

# THE ANATOMY OF A PERFECT LISTING

Getting your product noticed on Amazon can often feel like a daunting task. However, with the right approach and a solid understanding of your customers, you can overcome this challenge and achieve remarkable success.

In this guide, we will take you through the step-by-step process of creating an outstanding Amazon listing that not only grabs attention but also leaves a lasting impression on potential buyers. Let's get started.

## What Does a Listing Need to Contain?

Before diving into the specifics of crafting a top-notch product listing, let's take a step back and look at the bigger picture. What makes up an Amazon listing? An ideal Amazon listing consists of a few key components. This includes:

**Title:** The title serves as the identification of your product. It's the first bit of information that potential customers interact with. A well-crafted title accurately describes your product while capturing customer interest, motivating them to explore further.

**Images and Videos:** Images and videos play a critical role in visual representation. They offer customers a closer look at the product, its features, and its usage, thus aiding in their decision-making process.

**Key Product Features (Bullet Points):** The key product features, presented as bullet points, provide a quick and digestible snapshot of what your product offers. These points can effectively communicate the unique selling points and benefits of your product.

**Product Description:** Lastly, the product description along with A+ content offers an in-depth understanding of your product. Here, you can elaborate on its features, usage, benefits, and any other detailed information that would help customers see the value of your product.

Now, let's delve into each of these elements to understand how to optimize them effectively.

# TITLE

The title of your Amazon listing is your product's first impression. A well-crafted title can make your product stand out in the crowd. It tells customers what you're selling, why it's unique, and if it's what they're looking for.

## Format of a Perfect Listing Title

Here is the ideal format for constructing your listing title:

*[Brand] + [Product Name] + [Key Feature] + [Product Type] + [Color/Size/Variant]*

Every component of this structure serves a unique purpose and communicates a different facet of your product to the customer. The "Brand" signals your company's reputation, "Product Name" is what you're selling, "Key Feature" highlights its uniqueness, "Product Type" specifies what category it belongs to, and finally, "Color/Size/Variant" offers essential information that your customer needs to know before clicking on your listing.

The Dos and Don'ts of Crafting a Perfect Listing Title

# THE DOS AND DON'TS OF CRAFTING A PERFECT LISTING TITLE

Here is a simple list of dos and don'ts that you should adhere to when working on your title:

## DOs:

**Keep It Within the Character Limits:** Your title should be concise yet informative. Aim for a minimum of 150 characters and keep it under 200 characters to ensure you provide enough information without overwhelming your customer.

**Use Proper Capitalization:** Capitalize the first letter of each word to maintain uniformity and readability. Exceptions to this rule are conjunctions ("and"), prepositions ("for", "in"), and articles ("the", "an").

**Add Measurements and Numbers:** Be clear with measurements and numbers. Say "Inches" not "in" and "6 Pack" not "Six Pack".

**Mention Size or Color:** Include relevant size or color details, as this can be crucial information for your customers that will help them make an informed purchase decision.

**Use Relevant Keywords:** Incorporate relevant keywords naturally into the title. This helps your product appear in more search results.



# THE DOS AND DON'TS OF CRAFTING A PERFECT LISTING TITLE

## DON'Ts:

**Avoid Keyword Stuffing:** While keywords are important, avoid overusing them. Keyword stuffing makes the title hard to read and could lead to penalties from Amazon.

**Don't Use Symbols or Emojis:** Avoid using symbols or emojis. These can disrupt how your title appears in searches and may seem unprofessional.

**Don't Include Pricing or Promotions:** Your product title isn't the place to advertise free shipping, sales, or the actual price of your product. Amazon rules do not allow this, and it can lead to your listing being suppressed.

