sure the image size is 500 x 500 or 1000 x 1000 pixels for better conversion
- Ensure the product images are clear and have a white background.



*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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## What is the Amazon A10 Algorithm?

Now that you know what the Amazon A9 algorithm is and what factors effects the A9 algorithm, let's talk a little about the new buzz in the town, the Amazon A10 algorithm.

Amazon A10 algorithm is the updated version of the Amazon search engine. In this update, Amazon tried to give more relevance to customer searches. Since Amazon realized that shoppers look for more information than what's provided by the sellers, the made A10 Algorithm is more customer-focused.

## What is the difference between Amazon A9 and A10 algorithms?

Amazon's A9 algorithm and A10 Algorithm both help sellers to rank their products high on the Amazon search result.

However, there are some subtle differences. Here are a few:

### Organic sales

The conversion rate in [Amazon PPC](#) is one of the biggest ranking factors used by the Amazon A9 algorithm.

But Amazon A10 algorithm emphasizes organic sales and conversion to rank the products in the search result.

*Pro Tip: To adapt to this latest change, run your PPC campaigns like before, but focus more on getting good ratings and reviews for your product; this will improve your organic ranking and conversion.*

### Geo Ranking

One of the biggest addition to the Amazon A10 algorithm is the Geo ranking – a factor that affects product ranking based on the customer's location.

The Geo ranking is based on two key elements – inventory availability and shipping time. If your product has good inventory and [fast shipping](#) in a particular region, the A10 algorithm will give it a higher ranking in that area.

So, identify high-converting regions, make sure you have a solid inventory level and lightning-fast shipping, and watch your product rankings soar to the top in those areas.



*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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## Off-site sourced traffic and sales.

Amazon A10 algorithm emphasizes [driving traffic from external sources](#) other than Amazon, such as Instagram, Facebook, Brand Websites, YouTube, blogs, [TikTok](#), etc.

It indicates that the seller has a good brand presence outside of Amazon.

So, ensure to promote your listing with off-Amazon ads and content marketing to maximize off-site traffic and sales.

## Internal sales

The Amazon A10 algorithm looks at more than just your search ranking sales. It also considers the sales made on Amazon but not from the search results. This includes conversions from the "Frequently bought together" or "Recommended products" section.

## Seller Authority

Amazon A10 algorithm also ranks products based on Seller Authority factors such as listings, [Buy Box](#), [seller's feedback rating](#), seller's age on Amazon, [product return rate](#), etc.

Also, if you have a good review on your product listing and you maintain your inventory well, it indicates to Amazon that you're offering good value to customers. Therefore your seller authority increases significantly.

## Final Thoughts

Ranking your product listing on Amazon is not easy. It takes time, constant iteration, and monitoring to increase your product's ranking on the Amazon A9 algorithm.

The process doesn't end here! You need to keep up with the current trends, Amazon algorithm updates, and industry news to optimize your product listing consistently to protect your ranking. However, we suggest putting your customer's needs in front of you and improving the [customer experience](#) first.

Besides, here are some key takeaways from the article:

- The Amazon A9 algorithm primarily uses conversion rate, keyword relevance, and sales history to rank products high on search results.
- Optimize your product listing with relevant copy and keywords to maximize conversion.



*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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- Opt for Fulfillment by Amazon (FBA) since [Amazon prioritizes FBA sellers](#) due to fast shipping.

