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# Spearfishing

*Your next best seller*

# What is ✂ scissortail.ai ?

## Intelligence for product selection and listing content strategy

Scissortail.ai is a proprietary algorithm that delivers data-driven product selection strategy and listing optimization guidance to help Amazon sellers:

- **Select** products with low competition and high opportunity

- **Target** the right search terms, keywords and phrases

- **Launch** and/or improve product listings

- **Beat** existing competitors in both rank and click through rate

- **Win** with zero dollars in ad spend

## How Does Scissortail.ai Work?

Scissortail.ai discovers target products capable of organically ranking above Amazon competitors in a given product space. The algorithm's core pagerank system ranks an Amazon listing based on 130 different vectors plotted across a 1-to-10 scale to predict product success and competitiveness.

**The algo scours millions of searches on Amazon looking for eight key factors:**

- High Consumer Demand (Search Volume and Revenue)

- Weak Competitor Listings (Low Listing Quality Score (LQS))

- Weak Competitor Products (Poor Amazon Customer Ratings)

- Low Number of Competitive Customer Reviews (Low Number of Reviews)

- Lack of Dominant Product in the Space (Low Terms Clickshare)

- Low Number of Competitors Using Sponsored Ads

- Low Number of Competitors Ranking on Specific Search Terms (word 1, word 2, word 3)

- Breadth of Available Search Terms to Rank On

*Taken together, this data pinpoints key opportunities where new products can enter, compete and dominate.*

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## How is the Reference Product Selected?

**Scissortail.ai discovers product opportunities based on search volume, click share and revenue of existing products that rank above and below a target product for a specific query string.**

After identifying a key product area, Scissortail.ai groups similar search terms together and provides data that is then used to select the main reference product (one already ranking on those key searches) to act as intelligence for product selection and listing content strategy.

## Target Product:

# Spearfishing

Radar chart with axes: Revenue, Competition, Search Volume, Ratings, Differentiation

Target Price: **$66.99**
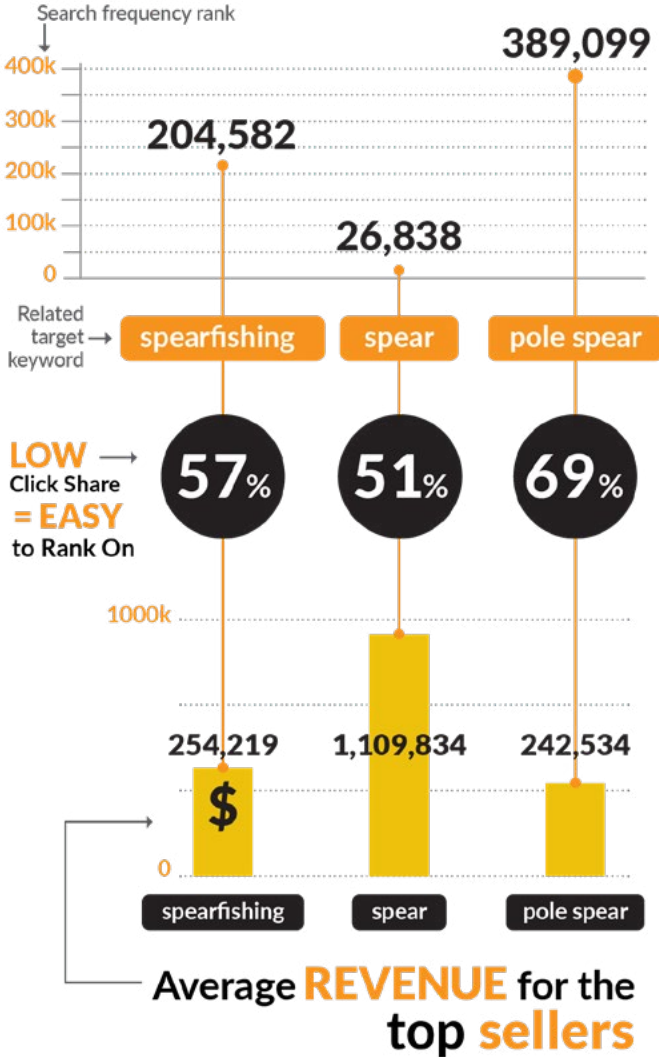
Target Units: **1500**

