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Introduction

Amazon has changed a lot from the simple keyword system it used to previously rely on. ChatGPT and Gemini have fundamentally changed the way people search for information. Because we rely so much on AI systems, Amazon introduced its own AI assistant called Rufus.

This has made the buying journey much faster. What previously required clicking through multiple pages, comparing products, and trying different keywords, shoppers now get what they need in one simple conversation. And because the search process is shorter, Amazon SEO in 2026 works differently, too.

If ranking in 2026 feels daunting, this ebook will walk you through everything step by step. We'll help you understand:

- What has changed this year
- How to optimize your titles, bullets, and descriptions
- The main ranking factors Amazon cares about now
- Easy SEO tips you can use right away

Chapter 1: Amazon Search and SEO

What is Amazon SEO?

Amazon SEO is the process of optimizing your product listing so it appears higher in Amazon search when shoppers look for items like yours. It involves using the right keywords, writing clear content, adding strong images, and giving Amazon enough information to understand your product.

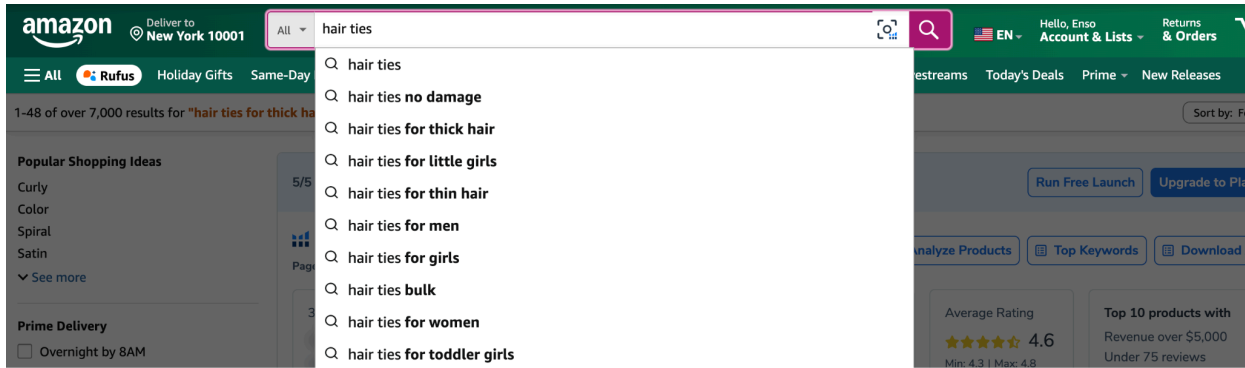
Why is Amazon SEO Important?

Amazon is massive, and every category is listed with thousands upon thousands of products. This is great for shoppers since it provides a variety of choices, but it makes it harder for sellers to stand out. If you want people to find your product before they see your competitors, you need strong Amazon SEO.

Good Amazon SEO pushes your listing higher in search results, gets more people to click on it, and brings in more sales. It basically helps your product get seen instead of getting lost down the page.

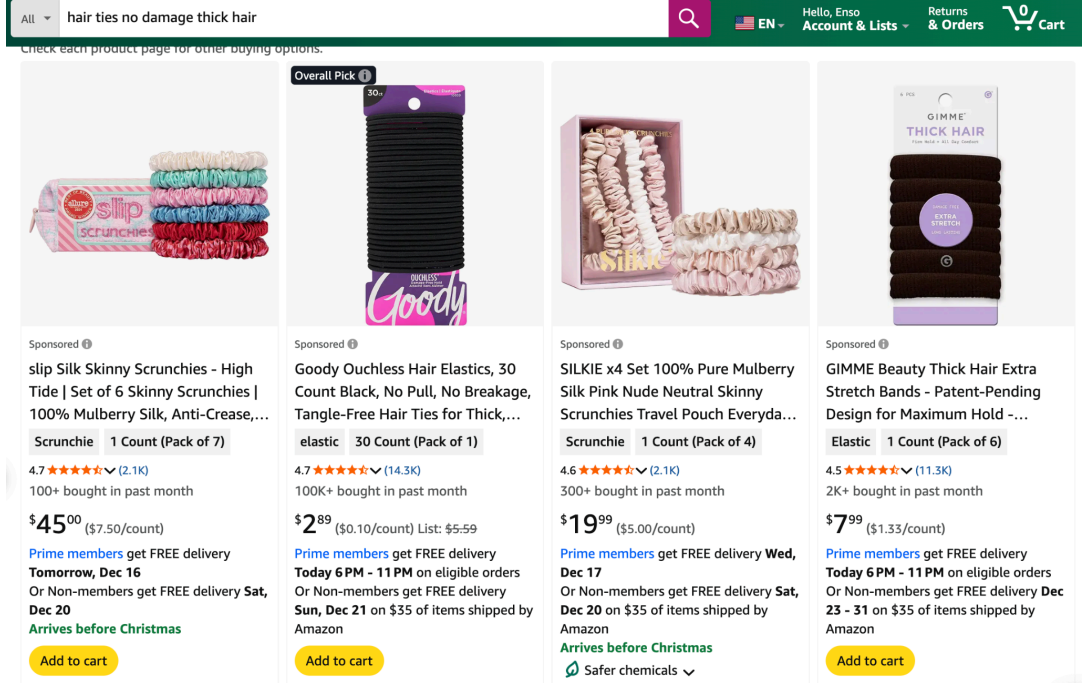
Here's a real-life example of why Amazon SEO matters so much.

Let's say you want to buy a hair tie for your thick hair. Let's head over to [Amazon.com](https://www.amazon.com) to find something within your budget.



Before you even finish typing, Amazon auto-suggests “hair ties for thick hair.”