## Amazon Enhanced Brand Content (EBC) – Everything You Need To Know

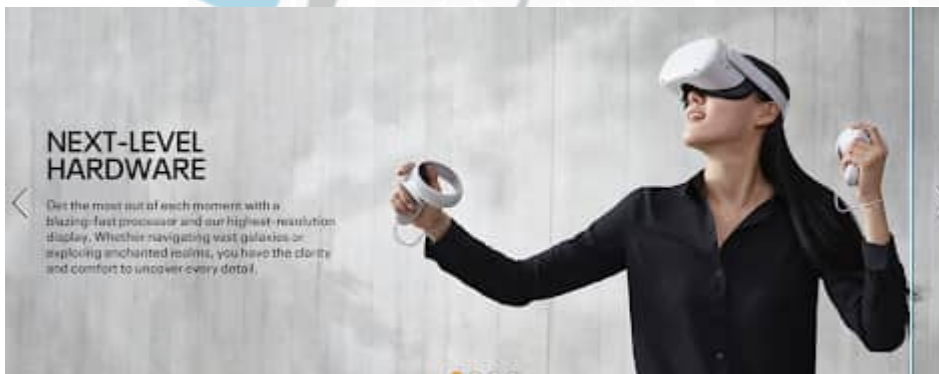
Amazon Enhanced Brand Content (EBC), now known as A+ content on Seller Central, is what represents [your brand on Amazon](#).

Amazon claims that you can increase sales by adding A+ content to your [product listings](#).

Presentation is everything and with seconds to impress and grab the attention of customers, sellers have to do everything that they can to make their product listings stand out.

### What is Enhanced Brand Content on Amazon?

In simple words, it is a feature offered by Amazon whereby you can add images with informative content to your product listings. It also includes the use of bullet points in product descriptions to present the data more neatly. Sellers who are registered on the [Amazon Brand Registry](#) can enhance their product descriptions and modify them.



When a customer is looking at a product on Amazon, some have A+ content while some may not but one is automatically going to gravitate towards those products that use EBC listings. This is because EBC or Amazon A+ content allows you to have explanatory pictures about the product and its features along with how and where to use it.

Enhanced Brand Content is the best way to decrease [ACoS](#) and increase conversion rates. This is because it plays a huge role in the optimization of your product listings. SellerApp's [listing optimization services](#) will assist you with everything that you need to make your EBC stand out





*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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– the title of your products, bullet points, and detailed, robust product descriptions. We will also ensure that your amazon [photographs](#) and videos are optimized to improve your visibility and drive traffic to your listings.

## Amazon EBC, A+, and A++ content – All you need to know

In simple words, Amazon has now combined the features of EBC and A+ content into one.

There are two different types of seller platforms on Amazon – Seller Central that sells directly to consumers and Vendor Central that sells directly to Amazon. Both platforms needed content management so EBC was meant for Seller Central while A+ content was meant for Vendor Central.

The change is that now the A+ content manager tab is found in Seller Central rather than on the old EBC dashboard for Amazon sellers.

Another feature is A++ or Premium A+ content. This is an exclusive, invite-only feature by Amazon with accessibility only for the big players in the game like luxury brands or massive internationally known tech products. It is similar to EBC and A+ but has more features on offers like HD videos and more advanced product descriptions.

## Differences between A+ content and A++ content

To summarize some key differences between A+ and A++ content on Amazon:

A+ Content	Premium or A++ content
Free	Paid - Costs thousands of dollars
Available to vendors and sellers registered under Amazon Brand Registry	Access by invite-only
5 modules product description per page	7 modules product description per page



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Growth Marketing  
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Images-970 pixels wide images that don't fit as wide as the whole page	1464 pixels wide, images and videos fit the full width of the page
Suitable for products that need more description, more lenient character count.	Suitable for premium visuals that reduce character count

## Amazon EBC – Eligibility Requirements

Everybody wants to create rich content but first, you need to make sure that you meet the criteria set by Amazon.

Firstly, get yourself registered and approved on the Amazon Brand Registry. A vendor or seller with registered products on Amazon Launchpad and Exclusives is eligible. They can avail of the EBC or A+ content features for ASINs that are part of approved catalogs of their brand.

## Steps to add EBC on Amazon

For any selected ASIN, once it is registered and meets all the requirements, you can follow these steps to start adding A+ content:

1. Start by logging into your Seller or Vendor Central account on [sellercentral.amazon.com](https://sellercentral.amazon.com)
2. Now, click on the Advertising tab and open A+ Content Manager from the drop-down menu.
3. Click on 'Start Creating A+ content'

After you have completed the following steps, you can customize and create whichever way you want. You can begin by entering the template name, language and start building your module.