Expected Revenue: **$100,000**

Estimated COGS: **$21**

Estimated Margin: **$46**

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> *A wide price range of ~35-75 dollars among top-selling competitors indicates a demand for a high-value performance product.*

# Key Findings

Search frequency rank

| | | **389,099** |
|---|---|---|
| 400k | | |
| 300k | **204,582** | |
| 200k | | |
| 100k | **26,838** | |
| 0 | | |

| Related target keyword → | spearfishing | spear | pole spear |
|---|---|---|---|

**LOW** →
Click Share
**= EASY**
to Rank On

| **57**% | **51**% | **69**% |
|---|---|---|

1000k

| 254,219 | 1,109,834 | 242,534 |
|---|---|---|
| $ | | |

0

| spearfishing | spear | pole spear |
|---|---|---|

Average **REVENUE** for the
top **sellers**

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# Reference Product

**ASIN:** B00O83DY4O

**URL:** https://www.amazon.com/dp/B00O83DY4O

**Title:** Spearfishing 5' Fiber Glass Travel 2piece Hawaiian Sling
Pole Spear 3 Tips Set

**Price:** $70

Sports & Outdoors › Sports & Fitness › Hunting & Fishing › Fishing › Ice Fishing › Ice Spearing Equipment

### Spearfishing 5' Fiber Glass Travel 2piece Hawaiian Sling Pole Spear 3 Tips Set

Brand: Scuba Choice

★★★★☆ ∨   |   224 ratings  |  11 answered questions

**Save 6%**   Lowest price in 30 days

Was: ~~$72.82~~ Details

Price: **$68.41** & FREE Returns

You Save: **$4.41 (6%)**

Get $50 off instantly: Pay $18.41 ~~$68.41~~ upon approval
for the Amazon Rewards Visa Card. No annual fee.

- Total length: 5' (60")
- Pole spear material: Fiber glass
- 3 Prong Paralyzer tip with barb: Stainless Steel, 12" long.
  8mm diameter thread
- With Black rubber sling & bag.
- Break down length: 24" pole + 24" pole + 12" Paralyzer tip
  (12" single barb tip & 6" Lionfish Tip)

New (2) from **$68.41** & **FREE Shipping**.

↩ Report incorrect product information.

# Competitive Findings Overview

| Attribute | Findings | Opportunity | Take Aways |
|---|---|---|---|
| **Consumer Demand** | **204,582** Volume and **$245,219** Revenue (high) | High | Consumer demand is determined by analyzing search volume and revenue in the given product space. |
| **Number of Available Search Terms to Rank On** | **12** (high) | High | The existence of numerous search terms with low competitor click share indicates high opportunity to win click share and conversion in the space. |
| **Percent of Dominant Products in the Space** | **57%** (low) | High | Low click share divided between several competitors in the space indicate no one seller owns the space. |
| **Number of Competitors Ranking on Specific Search Terms** | **14** Term One, **0** Term Two, **0** Term Three (low) | High | This indicates key search terms have low competition and will be easier to rank on than others. |
| **Number of Competitors Using Sponsored Ads** | **32%** (low) | High | This number indicates that fewer sponsored ads will appear alongside products appearing in top results of a given search. |

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# Understanding the Findings

## Top Related Queries to Target

| Query string | Volume |
|---|---|
| spear | 8,906 |
| spearhead | 1,658 |
| spearfishing | 1,559 |
| spear head | 1,270 |
| pole spear | 1,060 |
| cold steel spear | 1,045 |
| spears | 815 |
| survival spear | 610 |
| fishing spear | 576 |
| hunting spear | 433 |
| tactical spear | 338 |
| spear point | 300 |

## How We Find Queries to Target

Queries with low competiton and low number of existing ratings present a key opportunity and indicate strong abiltiy to rank. The higher the volume and lower the number of ratings, the more likely it is you will be able to compete on this query.

## What is Listing Quality Score  (LQS)?

The Competitive Analysis Tool helps evaluate the quality of the listings ranking for specific search queries. This tool evaluates the listing and asigns an LQS score based on numerous listing analysis factors. This score determines the overall quality of these listings. Anything above 6 we consider a solid listing. Any listing below a 6 indicates the listing is not a quality listing and could easily be outranked by a quality listing targeting the given query.

**Query Analysis** seeks to discover which queries to target based on search volume, number of competitors ranking on that query, number and sentiment of reviews, and presence of a given keyword in existing product titles.