If we enter the complete search term, Amazon shows us even more specific suggestions like “hair ties for thick hair no damage,” “hair ties for thick hair men,” and “hair ties for thick hair kids.” Let’s go with the “no damage” option, since that’s what most people would want.



If you scroll down the page, you’ll see that Amazon has done a really good job of curating the best products that match our search query. If you were actually shopping, you’d probably buy from one of the products on page one.

Around **70% of all clicks** happen on the first page, and the majority go to the top three results. If your product sits on page 3 or 4, very few people will ever see it, even if you have great reviews and a strong product. The sellers you see on the first page are usually the ones who take their Amazon SEO seriously.

Amazon A10 Algorithm

The A10 algorithm is the search algorithm Amazon uses to rank and curate products. It's essentially the upgraded version of the older A9 algorithm. A9 originally launched in 2004 as a public-facing search engine. It was built to compete with Google and other major search tools at the time.

A10 started rolling out around 2019–2020, and since then, Amazon has continued to upgrade it, especially as shopping behavior and competition on the platform have grown. The purpose of A10 is the same as every Amazon algorithm before it: show shoppers the products they are most likely to buy. But the way it decides that has changed.

Instead of focusing mainly on how well your listing is optimized with keywords, A10 cares more about how shoppers interact with your product. It looks at click-through rate, conversion rate, overall sales velocity, repeat purchases, return rate, and how often people seem satisfied with what they bought.

Besides organizing search, A10 is also responsible for powering Amazon ads, Best Sellers Rank, Frequently Bought Together suggestions, recommended products, and more.

How Does the Amazon Search Algorithm Work?

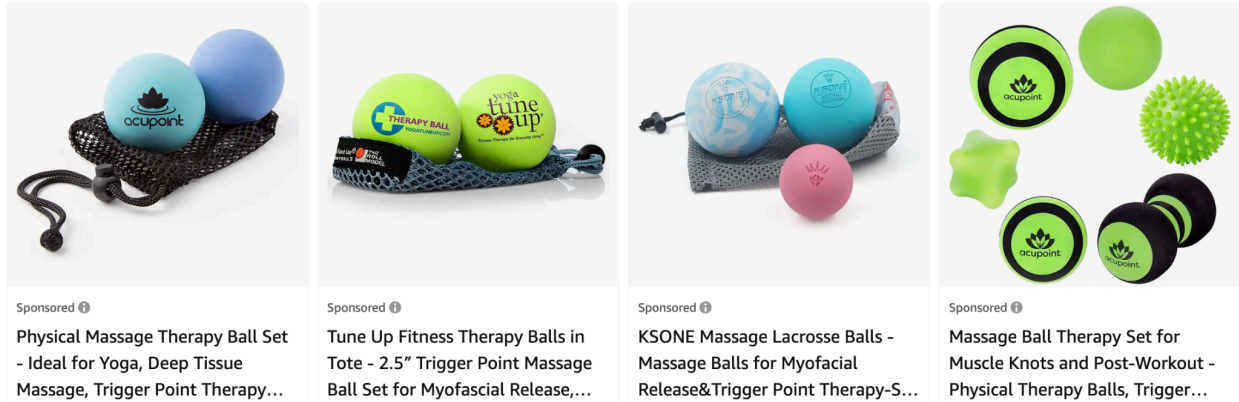
The Amazon search algorithm tries to understand what the shopper wants, and then decides which products are the best match for that search. It does this by looking at two major signals: **Relevance** and **Performance**. If your product is both relevant and performs well with real shoppers, Amazon gives you more visibility. If either one is weak, your ranking drops.

Relevance: Does Your Product Match the Search?

Before Amazon decides where to place your product, it needs to figure out whether your listing even belongs in that search result.

To do that, Amazon looks at:

Product Title



Example of keyword-optimized titles

Amazon reads your title to understand what your product is. This is where your most important keywords should appear. If your main keyword isn't in the title, Amazon may not treat your listing as a strong match.

Bullet Points



[Click to see full view](#)



About this item

- Complete Bar Accessories for the Home Bar Set: Pepe Nero's 27-piece cocktail shaker set includes everything you need for your home liquor bar. It features a dual-size Boston shaker (27oz & 20oz), essential bartender accessories like a wine opener, strainers, a mixing spoon, a wooden muddler, a jigger, and more, plus unique additions such as ice tongs and a lemon squeezer.
- Premium Quality and Leak Proof Bar Supplies and Accessories: This mixology bartender kit is made from high-grade, rust-resistant materials that won't corrode, warp, or discolor. It will last you a lifetime. The Boston drink shaker is specially weighted and thickened to prevent leaks and jams. It ensures a perfect seal every time you mix a drink.
- Travel-Friendly Cocktail Kit: The cocktail shaker set comes with a foldable canvas bag with dedicated pockets and placements for each tool. With its compact and portable design, you can easily take your mixology skills to any event or cocktail party.
- The Perfect Gift for Cocktail Lovers: This complete bartending supplies kit is an ideal choice for anyone who appreciates a well-crafted drink. It makes an excellent gift for birthdays, anniversaries, housewarmings, or any special occasion. It includes everything you need to mix, strain, and serve.
- Easy to Clean Bartending Kit: All accessories of the cocktail set, aside from the wooden muddler, are completely dishwasher safe. For the wooden muddler, just give it a quick rinse.

The seller has used multiple keywords in the bullet points to rank higher.

These help Amazon confirm the features, uses, and benefits of your product. Bullets help clarify the search intent you match, especially for longer, more specific keywords.