Modules typically consist of pictures and infographics, keywords, and comparison charts. Enter titles and apply ASINs of products from your inventory. You can choose multiple ASINs or opt for the 'Bulk Upload' option when there are more than 1000 ASINs.

You can also update the EBC of already existing ones. At any point, you can preview what your EBC will look like on mobile as well as desktop.



*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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The last crucial step is to ensure that there are no punctuation and grammatical errors or misspellings and unnecessary information. Ensure you follow prescribed guidelines before the final step which is 'Reviews and Submit.' Once that is done you have to wait for approval.

On the A+ content manager page, you can monitor the status of your content and stay updated. It can take 7-14 days to get approval for your content.

## How much does Amazon Enhanced Brand Content cost?

Amazon EBC used to be a paid service earlier, but now Amazon does not charge vendors and sellers any fee to avail A+ content services for their listings. However, the cost of Premium A+ content is quite high. It can cost hundreds of thousands of dollars which regular, small-time vendors and brand owners cannot afford.

Premium A+ content or A++ content is an invite-only service as mentioned earlier and only those registered on Vendor Central can make use of it. The [pricing](#) starts at \$250K and can go up to \$500K for every product type, which is why only big, established brands can utilize it.

## A+ content modules

There are about 15 modules that fall into different category types.

- Text

There are two types of text modules – standard and product description text, which provide plain text for the whole width of the page.



- Full-width images

Modules in this category include standard images with overlays of dark text as well as light text.

This is most suitable to showcase lifestyle products with images of the product in use. Image



*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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headers with text are part of this module that is used to draw attention to the unique features of a product.

### Be efficient and always ready

Streamline to behind whatever is tablet, tent, stand, laptop mode or any angle in between, **Chromebank Flex 5 (13")** delivers a slim and light 360° convertible design. The 100% fanless Core i7 processor offers groundbreaking intelligent performance features that adapt to you and the things you do. For a more personalized, intuitive and responsive Chromebank experience, enjoy the streamlined interface of Chrome OS—with access to a rich library of apps on Google Play, custom Google Maps wallpaper and images, and more.

**Chromebank Flex 5 (13")** is designed for optimal comfort and typing experience in laptop mode, with full backlit keyboard with 1.4mm key travel distance. With up to 10 hours battery life and the backlit keyboard design, you could bring your Chromebank device with you anytime, anywhere.



### For looking at the bigger picture

Thanks to the narrow bezels and an impressive full HD IPS display, you can enjoy all your favorite movies and videos in crisp, clear, and vibrant detail with less distractions. The IPS display also provides a wider viewing angle so you can share interesting content or precious memories with your loved ones. Also, the touchscreens on the **Chromebank Flex 5 (13")** makes for a more intuitive experience, giving you the ability to click or drag files right on the screen.

**Chromebank Flex 5 (13")** is also ready to rock your world with enhanced stereo speakers. With dual-facing dual speakers, you could enjoy truly audio experiences and really get the party started.

- Smaller images – Single

These types of modules include standard single left and right images, with sidebar, highlights fulfill, fulfills, and specifications. These are used in bullet point form to list features and information about the brand. It is the best way to present text-heavy information with images that make it easy for customers to understand what the enhanced content is all about.

### Wake To A Brighter And Smoother Smile



Real Results: Wrinkle Smoothing in 1 Night

#### Step 1: Cleanse + Dry

Thoroughly cleanse and dry your skin before applying patch for lasting adhesion and best results.

#### Step 2: Place

Gently remove the plastic film and position the translucent, self-adhering patches around your eyes and mouth.

#### Step 3: Catch some ZZZ's

Wear the patches for 6-8 hours while sleeping or for a few hours for a quick boost.

#### Step 4: Store + Repeat

After use, place patches on the enclosed storage shield. Remove patches with water and a clear cleanser as desired.

- Smaller images – Multiple

This category of modules includes standard three and four images, and text with quadrant as well as a multiple image module A.

Multiple images should be used with caution as they can very easily appear to be redundant.

These modules can highlight features of your products in groups with visuals and text.