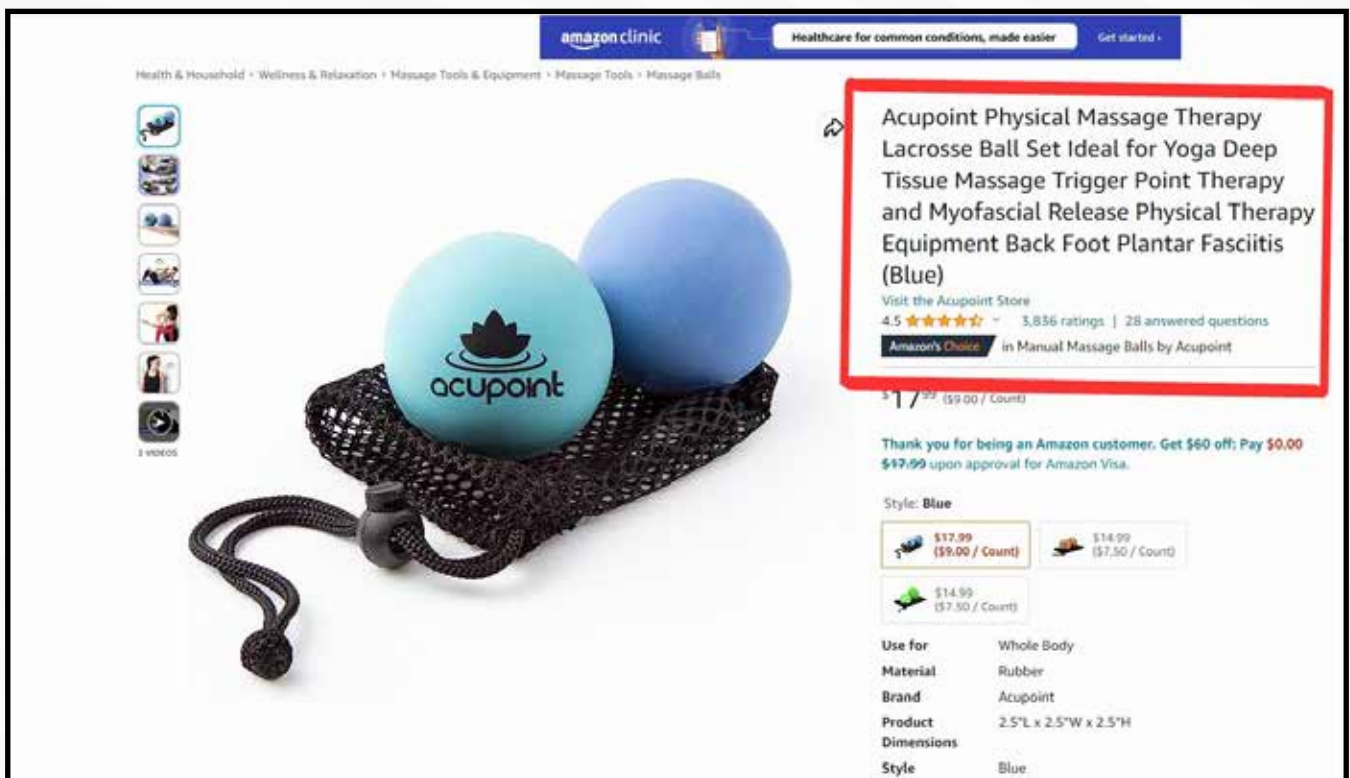
**Don't Use Subjective Language:** Avoid using words like 'best' or 'greatest' in your title. These subjective terms can lead to skepticism among buyers and can also be against Amazon's rules.

**Don't Use All Caps:** Using all capital letters can make your title seem aggressive and harder to read. Stick to title casing, where you capitalize the first letter of each word, for a cleaner and more professional look.



## AN EXAMPLE OF A PERFECT AMAZON LISTING TITLE

Now that you know the format and guidelines for creating the perfect listing title, let's see how it all comes together in an example:



In this well-crafted title, "Acupoint" is the brand, "Physical Massage Therapy Lacrosse Ball Set" is the product name, "Ideal for Yoga Deep Tissue Massage Trigger Point Therapy and Myofascial Release Physical Therapy" highlights key features, "Equipment Back Foot Plantar Fasciitis" specifies the product type, and "(Blue)" indicates the color variant.

As for the dos, the title remains within the 200-character limit, offering detailed yet concise information about the product. It uses proper capitalization where the first letter of each

significant word is capitalized. Though this particular product does not need to reference measurements or numbers, it effectively mentions the color "(Blue)".

The title also strategically uses relevant keywords such as "Physical Massage Therapy," "Yoga Deep Tissue Massage," and "Trigger Point Therapy" without sounding unnatural.

Regarding the don'ts, the title does not contain any symbols or emojis, subjective language like 'best' or 'greatest,' or any references to pricing or promotions. It also does not use all capital letters, thus making it look professional and easy to read.

This example is a perfect demonstration of how a well-thought-out title provides all the necessary information to customers, complies with Amazon's guidelines, and helps the product stand out from the crowd. It's clear, concise, and purposefully designed to be customer-friendly while remaining competitive.

## **Key Product Features (Bullet Points)**

You've learned how to create a compelling title for your Amazon listing, now let's delve into the next crucial component - the Key Product Features, which are typically presented as bullet points.

### **Format of Bullet Points**

Crafting bullet points for your Amazon listing is a bit like telling a short, but effective story about your product. They serve as a quick, skimmable summary of your product's most attractive features and benefits. As per Amazon's guidelines, you are limited to five bullet points for your product listing. Here's an effective way to structure each bullet point:

**Bullet Point 1:** Highlight the most important feature or benefit of your product. This is your chance to grab the potential buyer's attention.

**Bullet Point 2:** Bring up the second most important feature or benefit. Keep the interest building.

**Bullet Point 3:** Showcase the practicality or usability of your product. How will it fit into or improve the customer's life?

**Bullet Point 4:** Define how your product is different from the competition. Address the customer's pain points and position your product as the solution.

**Bullet Point 5:** Include any additional information that could be useful to the customer.

# DOS AND DON'TS FOR CREATING EFFECTIVE BULLET POINTS

Just like the title, there are certain dos and don'ts you should adhere to when crafting effective bullet points:

## DOs:

**Be Concise:** The maximum character limit is 500 per bullet point. It's important to stay within this limit while providing clear, easily understandable information.