Product Description and A+ Content

Product Description

Why choose Burlybands over other hair bands designed for thick hair? 1) Burlybands were the #1 product featured in a 2017 top independent news article "27 Amazing Hair Products That Really And Truly Work." 2) They were designed to deliver on quality not quantity. Our premium, high quality bands will last you much longer than cheap knockoffs that you can only get one or two uses out of. You won't find a longer lasting hair tie on the market! other hair bands designed for thick hair? 1) Burlybands were the #1 product featured in a 2017 top independent news article "27 Amazing Hair Products That Really And Truly Work." 2) They were designed to deliver on quality not quantity. Our premium, high quality bands will last you much longer than cheap knockoffs that you can only get one or two uses out of. You won't find a longer lasting hair tie on the market! 3) Burlybands were designed by someone with crazy thick hair, who knows, first hand, the struggle with finding a high quality hair tie that actually works. Other brands might look similar but Burlybands outshine ALL other ponytail holders in this category, in terms of quality, strength, durability and flexibility. 4) They are not just another generic, me-too product. A lot of trial and error went into creating them. They have been tried-and-tested and actually do what we say they'll do! The end result is a product we are passionate about! 5) They solve all the following hair tie problems: Large Enough, Strong Enough AND Flexible Enough to Handle Thick Hair - Stay Strong and Retain Elasticity for Months - No Breaking - No Slipping (great for sports and working out) - No Damage - No Headaches - No Crease 6) They are perfect for any thick hair that is: Heavy, long, curly, smooth and sleek, kinky curly, natural or ethnic They are the perfect hair ties for teens and women! Note: Can wrap 2X for a secure, looser hold or 3X (for ponytails with a circumference up to 4.75") for a tight, no slip grip.

Product description of hair ties for thick hair.

These sections support Amazon's understanding of your product. They also help improve conversions, which feeds into performance signals later.

Backend Keywords (Search Terms)

Product Details	Images	Variations	Offer	Safety & Compliance
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Generic Keyword ?

Backend keyword field

These are invisible keywords that help Amazon map your product to additional searches that don't naturally fit into your title or bullets. They must be accurate and relevant, or Amazon may reduce your visibility.

Performance: Do Shoppers Actually Want This Product?

Once Amazon determines that your product is relevant, it looks at how well your listing performs with shoppers. This is where the algorithm starts ranking products from best to worst. Amazon wants to push up products that convert well because those listings make Amazon more money and give shoppers a better experience.

Here's what Amazon measures under performance:

Click-through rate (CTR)

How often do shoppers click your listing when they see it? A high CTR tells Amazon your listing looks appealing for that search term.

Conversion rate (CVR)

How many people buy your product after landing on your listing?

Total sales velocity

How fast your product sells over time.

Keyword-level sales performance

Amazon tracks how well you perform *for each keyword*. If you convert well for “hair ties for thick hair,” you move up specifically for that search term.

Price competitiveness

If your price is too high compared to similar products, buyers won't buy your product. Poor conversion lowers your rank.

Review count and rating

Reviews play a major role in how shoppers decide. A product with thousands of reviews and a 4.7 rating will always outperform a new product with a 3.8 rating.

Return rate and customer satisfaction

If many customers return your product or leave negative feedback, Amazon sees it as a risk and may push it down in rankings.

In-stock rate

If you run out of stock, your rankings drop. Amazon cannot rank a product that isn't available for purchase.

Chapter 2: The State of Amazon SEO in 2026

What Changed From 2020–2026?

Amazon's search system has gone through major changes in the last 6 years due to competition, shopper behavior, the rise of AI, and its own desire to improve search quality across the platform.

One of the biggest shifts is the way Amazon interprets keywords. Back then, if you had the right terms in your title and backend search fields, you had a good chance of ranking. In 2026, Amazon uses a more advanced understanding of search intent. Instead of relying only on the exact phrase the shopper types, it looks at meaning, context, and the type of product the shopper is likely trying to find.

External traffic has also changed a lot. External traffic in 2020 was helpful but not essential. In 2026, Amazon rewards listings that bring new buyers to the platform, especially when those visitors convert. This could be through TikTok traffic, Google ads, influencer links, brand websites, and email campaigns.

AI is also reshaping SEO. Amazon's Rufus has made product search more personalized than ever. We'll talk more about this in detail in the next section.

Another big change is how Amazon evaluates sellers. Listing quality alone is no longer enough. Amazon looks at seller performance metrics like on-time delivery, customer service history, order defect rate, and fulfillment reliability.

Why SEO Is No Longer Just Keywords + PPC

For years, Amazon SEO was basically a two-part formula: put the right keywords in your listing and run enough PPC to drive early sales.

The new A10 algorithm wants to see real shopper behavior. It cares about your click-through rate, conversion rate, reviews, returns, pricing, and overall customer satisfaction. If shoppers don't trust your listing or don't buy after clicking, you won't rank, no matter how many keywords you add or how much PPC you run.

Amazon also understands search intent better now. It doesn't rely only on exact-match keywords. It reads your images, your content, and even how buyers describe your product in reviews. PPC can still help your performance, but it only works when your listing already performs well.

How Amazon's Consumer Funnel Shrunk From 6 Steps to 2 Steps

Around 2020, the typical consumer funnel looked something like this:

1. Search
2. Compare options
3. Read reviews
4. Check product photos
5. Read listing text
6. Decide to buy

Today, Amazon's search system is smarter and shows shoppers the products they're most likely to choose right away. Most of the research happens in the background before the shopper even clicks.

This means the buying journey is now basically two steps:

1. Search
2. Buy

Here's why the funnel shrank:

Better auto-suggest and query matching

Amazon now understands what shoppers want earlier in the search. The suggestions are so accurate that many people trust them instantly and skip extra searching.

More personalized results

Amazon uses browsing history, past purchases, and behavior patterns to push the products a shopper is most likely to buy to the top of search results.