*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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**Marine-Derived Bacillus Ferment**

This deep-sea plant helps "re-energize" skin for a more supple, lifted, and youthful look.\*



**Goji Fruit Extract**

This naturally-derived peptide forms a mesh-like structure on the skin to help smooth the look of wrinkles and support tissues for a



**Turmeric Root Extract**

Helps prevent visible premature aging while calming and soothing.\*

- Comparison Charts

This type of module is the most effective way to showcase multiple versions of the same product that you own. You can help a buyer easily compare and buy the right version of the product by listing out the important differences between each so they can understand better.

	<b>Propolis 3Step Set</b>	<b>Propolis Synergy Toner</b>	<b>Propolis Light Ampoule</b>	<b>Propolis Light Cream</b>
Use For	Toner-Ampoule-Cream	Toner	Ampoule	Cream
Key Ingredient		72.6% of Black Bee Propolis Extract	85.25 % of Black Bee Propolis Extract	65.69% of Black Bee Propolis Complex (black bee propolis extract, honey extract and royal jelly extract)

The different types of modules mentioned here have many similarities since on a general level, all of them provide varied combinations of text with images. So if you're having a hard time trying to decide how to choose and build a design then you have to first decide which model fulfills all your requirements. This will depend on what product features you want to highlight. After you decide that, you can create a complete layout by making a selection of different modules and putting them together to create an impressive, eye-catching design.



*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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## Dos and Don'ts of Amazon Enhanced Brand Content Design

You have submitted your A+ content for approval and now you're wondering why it's taking so long. You might even start worrying that it might not get approved at all.

At this point, it is time to reflect on how you went about your EBC and keep in mind the guidelines and violations so you can avoid making the same mistakes the next time.

### Dos

- Proofread and check grammatical errors, punctuations before submission
- Content must be precise and concise
- Use HD images and combine them with text
- Make it information-rich and not just text-heavy
- Make it mobile and desktop-friendly
- Use correct dimensions and pixel quality to make the images EBC-compliant and ready.
- The image resolution also matters even though it varies according to the chosen template.
- Banners are beneficial to break the monotony of a product detail page and direct shoppers' attention to different areas and aspects of an item that can easily persuade them to ultimately buy the product.

### Don'ts

- Registered trademarks, copyrights, and symbols are not to be used as part of the content, whether it is your own or a competitor's
- Avoid time-sensitive content including shipping
- There should be no mention of warranty and guarantee
- Avoid exaggerated, promotional claims that are not based on facts.
- Watermarks and URLs must not be mentioned
- Do not provide any contact information or reference yourself as a distributor, seller, or vendor of any sort.



*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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## Why does Amazon Enhanced Brand Content get rejected?

After following all the guidelines for creating EBC, your content might still get rejected. You can check the status of your content on the “Content Manager” page. If it has been approved, all you have to do is go to the product description section of that particular ASIN, and it will be displayed.

If it is rejected, the most probable cause is that according to [Amazon's A9 algorithm](#), your content does not comply with Amazon's policies and practices. All the elements included in your content – bullet points, comparison charts, and images, have to fall within the requirements of that particular product category as well as follow Amazon's selling policies.

### Here are some specifics of why your EBC may have been rejected

- As mentioned earlier in the “Don't” section of this blog, you are strictly prohibited from making pretentious, over-amplified claims that are non-factual. Claims related to the health and nutritional value of a product without an actual FDA approval should not be stated. Additionally, environmental claims on how a product is energy-efficient and non-harmful should not be stated without being backed by solid scientific proof.
- A stamp saying “FDA approved” should not be used casually because that specific logo cannot be associated with private sector materials. So if a seller uses it without proper authorization, it is a serious violation.
- The use of keywords has to be done appropriately because if your keywords revolve around restricted ones like prescription drug names, then your content will get rejected. Keywords that include terms like – CBD, free shipping Antibiotics and are all grounds for rejection.
- Problems with your ASIN are another important ground. If the name of the brand listed on that particular ASIN is not the same as the one on Amazon's Brand Registry it could be a problem. Small things like hyphens, number of characters, spaces, etc. could make the names appear different.
- Ensure that your GTIN which includes the numbers of the catalog, style, and model of the product is all an exact match. This can be monitored and fixed by going to Seller Central and using the “Manage Inventory” tool to then edit whichever ASIN.