**Use Relevant Keywords:** Incorporate relevant keywords to boost your product's visibility. Remember, natural inclusion is key here.

**Start with Capital Letters:** Begin each bullet point with a capital letter for consistency and readability.

**Provide Accurate Information:** Be honest and factual about your product. Avoid making exaggerated claims or providing false information.



# DOS AND DON'TS FOR CREATING EFFECTIVE BULLET POINTS

## DON'Ts:

**Avoid Keyword Stuffing:** While keywords are crucial, stuffing them can make the content hard to read and can also affect your product's ranking on Amazon.

**Don't Use All Caps or Icons/Emojis:** Keep the tone professional and easy to read by avoiding all caps and emojis.


**Don't Include Promotional Content or Pricing Information:** Remember, bullet points are for key features, not for advertising sales or discounts.

**Don't Overpromise:** Make sure what you offer in the bullet points matches what the product delivers. Customer trust is invaluable.



## EXAMPLE OF PERFECT BULLET POINTS

To help you understand the above guidelines and format better, let's delve into the bullet points of our earlier product, the Acupoint Massage Therapy Balls:



Roll over image to zoom in

Use for	Whole Body
Material	Rubber
Brand	Acupoint
Product Dimensions	2.5"L x 2.5"W x 2.5"H
Style	Blue

**About this item**

- Yoga massage ball set: Set of excellent therapy balls for self myofascial release and trigger point massage therapy. The balls are made specifically for massage therapy and are ideal for physical therapy equipment. They are similar in size to lacrosse balls and can be used for pinched nerve lower back pain, herniated disc pain relief, and pinched nerve neck pain.
- Get rid of muscle pain: No more pain and muscle soreness. Great for acupressure point relief, these provide excellent deep tissue massage to relieve pain and provide muscle knot relief to sore and fatigued muscles. Use the balls with your physical therapy equipment or as devices to relieve neck pain. Relieve sciatic nerve pain and fibromyalgia pain and reduce stress.
- Not common lacrosse balls: These are special yoga massage therapy balls that are not as hard as actual lacrosse balls. They have been manufactured with a precise combination of materials to give them the perfect hardness that is required of a therapy ball. They are not children's toys or bouncy balls but are intended for physical therapy.
- Non-toxic high-grade rubber: Our small, physical therapy balls are made with high-grade, non-toxic rubber that does not smell or deteriorate easily. They're made to last! Use this therapy ball to relieve muscles in your back, shoulders, feet, hands, knees, legs, and other areas of the body.
- Easy to carry: The set includes 2 therapeutic balls the size of tennis balls. They come in their own mesh bag, which makes it very easy to carry them around wherever you go! Take them on vacation, to the gym, to the office, and more. This therapy equipment is intended for adults, not kids.

As you can see, each bullet point follows the format and guidelines we discussed earlier. It incorporates relevant words, avoids sounding like a sales pitch, sticks to the facts, and gives customers a clear and attractive description of the product and its advantages. If you were only a bit interested in the product at first, these points will surely grab your attention now!

## IMAGES AND VIDEOS

While your product title captures attention and your bullet points highlight the key features, it is the visual appeal of your product images that truly grabs a shoppers' interest. Here is the recommended format for your images:

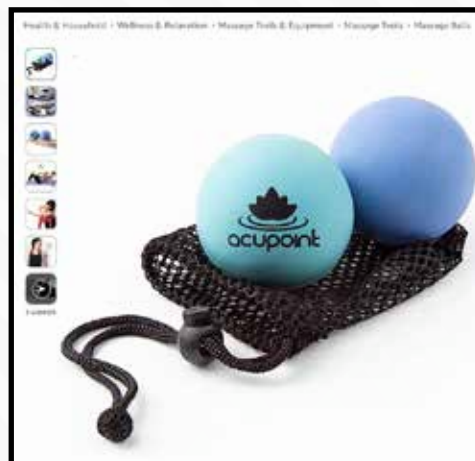
### Format of Images and Videos

Amazon allows sellers to upload up to nine images for their product listings, depending on the product category. These images can be categorized into two types: Main Images and Secondary Images:

**Main Image:** The main image, also known as the hero image is the first image displayed on your listing. This image is mandatory for every seller and is also featured on the search results page.

**Secondary Images:** Secondary images are the images that come after the main image. They include infographics, lifestyle images, and even videos, which we'll discuss later. Sellers can add up to eight secondary images, and although they're not mandatory, they sure boost conversions!

**Note:** Please take note that only the first seven images you upload will be visible directly on the live listing. To access any additional images beyond this initial set, shoppers will need to click into the image gallery, as demonstrated below:



# IMAGE REQUIREMENTS

Now, let's delve into the important details of what Amazon expects from your product images. To make it easier to understand, we'll categorize these requirements into three groups: General Image Requirements, Main Image Requirements, and Secondary Image Requirements.

## General Image Requirements

To ensure a consistent and visually appealing shopping experience for customers, it is essential that all product images displayed on listings meet specific image requirements:

**Occupy 85% of the Available Image Space:** Your product image should occupy at least 85% of the available space. This helps buyers easily identify the item they are purchasing.