Images and reviews now visible directly in search results

Shoppers don't need to open every listing to see what the product is. Search results already show ratings, review counts, badges, pricing, and even product highlights. Many buying decisions happen right on the results page.

AI-driven product summaries

AI-generated snippets help shoppers understand key features without reading the full listing. This cuts out multiple steps from the old funnel.

Trusted brands and strong listings get pushed higher

Amazon's algorithm automatically pushes high-performing products.

Is It Hard to Rank in 2026?

Yes, ranking in 2026 is harder than it's ever been. Amazon has more sellers, more private-label brands, and more competition in almost every category. On top of that, the algorithm relies heavily on performance data now, which means only the best listings move up.

- **Over 2 million active sellers** are competing on Amazon globally, and thousands more join every day.

- **More than 70% of all clicks** still go to the first page.
- **The top 3 organic results get around 50% of all clicks**, leaving very little room for listings ranked lower.
- **Customer expectations are higher**, with many categories averaging 4.5+ star products and hundreds or thousands of reviews.

All this being said, the new system has also opened up opportunities for small sellers to get their products noticed if they use the right tactics and strategies. More on this later.

Chapter 3: Amazon's New AI Layer

What Rufus Actually Is

Rufus is Amazon's new AI shopping assistant. It was introduced in 2024 on Amazon US and is now available in most marketplaces. It allows shoppers to ask questions in natural language instead of typing in keywords to find products. Rufus can compare products, explain differences, and make recommendations based on what the shopper is looking for. It pulls information from the shopper's behavior, customer reviews, listing Q&As, and other signals across Amazon.

Internal planning documents show that Amazon expects Rufus to help drive about [\\$700 million in operating profit this year](#). This is a clear sign of how deeply Amazon is building AI into its shopping and search experience.

What's the Point of Rufus?

The goal of Rufus is to make product discovery easier and faster. Shoppers no longer need to open multiple listings, read long descriptions, or compare everything manually. Rufus summarizes information, highlights the best options, and gives direct answers.

How Rufus Pulls Product Data, Review Data, Content Data, and Behavioral Data

Rufus works by collecting information from different parts of Amazon and using that data to understand which products fit a shopper's question. Here's how it reads your listing:

Product data

This includes your title, bullets, images, attributes, category, and backend keywords. Rufus uses this to understand what your product is, what it does, and when it should be shown.

Review data

Rufus scans customer reviews to see what people are saying about your product—what they liked, what they didn't, and what problems the product solves. It picks up common themes to answer shopper questions.

Content data

This covers your product description, A+ modules, and even Q&A. Rufus uses this text to answer shopper questions directly. If your content is clear and helpful, Rufus can match your listing to more searches.

Behavioral data

This is one of the strongest parts of Rufus. It studies how shoppers interact with products:

- what they click,
- what they add to cart,
- what they actually buy,
- what they return,
- and what they browse before purchasing.

This helps Rufus understand which products real shoppers prefer.

What Rufus Likes Answers To

Rufus is designed to answer real shopper questions in a natural way. It performs best when your listing gives clear answers to the types of things buyers are already asking. This includes:

- What the product is
- Who it's for
- What problems it solves
- How it works
- What makes it better than similar options

- What customers liked or didn't like
- Any features that matter for daily use

Is Rufus Replacing Traditional Amazon Search?

No, at least not right now. Traditional A10 search still decides what shows up on the main results page, the rankings, the organic placements, and the ads. Rufus sits on top of that as a conversational layer that helps shoppers ask better questions and discover products faster.

How Has Rufus Impacted Paid Ads?

Rufus has made paid ads more reliant on the quality and performance of listings. If your listing is vague or not trusted by buyers, Rufus is less likely to show your ad in answers, even if you bid high. Ads now work best if you have good content, good reviews, and good relevance.

Chapter 4: Modern Keyword Research (Post-Rufus Era)

The 3 Requirements of Modern Keyword Research

Shoppers are no longer limited to typing "short keywords." They ask full questions, describe their problems, and include context like budget, use case, size, or experience level. Rufus then interprets those questions and maps them to products.

This means modern keyword research has to do three things:

1. Include full phrases that describe the shopper's need.
2. Identify relevant search terms that customers will use while using Rufus.
3. Focus on language that answers questions like who it's for, what problem it solves, and why it's better.

How to Collect Keywords From Rufus Conversations

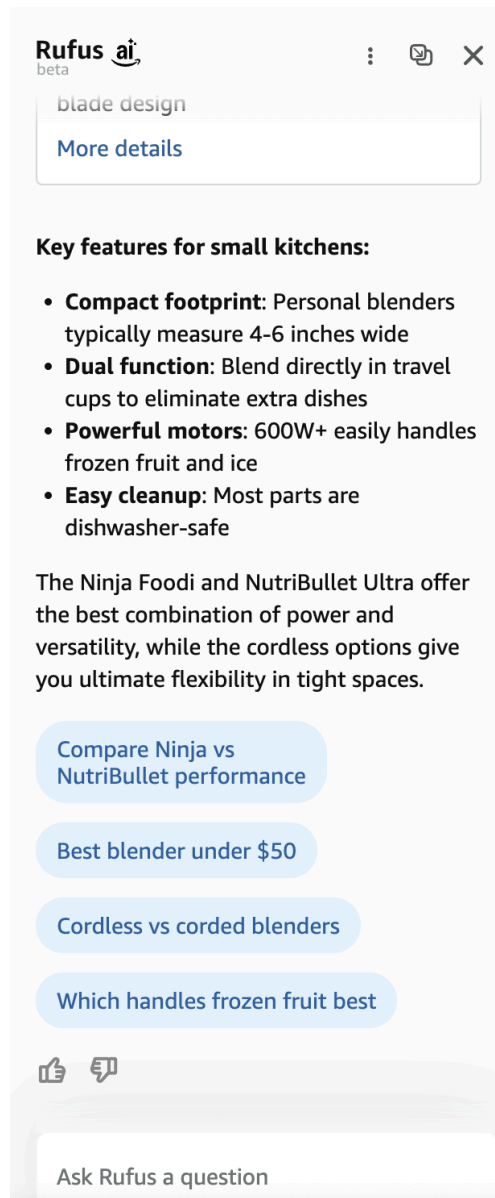
Go into Amazon as if you're the customer. Ask Rufus questions you think your target buyer would ask.