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# Competition for Queries

Of the top five (non-sponsored) listings for each query, only 2 rank above a 6*. This indicates the quality of competitive listings is low and will be an easy category to rank in with a quality listing.

*see orange boxes below*



| Rank | Is Spnrd | Title | LQS V3 | Rating | Ratings total | Total volume | Total searches | Score | Log score | Max vol top60 | Best rank | Count | Max vol | Brand |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | S | Nataly Osmann Mens 3mm /1.5mm Wetsuits Camo Neoprene Full Body Diving Suits One Piece Spearfishing Suit | 1 | 3.8 | 52 | 28,223 | 31 | 1,099 | 49 | 17,933 | 26 | 15 | 17,933 | Visit the Nataly Osmann Store |
| 2 | | Spearfishing 5' Fiber Glass Travel 2piece Hawaiian Sling Pole Spear 3 Tips Set | -1 | 4.4 | 223 | 16,220 | 82 | 3,575 | 2,050 | 8,906 | 16 | 17 | 8,906 | Scuba Choice |
| 3 | | Cressi Apache Aluminum Speargun with Galvanized Notched Shaft & Circular Elastic Band | Made in Italy: quality since 1946 75 cm | 29.5" Black | 1 | 4.3 | 330 | 11,084 | 43 | 2,239 | 869 | 3,898 | 4 | 16 | 3,898 | Cressi |
| 4 | | Scuba Choice 5' One Piece Spearfishing Fiber Glass Pole Spear with 1 Prong Single Barb Tip | -1 | 4.3 | 204 | 5,187 | 35 | 972 | 222 | 1,559 | 4 | 12 | 1,559 | Scuba Choice |
| 5 | | Scuba Choice 5' One Piece Spearfishing Fiber Glass Pole Spear with 3 Prong Barb SS Paralyzer Tip | -2 | 4.2 | 148 | 15,475 | 35 | 1,409 | 190 | 8,906 | 17 | 13 | 8,906 | Scuba Choice |
| 6 | | Scuba Choice Fiber Glass 4.5' Travel Two Piece Spearfishing Pole Spear with Lionfish Barb Tip and Bag | -1 | 4.4 | 57 | 5,386 | 40 | 645 | 122 | 1,559 | 6 | 12 | 1,559 | Scuba Choice |

# Top Query Results for Reference Product

Name: **Spearfishing 5' Fiber Glass Travel 2piece Hawaiian Sling Pole Spear 3 Tips Set**

Annual Revenue Estimate: **$93,242**

Matching Queries: **76**

| Query | Query Volume | Query Value | Reference Rank | Rev Allocation | Rev Allocation % |
|---|---|---|---|---|---|
| spearfishing | 1559 | $254,219 | 2 | $23,173 | 24% |
| spear | 8906 | $1,109,834 | 16 | $17,651 | 18% |
| pole spear | 1060 | $242,534 | 2 | $15,756 | 16% |
| hawaiian sling | 539 | $64,321 | 1 | $8,012 | 8% |
| spear fishing | 251 | $58,281 | 2 | $3,731 | 4% |
| spear fishing pole | 250 | $40,766 | 2 | $3,716 | 3% |
| spear pole | 200 | $68,292 | 2 | $2,973 | 3% |

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# Keyword Results for Reference Product

The following are some of the top keywords the reference product ranks on, where each ranks, and how well they measure up to the competition. This indicates that with listing and title optimization, a new listing could compete.

*See the data descriptions key below to learn more about the data presentend in this graphic.*

Using the reference ASIN, this keyword data provides additional search queries to target.