**Use the Accepted File Formats:** Your product images should be in one of the following file formats: JPEG, TIFF, or GIF. Amazon prefers JPEG as the primary file type. However, please note that animated GIFs are not allowed.

**Avoid Adult Content:** Ensure that your photos do not contain any adult content, including nudity or sexually suggestive elements.

**Avoid Amazon References:** Avoid including any references to Amazon, its trademarks, or variations in your product images. This includes mentions of Prime or Alexa.

**Do Not Include Amazon Badges:** Do not include any Amazon badges, such as Amazon's Choice, Works with Amazon Alexa, or similar endorsements, in your product images.

**Ensure Accurate Depiction:** Your images should accurately depict the item listed for sale and correspond to the product title.

**Maintain High-Quality Resolution:** Maintain a resolution of at least 1,000 DPI (dots per inch) to provide customers with a good level of detail when zooming in on the image.

**Do Not Include Promotional Text:** Refrain from adding any promotional text, such as "sale" or "offer," to your product images.

## MAIN IMAGE REQUIREMENTS

When sellers add a main image to their listing, it is essential to comply with both general and specific requirements for the main image. These include:

**Use a White Background:** Use a pure white background for the main image.

**Use Professional Product Images:** Take professional photographs of the actual product being sold.

**Avoid Adding Additional Elements:** Do not add text, logos, borders, color blocks, watermarks, or any other graphics that cover the product or background.

**Ensure Complete Visibility:** Ensure the entire product is visible within the frame; avoid cutting off or touching the edges.

**Do Not Include Product Packaging:** Display the products without the packaging, unless the boxes, bags, or cases are essential product features.

**Exclude Non-Essential Accessories:** Exclude any accessories or props that are not part of the product being sold.

**Use an Actual Photograph:** The main image should not be a graphic or illustration but an actual photograph.

**Do Not Include Multiple Angles:** Capture the main image from a single perspective; multiple angles are not allowed.

Here is an example of a main image that follows all the general image requirements as well as the main image requirements:



## Secondary Image Requirements

Secondary images provide sellers with greater flexibility and a creative outlet to showcase their products. Unlike main images, these images can incorporate props, backgrounds, text, graphics, logos, and other elements to enhance their visual appeal.

However, it's important to keep in mind that these creative elements must still adhere to the general image requirements.

## What to Include in Secondary Images?

As mentioned before, sellers are strongly encouraged to unleash their creativity when it comes to secondary images. Here are some ideas and examples of the different types of secondary images that sellers can utilize:

## LIFESTYLE IMAGES (PRODUCT-IN-USE IMAGES)



Lifestyle images are specifically created to showcase your product in action. As customers cannot physically interact with the product, these images serve the purpose of helping them envision the experience of using it.

In the image above, we can see a great illustration of a woman using the previously mentioned massage ball on her arm. This image effectively highlights the product's potential benefits and its application for relieving arm pain.

## INFOGRAPHICS



Infographics are the perfect blend of text and visuals to communicate more complex information. They are educational and engaging, helping customers understand your product better.

Infographics can be used to highlight product features, explain how to use the product, or even answer common customer queries. The visual element makes it easier for customers to grasp and remember the information.

In the infographic above, the seller demonstrates the versatility of the massage ball, by providing visual examples of its effective usage on various body parts. By incorporating concise and informative text alongside multiple images, the seller successfully communicates the product's adaptability without overwhelming the viewer.