For example, we asked Rufus to suggest a blender for smoothies that fits in a small kitchen. Here's what it came up with.

The screenshot shows the Rufus AI chat interface. At the top left is the 'Rufus ai beta' logo. The user's question is: 'What kind of blender is best for smoothies in a small kitchen?'. The AI response states: 'For a small kitchen, the best blenders for smoothies are **personal-size blenders** that offer powerful performance without taking up counter space. Here's what to look for and my top recommendations:'. Below this, there is a section titled 'Best Compact Power' with a 'See more' link. Two product recommendations are shown. The first is 'Ninja Blenders for Kitchen | Smoothie Blender, Mix...', featuring a 4.7-star rating (102.5k reviews), '3K+ bought in past month', a price of '\$89⁹⁹' (list price \$109.99), and 'Prime members get FREE delivery Today 5 PM - 10 PM'. The second recommendation is 'nutribullet Ultra Personal Blen ↓ JB50500, 32 oz...', with a 4.4-star rating (9.1k reviews). At the bottom is an 'Ask Rufus a question' input field.

Pay attention to the words and phrases it repeats, like “dishwasher safe”, “compact”, “cordless”, etc. These phrases are keyword gold. Save them in a sheet and map them to your title, bullets, backend search terms, and A+ content.

You can go further down the search funnel and click on the follow-up questions Rufus suggests after every answer. These questions usually reveal extra use cases, problems buyers want solved, and feature-based phrases



Rufus is especially good at product comparisons, which is where most shoppers get stuck. When Rufus compares two items, look closely at how it describes benefits, drawbacks, and who each product is best for. These help you come up with long-tail keywords, pain-point phrases, and positioning lines you can use in your listing. Pay attention to any “criteria” Rufus mentions.

You can take this a step further by asking Rufus about specific audiences: “best for beginners,” “best for kids,” “best for small apartments,” “best for thick hair,” etc. Also, check how Rufus talks about problems buyers want to avoid.

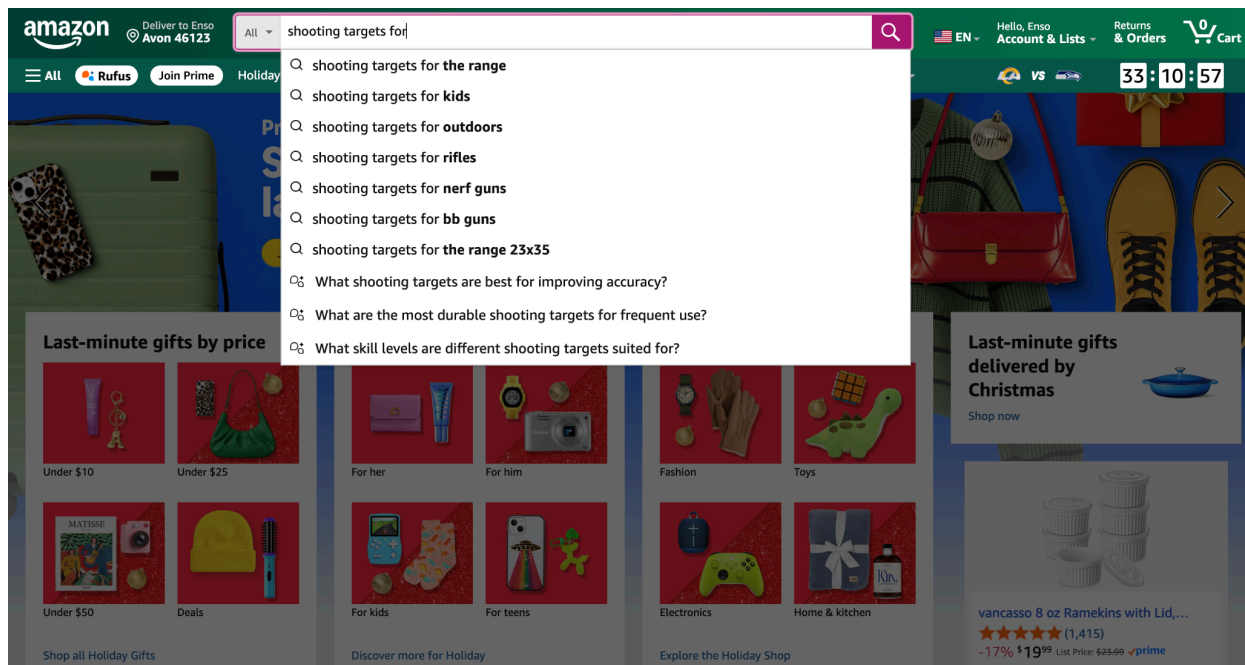
What Are Long-Tail Keywords?

Long-tail keywords are longer, more specific search phrases that usually contain three or more words. They have lower search volume, but the shoppers who type them are much closer to making a purchase. Because these terms are so specific, they have less competition and convert much faster compared to short-tail keywords.