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- When it comes to Stores on Amazon too you have to be careful with the content that you submit as it cannot consist of anything promotional in nature. If you try to include anything about attractive deals, free shipping, or reduced pricing, you will be rejected.

## How to create effective EBC or A+ content

You can choose from a plethora of options to inspire your Amazon EBC design. Whether you sell lifestyle products or basic home and garden essentials, you can make your EBC tell your brand's story in the most innovative ways possible.

- Easy, readable content: It is a well-known fact that mobile browsers only scan through content and have short attention spans. So your copy must help people understand the utility and application of your products with one glance. Do not formulate complex content. Fulfills
- Stand out: Sellers have to make their products stand out. Emphasize the uniqueness of your products with content that will grab shoppers' attention and make them explore, make them feel like they need it. If you are selling lifestyle products, use images that show the product being used in an actual real-life instance. Demonstrate the unique features of your product and how it can resolve the common pain points that customers have.
- Use visuals: Relevant images of the right quality and size can be used to draw in customers. Online shopping is all about the experience of making one feel the exclusivity of a product without actually engaging with it physically. Make your A+ content engaging enough to get them to make a purchase.
- Your brand vs your competitors: Your EBC should tell the story of your brand. Use fonts and colors normally associated with the recognition of your brand. Also, analyze your competition and find out about their features that appeal to customers. Use those insights to your advantage by applying them to your brand and improving your brand image.
- Conversion rate: The content that you create can act as a learning process for you to make improvements to your EBC in the future. If you're wondering how to take into consideration your conversion rate. If your conversion rate goes down, it is an indicator





*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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that your content is not performing well. It could be due to various reasons and analyzing this can help you better understand your target audience, so you can make changes to ensure a more effective EBC the next time.

- **Alt-Text:** While uploading images as part of your content, there are keywords that you will have to submit as descriptions for those images. This works as an aid to those who are visually impaired. Placing these descriptions below images helps with providing more information of the product being displayed while also indexing your product for Google, Bing, and other popular search engines.

## Benefits of Enhanced Brand Content

You may have followed all the above-mentioned steps and are waiting for your EBC to go live, or you may still be doubtful about how it can benefit you.

In that case, let me enlighten you on the fruitful benefits of this feature so that you don't lose heart.

1. First and foremost, it is the best way to attract attention to your product and build awareness and loyalty for your brand. As stated earlier, it also helps increase sales and ROI. By attracting attention, it is also the best way to show how your product stands distinguished from others belonging to the same niche.
2. You can reduce your bounce rate as well with the same techniques. Visually appealing A+ content will make customers stay and read the product description. Use comparison charts to show them that your product solves their problems. Highlight how competitive your pricing is as well as your features so that it will lead them to buy your product instead of choosing a competitor's.
3. Accurate information on benefits and specifications means that customers know exactly what they are getting when they buy your products. The accuracy of a product's description provided in the EBC can thus effectively reduce [negative reviews](#) and [product returns](#).
4. Amazon gives you the option of organizing all your brand's products under one mini-store. Amazon Stores are beneficial in the sense that advertisements linked to store pages drive more sales than when linked to a page of product details. Since



*Abdul Latheef*

Growth Marketing  
Strategist & Consultant

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Amazon recently eliminated its predefined templates for [A+content](#), brands now have more liberty. You can design attractive storefronts that define your very essence and use them to make people better understand and explore your products. Thus, there is the chance that it could lead to a better conversion rate.

5. Enhanced Brand Content on Amazon provides innovative options to connect bullet points with images. This lets you synthesize [copywriting](#) and design with colors that are associated with your brand, to create something distinctive and beautiful.
6. EBC also provides tools for mobile optimization so that you can use your content to communicate more effectively with your customers. There's more room to be creative and grow awareness for any brand.