| Reference ASIN | spear | spearfishing | pole spear | spoear | spears | fishing spear | hawaiian sling |
|---|---|---|---|---|---|---|---|
| Search Volume | 8906 | 1559 | 1060 | 897 | 815 | 576 | 539 |
| R Position | 16 | 2 | 2 | 10 | 17 | 1 | 1 |
| Average Above | 2 | None | None | 4 | 2 | None | None |
| Median Above | 1 | None | None | 4 | 2 | None | None |
| R Score (LQS) | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Average Below | 0 | 1 | 0 | 0 | 1 | 1 | -1 |
| Median Below | 0 | 0 | -1 | 0 | 0 | 0 | -1 |
| 1 | 11 | Sponsored | Sponsored | Sponsored | 11 | 3 | 3 |
| 2 | 10 | 3 | 3 | 11 | 10 | 0 | -2 |
| 3 | 6 | 9 | 0 | 10 | 6 | 2 | -8 |
| 4 | -1 | 2 | 2 | 3 | 3 | 1 | -4 |
| 5 | 3 | 0 | -1 | -4 | 6 | 0 | 2 |
| 6 | 4 | -1 | 0 | 4 | 4 | 1 | -2 |
| 7 | -7 | -1 | 0 | -1 | 2 | -1 | 0 |
| 8 | -4 | 6 | 1 | 6 | 3 | 0 | 1 |
| 9 | 1 | 7 | -1 | 4 | 1 | 3 | -1 |
| 10 | 3 | -2 | 2 | 3 | 2 | -2 | 1 |
| 11 | -2 | 4 | 0 | -1 | -1 | 0 | -2 |
| 12 | -1 | 0 | -2 | -1 | -3 | 2 | -4 |
| 13 | 6 | 1 | 1 | -2 | -2 | 1 | -4 |
| 14 | -1 | 0 | -2 | 2 | 1 | -1 | -4 |
| 15 | -3 | -3 | -1 | 6 | -3 | 6 | -1 |
| 16 | 3 | 0 | 2 | 1 | -4 | 1 | -7 |
| 17 | 0 | -1 | -2 | -2 | 3 | 7 | 0 |
| 18 | 5 | 4 | -10 | 1 | 6 | 4 | 0 |
| 19 | 6 | 0 | 4 | -3 | 1 | 2 | 1 |
| 20 | 0 | -7 | 1 | -3 | -2 | 4 | -1 |

## About the Data

**Search Volume:** Relative number of search requests for this term

**R Position:** Ranking of this product for this term on a representative search results page

**Average Above:** The average listing quality score for the products that appear above this product on a representative search results page.

**Median Above:** The median listing quality score for the products that appear above this product on a representative search results page.

**R score (LQS):** The listing quality score for this product. See page 5 for more about LQS.

**Average Below:** The average listing quality score for the products that appear below this product on a representative search results page.

**Median Below:** The median listing quality score for the products that appear below this product on a representative search results page.

*Notes: * By default, sponsored listings are excluded from these calculations.*

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# Evaluating the Competition

**Brand Analytics**
identifies these as the
*top three* listings for:

**spearfishing**

• Search Rank
Volume:
**204,582**

B00O83DY4O — Spearfishing 5' Fiber Glass Travel 2piece Hawaiian Sling Pole Spear 3 Tips Set
Click Share: **38.30%**    Conversion Share: **42.86%**

B00BUFO5VY — Scuba Choice 5' One Piece Spearfishing Fiber Glass Pole Spear with 3 Prong Barb SS Paralyzer Tip
Click Share: **9.93%**    Conversion Share: **14.29%**

B07H2NNBHS — AB Biller Redesigned Professional Speargun, Stainless or Wood (Made in USA)
Click Share: **9.22%**    Conversion Share: **14.29%**

**Brand Analytics**
identifies these as the
*top three* listings for:

**spear**

• Search Rank
Volume:
**26,838**

B004N0KVTS — Cold Steel Spear with Sheath, Boar Spear
Click Share: **26.36%**    Conversion Share: **20.00%**

B07B1WRBGG — Survival Spear, Stainless Steel Hunting Spear, Tactical Throwing Spear, Nylon-Fiberglass Tactical Spear Handle, Decisive Hunting Gear
Click Share: **13.54%**    Conversion Share: **20.00%**

B083F55FHX — Javelin Serrated Spear, Accurate Throwing Spear, Stainless Steel Survival Spear, Nylon-Fiberglass Tactical Spear Handle, Hunting Spear
Click Share: **11.60%**    Conversion Share: **13.33%**

**Brand Analytics**
identifies these as the
*top three* listings for:

**pole spear**

• Search Rank
Volume:
**389,099**

B00JSMXMGK — Cressi Aluminium Pole Spear, Black, 3 pcs, 6.5 ft
Click Share: **11.59%**    Conversion Share: **50.00%**

B00O83DY4O — Spearfishing 5' Fiber Glass Travel 2piece Hawaiian Sling Pole Spear 3 Tips Set
Click Share: **11.59%**    Conversion Share: **25.00%**

B00BUFO5VY — Scuba Choice 5' One Piece Spearfishing Fiber Glass Pole Spear with 3 Prong Barb SS Paralyzer Tip
Click Share: **11.59%**    Conversion Share: **25.00%**