Additional Keyword Research Methods

Rufus is not your only option for keyword research. It's just relatively new. You should still use the traditional methods that sellers have relied on for years. Here are the main ones to focus on:

Amazon's Autocomplete Feature



The best part about Amazon autocomplete is that it's completely free. All you need to do is type your root keyword into the Amazon search bar and try different combinations of letters or phrases. Amazon will show suggestions based on what people are actually typing.

The only downside is that autocomplete does not show search volume, so you don't know which terms are searched the most. You can fix this by checking the same keywords in a paid tool to see their volume and competition.

Paid Keyword Tools

If you have the budget, Helium 10, Jungle Scout, and DataDive are still very useful. They give you search volume estimates, seasonality trends, competitor keyword data, and keyword difficulty scores. While the numbers aren't perfect, they show you which terms have consistent demand across the platform. Paid tools are especially useful for finding long-tail keywords.

Amazon's Search Term Report

Available to sellers enrolled in Brand Registry, Amazon's Search Term Report shows you the most popular search queries shoppers used during a selected time period. It gives you real data directly from Amazon.

You can use the search term report to find long-tail keyword ideas, see each term's search frequency rank, and check the top three products that received the most clicks for that keyword. The report also helps you check how competitive each term is and where your brand stands compared to others.

Chapter 5: How to Structure Titles, Bullets, and Descriptions for Both Humans & AI

Once you know which keywords you want to target, the next step is placing them in your listing. This helps Amazon understand what your product is, who it's for, and when it should appear in search results. Your keywords should appear in your title, bullets, product description, and backend fields. Here's how to structure each one:

Titles

Your title is one of the first things shoppers notice, and it also plays a major role in how Amazon indexes your product. So, it needs to read well and be optimized for maximum impact, or else shoppers will skip it, and Amazon may not treat it as relevant.

Your title **NEEDS** to include:

- Your brand name
- Primary/ main keyword
- Key details such as size, color, material, quantity, or model
- Any important information buyers expect to see before clicking

Do's and Don'ts for Titles

Do capitalize the letter of each word. Exceptions to this are conjunctions ("and"), prepositions ("for", "in"), and articles ("the", "an").

Do spell out measurement fully (ie, "Inches" instead of "in")

Do use numerical form for numbers (e.g., "6 Pack" instead of "Six Pack").

Don't include the price and seller info

Don't use ALL CAPS

Don't use promotional message (ie, sale, discount, etc.)

Don't use symbols, special characters, or emojis (!, \$, {}, ?)

Don't repeat the same word more than twice.

Don't use any superlative words like "best", "cheapest" etc

Don't use more than 2 keywords in the title.

How Long Should the Title Be?

Title length varies by category, but most titles need to be **150 to 200 characters** as per Amazon's requirements. Ideally, keep your title under **130 characters** to stay safe across categories.

Keep in mind that mobile shoppers only see the first **80 characters**, so add your brand name and primary keyword right at the beginning.

You can follow this format:

[Brand] + [Product Type + Primary Keyword] + [Key Feature(s)] + [Color/Size/Variant]

Bullet Points

Bullets are where AI learns more about your product, and where shoppers understand why they should buy it. Rufus uses bullet information directly in its answers, so the structure matters.

Amazon allows you to have up to 5 bullets. That seems like little, and you might be tempted to cram as much text as possible, but this will just cause buyers to lose interest. No one wants to reach a giant wall of text.

To ensure your bullets have maximum impact, they need to:

- Include the best benefit your product has to offer.
- Show how your product solves a buyer's problem.
- Each bullet should include at least one long-tail keyword.

Here's how to structure them:

- **Bullet 1:** Highlight the main benefit. What problem does the product solve?
- **Bullet 2:** Key feature explained simply
- **Bullet 3:** Use cases. Who is it for? When is it used? Why does it help?
- **Bullet 4:** Extra benefit or differentiator. Something that makes your product stand out.
- **Bullet 5:** Materials, size, construction details, or anything technical customers need to know.

Do's and Don'ts for Bullets

Do keep sentences short. Active voice. Simple words.

Do start each bullet with a Capitalized Lead Phrase, then a colon.

Do include compatibility, material, size, etc.

Don't use all caps or icons/ emojis.

Don't use any unverified claims.

Don't mention competition, pricing, or promotion.

Don't use any superlative words like “best”, “cheapest” etc.

Don't use any filler words (“very,” “really,” “extremely”).

Don't include testimonials or quotes.

How Long Should a Bullet Be?

Each bullet can technically be up to 500 characters, but shorter bullets convert better. Ideally, your bullets should be **150–200 characters per bullet**. Amazon generally indexes the first **1,000 characters across all bullets**, so make sure to place your strongest keywords in the earlier lines.

Product Descriptions

Your description (or A+ content) doesn't carry as much raw SEO weight as the title or bullets, but it is extremely important for AI. Rufus pulls a lot of its explanations from your description because it answers questions in complete sentences.

Keep the following in mind when writing your product description :

- You should include short, clear sentences written in natural, easy-to-understand language.
- You should lead with a simple 2–3 sentence explanation of what the product does and who it's for.
- You need to divide the description into multiple short paragraphs.
- You should keep the content honest and avoid exaggerating, over-promising, or misleading the customer in any way.

Do's and Don'ts for Product Description

Do include any long tail keywords

Do expand on the bullet points. Provide context and explain the benefits.

Do use a storytelling approach.

Don't duplicate bullets.

Don't include testimonials or quotes.

How Long Should a Product Description Be?

The maximum character limit that Amazon allows is **2000 characters**. Ideally, it's recommended to stay within **1,000 characters** to provide enough information without overwhelming the shopper.

Images, Video, and Media Signals

Amazon looks at your images to understand what your product is, what it includes, how it works, and whether shoppers will trust it. High-quality visuals help you rank faster, convert better, and give AI enough information to recommend your product in more queries.