## PRODUCT DIMENSIONS

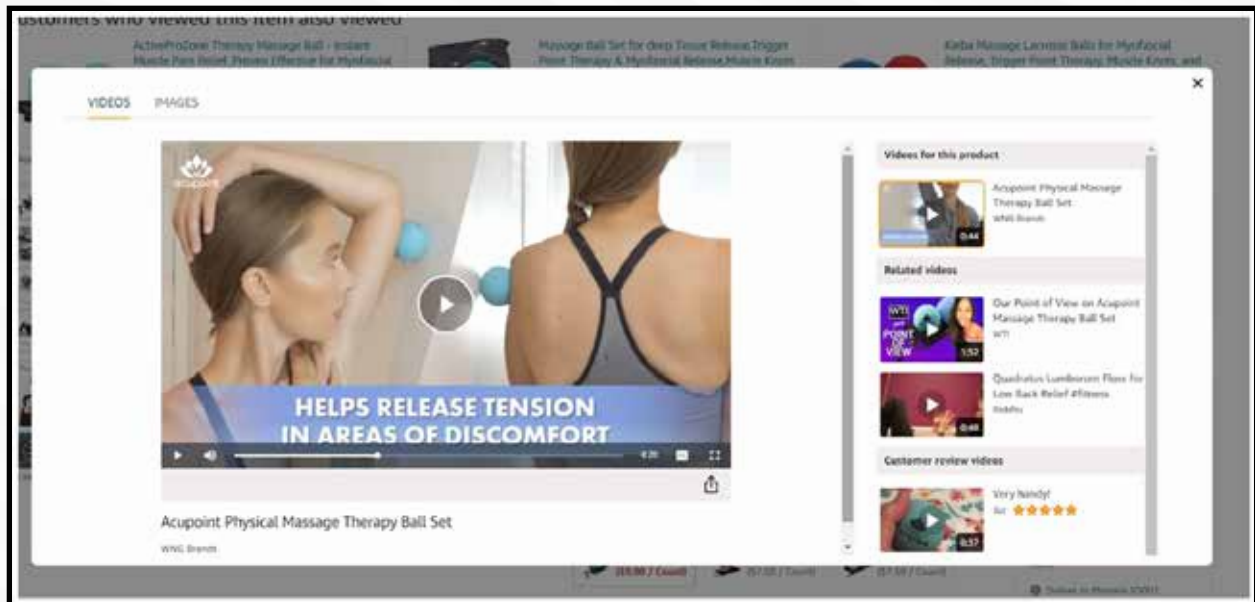


The online shopping experience lacks tactile interaction, making it difficult for customers to judge the actual size of a product. Product dimension images bridge this gap.

They can either compare the size of your product to a common object or include specific measurement details. This not only gives the customer a clearer idea about the product size but also helps them understand how the product will fit into their space or collection.

In the image above, the seller effectively showcases the size of the massage balls by positioning them on a hand. Additionally, precise measurement details are also included to help customers accurately identify the size of each massage ball.

## VIDEOS



A video can tell a story that static images cannot. Videos allow customers to see your product in action, adding an extra layer of authenticity and trust. They can be used to demonstrate how the product works, show it from multiple angles or highlight its unique features. A well-made video can engage customers, keep them on your listing for longer, and even be the deciding factor in their purchase decision.

The video above is an excellent example of how to create an effective listing video. It begins by addressing the customer's pain point, followed by introducing the product and showcasing its benefits and usability. Furthermore, the video also highlights additional features of the product. This comprehensive approach ensures that potential customers receive a clear understanding of the product's value proposition and encourages them to make informed buying choices.

# PRODUCT DESCRIPTION

The product description is an essential section that appears below the product title and bullet points on the product detail page. It provides an opportunity for sellers to expand upon the features and benefits previously mentioned in the bullet points, offering more comprehensive details.

Your Amazon product description plays a significant role in SEO. Crafting a compelling product description can potentially result in higher search rankings, as Amazon's algorithm recognizes and rewards well-optimized descriptions. While there is no fixed format for writing a product description, it is essential to adhere to certain guidelines and requirements to optimize its effectiveness.

# DOS AND DON'TS FOR CREATING SUCCESSFUL PRODUCT DESCRIPTIONS

Here are some do's and don'ts to help you create an impactful product description:

## DOs:

**Stay Within the 2000-Character Limit:** Amazon provides a limit of 2000 characters for product descriptions. Make sure your description fits within this limit while conveying all the necessary information.

**Expand on Key Features:** Your product description should serve as an extension of your bullet points, diving deeper into the product's benefits and features. This is the space where you paint a comprehensive picture of your product and its value proposition.

**Integrate Relevant Keywords:** Use relevant keywords that potential customers may use in their search queries. But remember to weave them in naturally, maintaining a smooth and logical flow of information.

**Keep It Clear and Concise:** Clarity and conciseness are key to a successful product description. Avoid jargon and overly complex sentences. Your goal is to communicate the product's value as simply and effectively as possible.

**Use HTML Formatting:** Create easy-to-read paragraphs using HTML formatting like `<br>` for line breaks. Breaking up your text into digestible chunks makes it more appealing and easier to read.



# DOS AND DON'TS FOR CREATING SUCCESSFUL PRODUCT DESCRIPTIONS

## DON'Ts:

**Avoid Promotional Content:** Your product description should focus on the product itself. Avoid mentioning any promotions or special offers.

**Don't Include Non-Product Related Information:** Stick to information that directly pertains to the product. Irrelevant information can confuse or mislead customers.

**Don't Include Testimonials or Quotes:** Amazon prohibits the use of testimonials or quotes in product descriptions. Your description should be purely factual and descriptive.

**Avoid Keyword Stuffing:** While keywords are important, avoid overusing them. Keyword stuffing makes the description hard to read.

**Avoid Spelling and Grammatical Errors:** Spelling and grammatical errors make your listing look unprofessional and can lead to confusion. Proofread your description to make sure it's error-free.



# EXAMPLE OF AN EFFECTIVE PRODUCT DESCRIPTION

To help you better understand how to create an effective product description, here is a great example from Epica:

## Product Description

Whip up a quick treat, then take it with you without missing a beat! It's all thanks to the blender jar/drinking bottle which you simply twist off the base when you're ready to go. Take a smoothie to the gym, hot cereal to work, soup to soccer practice ... the possibilities are endless!

### Cold or Hot — Blends, Mixes, Purees, Whips and Chops

Sure, the Epica Combo Mixer/Blender is ideal for making blended drinks like smoothies, protein shakes and icy cold cocktails. It safely processes and holds foods at temperatures ranging from -40° to 175°F.