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# Analysis of Competitive Listings

| Attribute | Findings | Opportunity | Take Aways |
|-----------|----------|-------------|------------|
| **Listing Quality Score (LQS)** | **0.9** out of **6** (low) | High | Competitors in this space have poor listings that may not follow Amazon's content standards and that pale in comparison to the content elements used by their successful competitors. Use the content creation practices outlined in this report to build competitive listings capable of dominating in this space. |
| **Amazon Ratings to Traffic Volume Ratio** | **3.8** (low) | High | This number indicates consumers  are not satisfied with the current products in the space and may gravitate to new product options. A good product rating strategy, motivating customers to leave ratings, could increase ratings and provide a competitive edge for new product listings as well. |
| **Number of Customer Reviews to Traffic Volume Ratio** | **1.0** (low) | High | A low number of customer reviews indicates an opportunity to introduce a product consumers will want to praise with numerous reviews. A good product review strategy motivating customers to leave reviews could increase reviews and provide a competitive edge. |
| **Percentage of Unhappy Customer Reviews** | **73%** (high) | High | Based on ngram analysis of collective reviews, ngram data is likely to reveal product improvement/customer experience feedback that can be used as an advantage when taking a new product to market. |

# Guidance for New Listing

| Attribute | Findings | Opportunity | Take Aways |
|-----------|----------|-------------|------------|
| **Number of Competitive Words and Phrases** | **10** NGrams Missing | High | To stay competitive use all suggested competitive ngrams in title, listing and search term fields. |

# Title Optimization

With the title ngram, we find other ways to convey the same information, using click share numbers to know which version of a word or phrase variation to use. Additionally, longer titles containing more keywords toward the end of the title tend to succeed more.

**Original Title:** **Spearfishing 5' Fiber Glass Travel 2piece Hawaiian Sling Pole Spear 3 Tips Set**

| Spearfishing | 5' | Fiber Glass | Travel | 2piece | Hawaiiaan Sling Pole Spear 3 Tip Set |
|--------------|-----|-------------|--------|--------|--------------------------------------|
| Spearfishing **37%** | 5 ft **39%** | Fiberglass **36%** | Travel **38%** | 2 piece **36%** | Three **37%** |
| Speargun **36%** | 5 foot **38%** | Fiber Glass **34%** | Travel Size **35%** | Two Piece **35%** | 3 **36%** |
| Harpoon **35%** | 5' **36%** | | Travel-size **31%** | 2piece **20%** | |

**Intelligent Title:** **Spearfishing 5 ft Fiberglass Travel 2 piece Hawaiian Sling Pole Spear Three Tips Set**

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# Data-Driven Ngram Content Strategy

## Title Ngrams to Include:

| Title Ngrams | Unique Titles | Click share |
|---|---|---|
| spearfishing | 320 | 0.37 |
| harpoon | 66 | 0.35 |
| spear-fishing | 0 | - |
| spear fishing | 7 | 0.32 |
| speaargun | 197 | 0.37 |
| scuba | 1959 | 0.37 |
| diving | 2828 | 0.37 |
| boat | 16098 | 0.36 |
| water | 93817 | 0.36 |
| ocean | 9350 | 0.37 |
| fiber glass | 100 | 0.34 |
| fiberglass | 2911 | 0.36 |
| travel | 73599 | 0.38 |
| travel size | 2797 | 0.35 |
| travelsize | 1 | 0.46 |
| travel-size | 105 | 0.31 |
| 2piece | 165 | 0.38 |
| 2 piece | 9830 | 0.36 |
| two piece | 4279 | 0.35 |
| 3 | 304151 | 0.36 |
| three | 11918 | 0.35 |
| 5' | 7070 | 0.36 |
| 5 foot | 470 | 0.39 |
| 5 ft | 2193 | 0.39 |

## Keyword Ngrams to Include:

| Keyword Ngrams | Top% | Bottom% |
|---|---|---|
| paralyzer tip | 70% | 6% |
| single Barb tip | 50% | 6% |
| lionfish tip | 40% | 6% |
| ice | 80% | 14% |
| ice fishing | 30% | 9% |
| quality | 50% | 22% |
| water | 30% | 18% |
| pounds | 40% | 25% |
| fishing | 40% | 28% |
| durable | 30% | 22% |

Optimized Title with Ngram Data and Additional Keywords:

**Spearfishing 5 ft Fiberglass Pole, Travel 2 piece, Three Tip Sets, Hawaiian Sling, Paralyzer Tip, Single Barb Tip, Lionfish Tip**

## About Ngram Analysis

Ngram Analysis reveals the exact words and phrases (*ngrams) that statically appear more in winning listings vs losing listings and vice versa. Therefore, Ngram Analysis identifies key words and phrases (and their estimated +/- lift) to add, avoid or remove when building or optimizing listing titles, bullets, descriptions, and search term fields.