Good images also shorten the buying process. Most shoppers decide within a few seconds whether your product will satisfy their needs.

How Amazon's AI Evaluates Your Visual Content

Amazon's AI looks at your images the same way shoppers do, but faster and more thoroughly. Here's how it reads your media:

- AI first scans your images to detect what's actually shown, like shape, size cues, materials, colors, and any included accessories.
- Any text on your images is read and indexed. If the text is unclear or cluttered, AI may ignore it.
- AI checks whether your photos meet Amazon's rules.

The New 2026 Image Checklist Amazon Cares About

Amazon expects every listing to follow strict visual standards. Use this checklist to make sure your media is AI-friendly and conversion-ready:

- Use a pure white background for your main image.
- Use different angles showing the front, back, sides, and close-up details.
- Image size of 2000 × 2000 pixels works best.
- JPEG format is preferred
- Use 1× main image, 1× lifestyle image, 1× dimension image, 1× feature image, 1× instruction image and 1× before-after image
- There should be consistent branding across all images (fonts, colors, layout).
- There should be minimal text with plain, easy-to-read wording that AI can interpret.

How Many Images Can You Add to Your Listing?

Amazon lets you add **up to 9 images** to your product listing, but only **7 images + 1 video** usually display on most product pages. The remaining images can be viewed by clicking on the gallery.

How to Create AI-Friendly Alt Text That Amazon Actually Reads

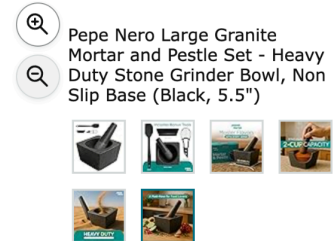
Alt text isn't visible to shoppers, but it's extremely important for Amazon's indexing. Amazon uses alt text to help AI "understand" your images, and Rufus relies on it to answer questions more accurately.

Here's how to write alt text that Amazon actually picks up:

- Describe what's in the image clearly.
- Mention your main keyword once.
- Keep alt text 8–12 words per image.

- No promotional language, claims, or unnecessary adjectives.
- Write as if explaining the photo to someone who can't see it.

VIDEOS IMAGES



Example of alt text: "Mortar and pestle set on a kitchen counter being used to grind fresh spices."

Chapter 6: Backend Fields

What Are Backend Keywords?

Backend keywords are extra keywords that don't fit naturally into your title, bullets, or description. They help you rank for synonyms, misspellings, and related phrases without cluttering your visible copy. Backend fields are especially important in 2026 because Amazon's AI reads them to confirm the context of your product.

Do's and Don'ts for Backend Search Terms

Do include synonyms, eg, sneakers trainers footwear.

Do add regional variations: "pants trousers," "color colour".

Do add abbreviations.

Do add common misspellings.

Do include high search terms (search volume 100+) or long-tail words.

Do keep every keyword relevant to your product.

Don't repeat keywords/ words already used in title, bullets, or description (unless different spellings).

Don't include commas, special characters, or punctuation. Separate each keyword with a single space only.

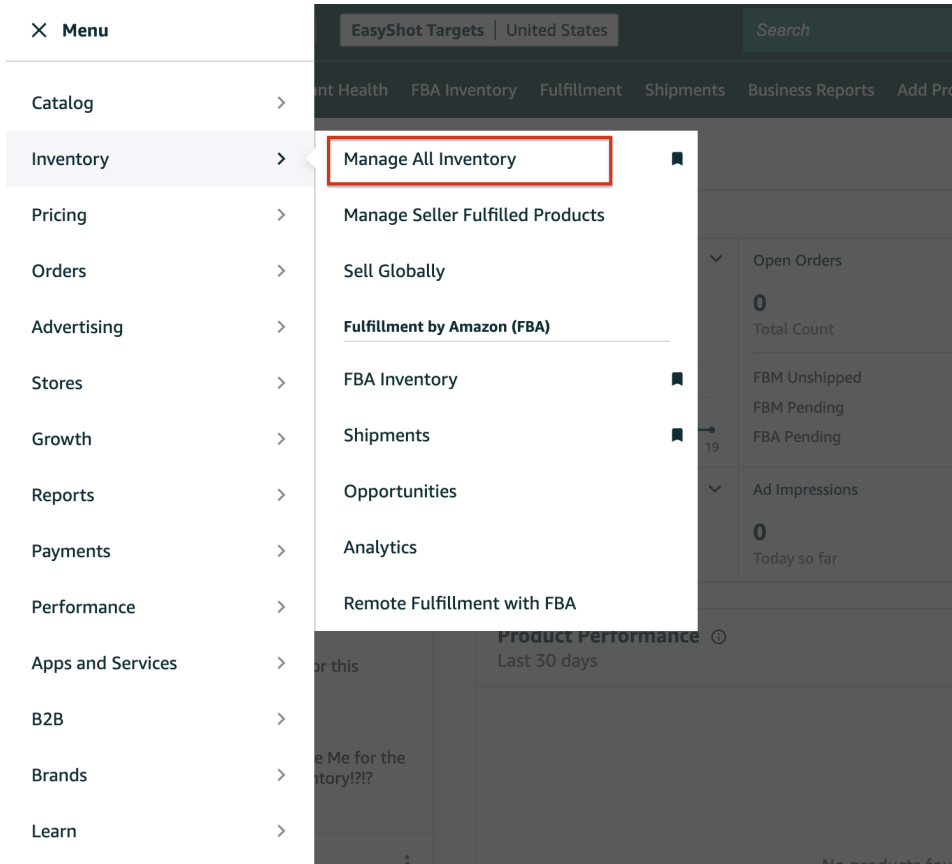
Don't include brand names or competitor names.

Don't include subjective words like "best" or "cheap."




