



CHANNEL BAKERS' DPO PROCESS:

HOW WE GROW THE DOUGH!



INTRODUCTION: (GATHERING INGREDIENTS)

Our DPO recipe is comprised of 5 rich and optimized ingredients:

- Title: 200-character limit.
- Bullet Points: Seller accounts are allowed a max of 5; vendor accounts are allowed a max of 10.
- Product Description: A descriptive summary of the benefits and features- written in a conversational tone.
- Keyword Research: A generated list of high-ranking and appropriate keywords for SEO purposes.
- Backend Keywords: keywords are used in the shopper-visible part of the listing, while the backend isn't.



YOUR OPTIMIZED TITLE: (THE FLAVOR OF YOUR “CAKE”)

- We begin with placing the proper name of your product in the beginning of your title followed by applicable high-ranking keywords.
- The objective is to catch the consumer’s attention, potentially answer client questions about show up as high as possible in search results.
- 200-characters is the total character limit Amazon allows for titles. Approximately 80 characters show up on mobile.
- The title should provide the main important features for customers quickly. Special characters are not allowed in titles.

YOUR OPTIMIZED BULLET POINTS: (MIXING THE BATTER)

- Here, the copywriter will highlight your product's benefits and features concisely.
- The headline of the bullet is written in ALL CAPS followed by a colon or an em dash for fast and easy reading.
- The writer will state the feature of the product followed by the benefit, e.g. (Feel great about your snack; our oats are grown using regenerative farming practices which restore ecosystems).



YOUR OPTIMIZED PRODUCT DESCRIPTION: (BAKING THE “CAKE”)

- Product description will detail the benefits and features.
- This is where the customer will gain descriptive information about your product in a conversational paragraph or two.
- This is also the area of your listing where the copywriter has a chance to include as many additional and applicable high-ranking keywords as possible.





KEYWORD RANKING TABLE: (COOLING YOUR “CAKE”)

- A keyword table is included below the product description.
- This table will not be seen on your PDP.
- This table gives you insight into the terms we included throughout the copy.
- The copywriter will highlight the words that are used in the front end in yellow.
- The words that are used in the backend are highlighted in red.



BACKEND KEYWORDS : (ADDING THE ICING ON THE “CAKE”)

- Terms included in the backend are not appropriate for the copy but still appear in search results relating to your product.
- These terms include but are not limited to: competitor names, misspellings, model variations, flavor variations, and more.
- Terms may be listed with dashes to indicate the exact wording of a long-tail key term that the copywriter wants to include.
- Backend keywords are limited to 249 characters max.

RECOMMENDED FORM FIELDS: (ADDING THE SPRINKLES TO YOUR “CAKE)

- Recommended form fields are suggestions from the copywriter to the client.
- This is the area where the copywriter can suggest additional information to include in the form factor field of the PDP.
- Examples include: category, color, type, pack, etc. This is additional information that will show up in the listing to better help the shopper find what they are looking for.





ENJOY!

Creating the right recipe to grow our dough is an exact science. There's no guessing here! Our DPO process is formulaic and intended to produce tasty results time after time.

With this process, our talented team of Bakers is ready to help you grow your dough and bake that delicious cake of success.

We know you have lots of options for optimized PDP services; thank you for trusting us to you grow your dough. We exist to help teams like yours!