With the search query and reference product targeted, the ngram algo tools are used to identify high-click share words and phrases to include in a listing's title, body copy, and search term fields. *n-grams are single words or word combinations, one gram is just a word. A two gram is a two-word combination, and so forth.

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# Competitive Listing Analysis

## Competitive Analysis

### Listing:

**Spearfishing 5' Fiber Glass Travel 2piece Hawaiian Sling Pole Spear 3 Tips Set**

ASIN: **B00O83DY4O**

Matching Queries: **82**

Analysed Queries: **10**

Matching Products: **37**

Analyzed Products: **36**

## How do we determine before and after listings?

Our technology looks at the first 60 results of a query. Listings 1 through 10 are the top listings and 51 through 60 are the bottom. By analyzing what these two groups of products do differently, we can observe best practices of those products which are winning the most sales on a given search term.

## Findings

| Listing Attribute | Winning Product Listings (ranking before) | Reference | Losing Product Listings (ranking after) | Suggested Optimizations |
|---|---|---|---|---|
| images_count | 4.26 | 2 | 2.45 | Add max number of images allowed |
| videos_count | 0.62 | 0 | 0.02 | Add video |
| ratings_total | 209 | 136 | 80.9 | Grow ratings |
| reviews_total | 323 | 236 | 95.7 | Grow reviews |
| title_length | 92.03 | 78 | 86.9 | Increase title length |
| unique_search_terms | 93.56 | 82 | 34.79 | Rank on more search terms |
| bullets_start_cap_percent | 93.33 | 0 | 87 | Start bullets with all caps |
| has_a_plus_content | 67% | 0% | 17% | Use A Plus content |

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# Competitive Analysis Action Items

### Fully utilize all photo positions

Our research shows that top listings have an average of **4.37 photos,**

while bottom listings have on average **2.49 photos.**

This reference listing only has 2 photos.

*Include aspirational lifestyle photos which show the product in use.*

### Add a video

Our research shows that **67%** of top listings have a video, while only **2%** of bottom listings have a video.

*Video can be aspirational or informational.*

### Add A+ content

**67%** of top listings have A+ content, while only **17%** of bottom listings do.

*This listing does not have A Plus content.*

### Increase number of words in bullets and description

Our research suggests that **71%** of top listings have an average of **500** words in their bullets or higher, while only **10%** of bottom listings do.

*Consider adding missing keyword ngrams (included below) to increase length and improve SEO.*

### Add a brand store

**55%** of top listings link to a brand store, while just **5%** of bottom listings do.

*According to Amazon, linking your Sponsored Brand ads to Stores is likely to boost RoAS by as much as a* **22%**

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# Product Findings Summary

| | Score | Good / Bettter / Best |
|---|---|---|
| **High Consumer Demand** (Search Volume and Revenue) | **204,582** and **$245, 219** | Best |
| **Weak Competitor Listings** (Low Listing Quality Score (LQS) | **4.2** | Best |
| **Traffic Volume vs Customer Reviews** (Low Number of Reviews) | **1.0** | Best |
| **Lack of Dominant Product in the Space** (Low Click Share) | **57%** | Best |
| **Low Number of Competitors Using Sponsored Ads** | **TBD** | Best |
| **Low Number of Competitors Ranking on Specific Search Terms** (word 1, word 2, word 3) | **14, 0, 0** | Best |
| **Breadth of Available Search Terms to Rank On** | **TBD** | Best |

# About us

## scissortail.ai

Scissortail.ai is an AI-driven ecommerce technology company. Scissortail.ai sits atop an enormous data warehouse of ever-evolving Amazon title and buyer behavior data. Using this data, the Scissortail.ai title solution analyzes more than one billion title data points to construct highly competitive, AI-informed product titles guaranteed to significantly improve click through rates. Our clients realize a 10 percent lift in sales or we do the work for free.

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