Don't include ASINs, abusive, or irrelevant terms.

Don't include linking words like 'the', 'and', 'for', etc.

How to Add Backend Keywords

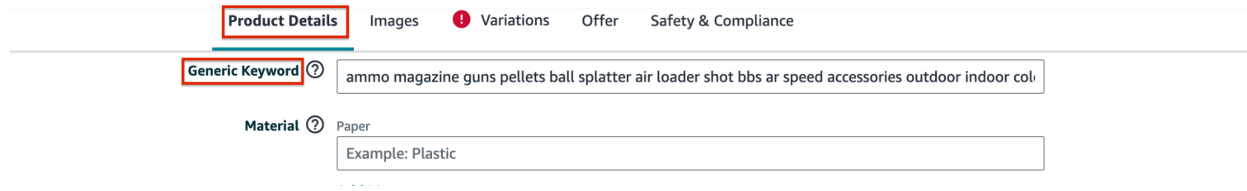


Step 1: Sign in to <https://sellercentral.amazon.com>. Navigate to **Menu** (☰). Go to **Inventory > Manage All Inventory**.

Product details Image, Title, ASIN, and SKU	Performance ⓘ Last 30 days	Inventory Fulfilled by and quantity	Price and shipping cost Pricing details	Estimated fees per unit sold
 Variation family: EasyShot Targets Shooting Targets 12 x 18inch Targets Highly Visible Neon Silhouette Paper Targets Heavy-Duty Paper Targets for Shooting in Short and Long Range Hunting Practice Parent ASIN: B0B2N2X393 Parent SKU: EB-72HN-FUD8				
 EASYSHOT Gun Targets for Shooting Range 13x13 inch Bullseye Orange with Shooting Targets 12 x 18inch Targets Highly Visible Neon Silhouette Paper Targets ASIN B0DDR1ZYX8 SKU Bundle 2 Condition New	Sales Units sold -- Page views -- Sales rank --			
 EASYSHOT Gun Targets for Shooting Range 13x13 Bullseye Orange with 12" X 18" Hostage Targets for Shooting Featuring Photo-Realistic Designs ASIN B0DDRM3KXV SKU Bundle 1 Condition New	Sales Units sold -- Page views -- Sales rank --			

- Edit listing**
- Manage images
- Copy listing
- Delete listing
- Advertise listing
- Merge duplicate product

Step 2: Once you've located the product you want to edit, scroll to the extreme right and under **Estimated Fees**, click on the three dot vertical icon and choose **Edit Listing**.



The screenshot shows the 'Product Details' tab in the Amazon Seller Central interface. The 'Generic Keyword' field is highlighted with a red box and contains the text 'ammo magazine guns pellets ball splatter air loader shot bbs ar speed accessories outdoor indoor col'. Below it, the 'Material' field is also highlighted with a red box and contains the text 'Paper' and 'Example: Plastic'.

Step 3: Click on the **Product Details** tab. Scroll down to **Generic Keywords**. Add your backend keywords over here. Scroll down below and click on **Save and Finish**.

Chapter 7: Additional Amazon SEO Ranking Tips

Keep Your Return Rate Low

Amazon pays close attention to returns because they reflect whether your listing is accurate and whether the product meets customer expectations. A return rate above **8–10%** can impact ranking and suppress ads.

To keep your return rate low, make sure your images show the real product clearly, your bullets explain what the product does, and your description sets the right expectations. Add size guides, usage instructions, compatibility, material information, and so on.

Use FBA

To ensure your customers have the best possible shopping experience, use FBA. FBA listings usually get better visibility and win the Buy Box more often. Also, Amazon customers prefer to shop from FBA since it has a more seamless delivery, return, and refund process.

If you want to switch a product to FBA, log in to Seller Central and go to your **Manage Inventory** page. Find the SKU you want to update, then look at the far-right side of the row. Click the small arrow next to the **Edit** button to open the dropdown menu. From there, select **“Change to Fulfilled by Amazon.”** Once you confirm, Amazon will guide you through the steps to prepare and send your inventory to an FBA warehouse.

Use PPC and External Channels to Boost Organic Ranking

You can run Sponsored Ads or use external traffic sources such as social media, affiliate sites, email lists, and other marketing channels to bring more sales to your store.

Amazon launched the Amazon Attribution Program in 2019 to help sellers track how well their off-Amazon marketing works. It's available to Brand Registered sellers, vendors, KDP authors, and the agencies that manage them.

Keep in mind that while cross-channel marketing works, it's a more advanced strategy. It's better to use it if you have support from a team like Enso Brands. For most sellers, Sponsored Ads are the easier and safer option.

Optimize Your A+ Content (AI Reads It!)

A+ content is an exclusive feature available to brand-registered sellers. According to Amazon, it can improve conversion rates by **3–10%**.

A+ content gives you extra space to explain your product in a visual, easy-to-digest way. You can use images, icons, short paragraphs, comparison charts, and feature modules to answer questions that your bullets and description can't cover in detail. Amazon offers templates you can use, but you can also customize the layout to fit your brand.

Rufus pulls a lot of its explanations from A+ modules. So make sure you include plenty of information about the features, benefits, materials the product is made of, care instructions, etc.

Key Takeaways

- Amazon SEO in 2026 is about intent, shopper behavior, and AI. Old tactics like keyword stuffing don't help anymore.
- Clear titles, bullets, descriptions, and backend fields make it easier for Amazon and Rufus to understand exactly what your product is.
- Your copy should sound natural and conversational so Rufus can read it easily and match it to the right searches.
- The best way to pick up keywords is by picking up on patterns you see in Rufus answers. You can also use Amazon autocomplete suggestions, paid keyword tools, and

your search term reports.