### Easy & Safe Take-Along Blender Jar/Drinking Bottle

The best thing about this multi-talented personal blender is that its 20-oz. jar turns into a drinking bottle with a quick twist of your wrist. Just leave your blended treat inside, secured with the drinking spout lid. It can handle a rough ride; it's extremely break-, dent- and scratch-resistant. Plus, you never have to worry about BPA's, plastic tastes or odors leaching into your food.

### Built for Power

Experience a whole new level of deliciously dreamy smoothness in your smoothies, soups and sorbets! With a 250 watt motor, an amazing 23,000 RPM and 4 super-sharp, surgical quality stainless steel blades, the Epica delivers results that must be tasted to be believed.

### Built for Safety

The Epica Personal Combo Mixer/Blender features a secure shutoff which prevents the motor from running unless the jar is attached. It also has suction feet which help it grip the countertop without "walking" or tipping over. The jar can safely go in the refrigerator, freezer and dishwasher.

### Built for Durability ... Guaranteed

The Epica is reliably tough, with a stainless steel housing and quality tested motor. And it's backed by a 2 warranty.

In the example above, you'll notice that the description is structured in paragraphs. Each point focuses on a unique aspect of the product, allowing customers to quickly understand the product's features and benefits.

The description also uses simple language and incorporates relevant keywords, making it both user and SEO-friendly. Despite being in-depth, it stays well within the 2,000-character limit, demonstrating efficient use of space. This description is a perfect example of how to apply our guidelines to create a compelling product description.

# WHAT IS A+ CONTENT?

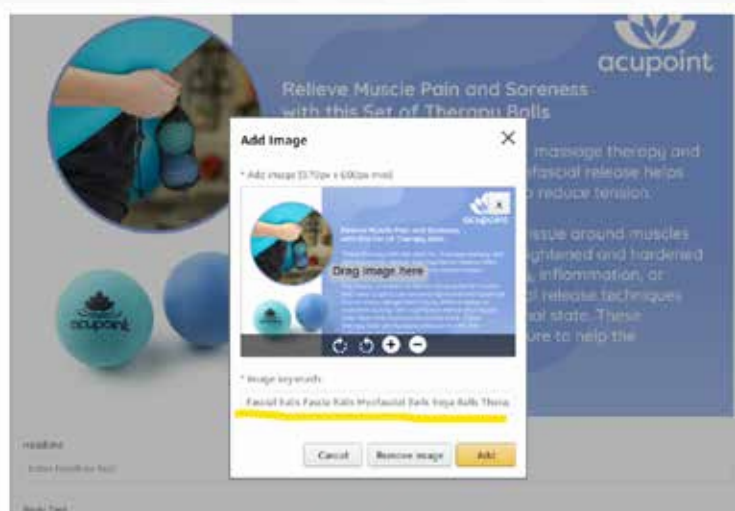
Sometimes, standard product descriptions, which are restricted to a 2,000-character limit and lack visuals, may just not cut it. Engaging customers solely through lengthy text can become dull and fail to hold their attention. Fortunately, Amazon has come up with a solution called Amazon A+ Content.

Formerly known as Enhanced Branded Content (EBC), this premium feature provides an upgrade to the standard product descriptions. However, there is a requirement to access this feature - sellers must be enrolled in Amazon's Brand Registry program.

With Amazon A+ Content, sellers gain an exciting opportunity to create visually appealing product descriptions that go beyond plain text. This feature allows you to enrich your listings by incorporating high-quality lifestyle images, action shots, and more. By incorporating these visually captivating elements, your product listing not only grabs customers' attention but also significantly increases conversion rates.

## Guidelines and Best Practices for A+ Content

Sellers can benefit from Amazon A+ Content as it provides them with the opportunity to showcase their products in a more engaging and visually appealing manner. However, it's crucial to adhere to specific guidelines to ensure that the content gets approved. Here are a few essential points to consider when creating A+ Content for your listing:



**Use Alt Text for Images:** Include an Alt text for each image, with a maximum of 100 characters. This text serves as a description for the image and helps with SEO (see the image above).

**Highlight the Unique Selling Point (USP):** Your A+ content should focus on what makes your product special. Draw attention to its unique features or benefits that set it apart from competitors.

**Be Concise:** While it's essential to provide enough information about your product, avoid lengthy and complex sentences. Keep your text short, simple, and straight to the point.

**Combine Images and Text:** Use a combination of text and visuals to create balanced, informative, and engaging A+ content.

**Optimize for SEO:** Use relevant keywords in your content to improve your product's visibility on search engines.

**Use a Mobile-Friendly Design:** Remember that many customers will view your listing on mobile devices. Make sure your A+ content is optimized for a mobile-friendly experience.

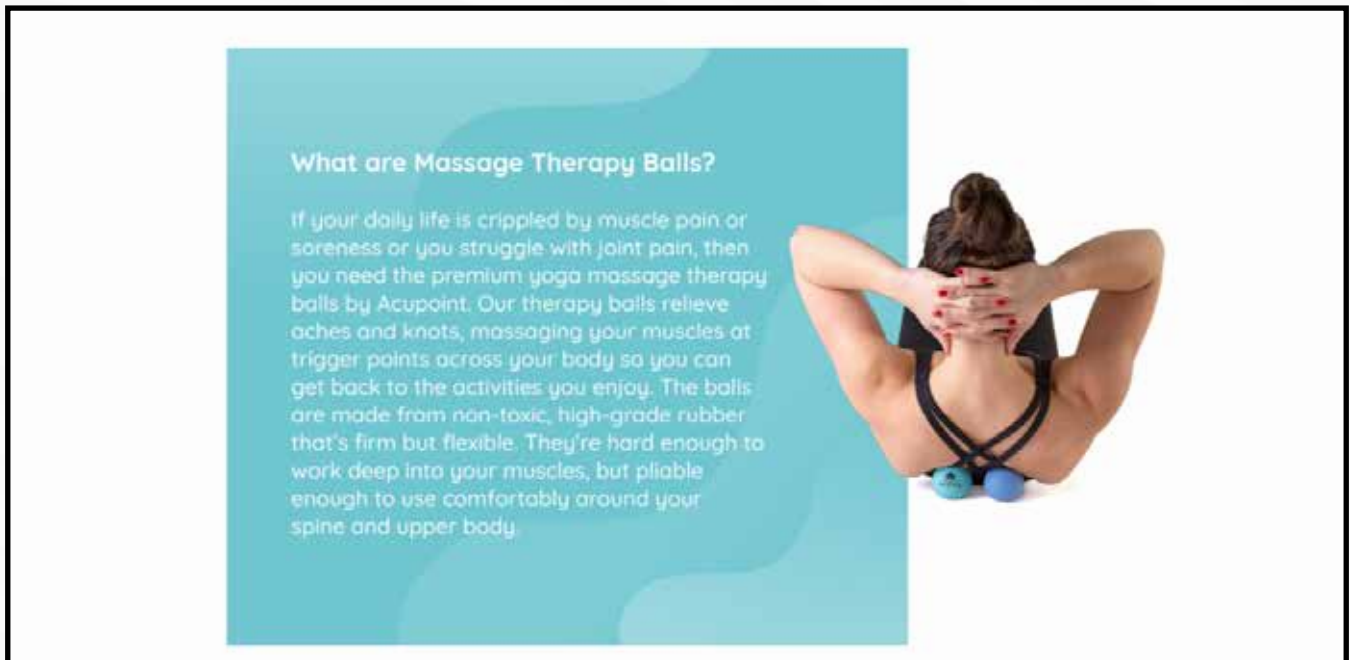
**Use the Supported Image File Types:** Use high-quality images in the RGB colorspace, and stick to supported file types like JPG, BMP, or PNG. Avoid blurry or low-quality images.

**Proofread Before Uploading:** Ensure your text is free from spelling mistakes and inconsistent punctuation. Use bold and italic formatting only for headings or specific words that need emphasis.

# WHAT TO INCLUDE IN AMAZON A+ CONTENT

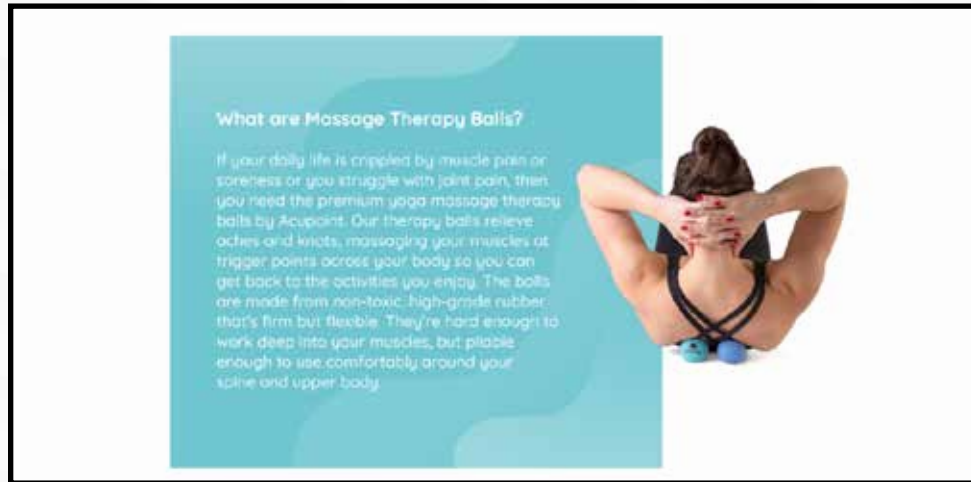
Amazon allows you to use up to seven modules for your A+ content. Below are some types of content you can include:

## Lifestyle Images with Informational Text



These images showcase your product being used in real-life situations, helping potential buyers visualize its practical application. Complement these images with informational text.

## Highlight Key Features and Benefits of the Product



Don't just describe your product; sell it! Convince customers of why they need your product. Show how it can solve their problems or improve their lives.

## Infographics



Infographics are an effective way to present complex information in an easy-to-understand, visual format. They can help clarify product features or usage instructions, and make your content more engaging.

### Additional Information



If there is any additional information that hasn't been covered in the bullet points, you can include it here along with images of your product.

### Comparison Charts

	Acupoint Physical Massage Therapy Ball Set - Ideal for Yoga, Daily Tension Massage	Acupoint Workout Cards & Exercise Cards - Bodyweight Fitness Card Deck	Acupoint Yoga Stretching Strap with Loop - 13' Long Exercise Physical Therapy	Acupoint Massage Ball Set - 4 Physical Therapy Balls for Post Workout	Set of 3 Elastic Bands - Fabric Resistance Bands - Workout Equipment	Yoga Wheel Back Stretchor - 18" Inch Super Strong, Safe
Yoga Equipment	✓					✓
Home Workout		✓			✓	
Helps Relieve Pain	✓		✓	✓		✓

If you have a range of similar products, utilizing comparison charts can greatly aid customers in understanding the nuances between each item and making informed choices.

## WHAT ARE BACKEND KEYWORDS?

Front-end keywords are the phrases that appear on your product listing. They are the words we frequently mention throughout the previous sections, and they serve the purpose of enticing customers to purchase your product and enhancing its discoverability on the platform. Most sellers are familiar with front-end keywords and use them to their advantage. However, it can be challenging to include these keywords without making the copy look cluttered. This is where backend keywords come in handy.

Amazon backend keywords are the phrases you add to your listing that remain hidden from buyers. You enter them in a special section accessible only to you in Seller Central. Although unseen by customers, these backend keywords still contribute to your product's visibility in search results. An example of this is the alt text you add in the A+ content of your listing. This text is not visible to buyers, but it is visible to you when you log into your Seller Central account.

# MASTERING THE ART OF BACKEND KEYWORDS: ESSENTIAL DOS AND DON'TS

To harness the full potential of backend keywords, it's vital to observe certain dos and don'ts:

## DOs:

**Aim for Precision and Relevance:** Focus on using relevant keywords that accurately describe your product. Consider using all possible synonyms, variations, and even common misspellings that customers might use during their search. Be precise and specific; this will ensure that your listing pops up in the most relevant customer searches.

**Regularly Update Keywords:** As your product and market change, it is beneficial to periodically review and update your backend keywords. This practice enables you to optimize for new keywords, adapt to changes in customer behavior, and enhance the discoverability of your product.

**Stay Within the Character Limits:** Remember, the backend keywords field has a character limit. As of September 2021, the limit stands at 250 bytes (not characters). Given this limit, it's crucial to use the space wisely, focusing on the most impactful keywords.

**Use Logical Sequencing:** When entering keyword phrases, try to structure them as your customers would. This can help your listing appear in more targeted and relevant searches, boosting visibility.

**Use Lowercase:** When typing your backend keywords, stick to lowercase letters. Amazon's search algorithm is not case-sensitive, making this a simple but effective way to save space.



## DON'Ts:

**Do Not Use Punctuation or Special Characters:** Amazon's backend keyword structure is straightforward - separate words with a single space. There's no need to add punctuation or special characters. Keeping your structure simple helps you avoid unnecessary complications and stay within the character limit.

**Skip 'Stop Words':** Avoid using 'stop words' such as "a," "an," "and," "by," "for," "of," "the," "with," and others. Remember, readability is not the primary concern here; it's about effective indexing.

**Avoid Repetition:** If a keyword already exists in your product title, brand name, or other visible sections of your listing, there's no need to repeat it as a backend keyword. Amazon's algorithm takes into account these visible areas, so focus your backend efforts on new and different keywords.

**Do Not Include Brand Names:** Keep your keywords focused on the product, not on branding. Including brand names - whether your own or your competitors' - is not advisable.

**Do Not Include Irrelevant Keywords:** Only use keywords related to your product. Using misleading or irrelevant keywords can confuse customers and will not contribute to the visibility of your listing.



# WHAT ARE BACKEND KEYWORDS?

Incorporating backend search terms on Amazon is a simple process. Here's a step-by-step guide to make it even easier:

Begin by logging into your Seller Central account.

Navigate to Inventory and select Manage Inventory.

Identify the product for which you wish to add backend keywords and click Edit in the Actions column.

Proceed by scrolling down to the Keywords section.

You can now input your backend keywords in the Search Terms or Backend Keywords field.

Note: Keep in mind that the exact field names may vary slightly depending on Amazon's updates, but the process remains unchanged.

## Summary

There you have it! You now know how to improve your product's listing on Amazon. With this guide, you can handle titles, bullet points, images, product descriptions, A+ content, and even backend keywords. By implementing these valuable tips, you can effectively boost sales and foster the growth of your business.

Are you ready to level up your Amazon selling game? Let SellerOps be your guide. We are your one-stop shop for everything Amazon sellers need. From optimizing your listings with SEO to managing your inventory, we're here to streamline the process. Contact us today for more information about our services.