

Light Garden

PLAN OF ACTION

Present By.
Uplift Future

AREA OF DISCUSSION

Light Garden.

01. Competitors analysis

02. Keywords Selection

03. Tools

04. Content Writing

05. Pricing analysis

06. Listing Graphics

07. EBC Graphics



COMPETITORS ANALYSIS.

competitive analyses can help you spot opportunities to innovate, promote your business, enhance your products or services, and outshine your competition.



- **Negative Reviews**
- **Graphics**
- **Content Length**



- **Pricing Analysis**
- **Product Potential**
- **Brand dominant**



- **Area of interest**
- **Positive Reviews**
- **Strength**
- **Weaknesses**

KEYWORDS SELECTION

Amazon keyword research is one of the most crucial steps for an Amazon seller or FBA seller product launch. The process involves choosing a focus keyword or long tail keywords to attract your target customers and also to boost up your ranking on Amazon.



- Find out where your Amazon keywords come from
- Perform Amazon keyword analysis on your competitors
- Find out the relevancy of your keywords to your Amazon product
- Do your keyword research using Keyword Tool for Amazon
- Identify optimal keywords to use for your Amazon ads

**UPLIFT
FUTURE**



Helium 10



Keywords & Listing Performance Tool



● Content Writing

✓ Title

The product title (product name) is one of the primary fields used by Amazon and search engines to measure the relevance of a detail page as part of a customer search.

✓ Product Features

Key features (bullet points) also factor into the relevance of a detail page as part of a customer search. Well-written bullet points will naturally contain keywords, but the first priority should be to communicate clearly and help customers make a buying decision.

✓ Backend Search Terms

Search Terms are backend keywords that allow you to create engaging and readable content for a product page, while still ensuring that Amazon indexes all keywords relevant to the product.



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PRODUCT TITLE

**Style: Brand +
Premium +
Quantity +
Color + Amount +
Material**

The Amazon product title has a character limit of 150-200 characters, depending on the category.


However, Amazon recommends a maximum length of 80 characters so the full title is displayed on mobile devices. However, Amazon recommends a length of max. 80 characters so the title is displayed in full length on smartphones as well, further, this length is perfect to ensure a better ranking.

As a rule of thumb, don't use any more than 200 characters including spaces. This product title for an oil diffuser manages to fit in lots of information without going overboard.

The screenshot shows an Amazon product listing for a 'VicTsing Wood Grain Essential Oil Diffuser Whisper Quiet Cool Mist Humidifier - 300ml'. The product is a light brown, wood-grain textured diffuser with a glowing blue ring around its base. The title is highlighted with a red box. The page includes a navigation bar with categories like Home, Best Sellers, Kitchen & Dining, etc. Below the title, it shows the brand 'VicTsing', a 4.5-star rating from 2,807 reviews, and the price 'CDN\$ 39.99 & FREE Shipping'. A 'Roll over image to zoom in' prompt is visible over the product image. At the bottom, there are color selection options: Light Brown (selected), Dark Brown, Red, and Black, each with a price of CDN\$ 39.99.

Home Best Sellers Kitchen & Dining Arts, Crafts & Sewing Furniture Vacuums & Floor Care Bedding Storage & Organization Heating & Cooling Home Décor

Back to results



Roll over image to zoom in

VicTsing Wood Grain Essential Oil Diffuser Whisper Quiet Cool Mist Humidifier - 300ml






by VicTsing
★★★★☆ 2,807 customer reviews | 122 answered questions

Price: **CDN\$ 39.99** & **FREE Shipping**. [Details](#)

In Stock.
Want it tomorrow, March 14? Choose **One-Day Delivery** at checkout.
Sold by [VicTsingDirect](#) and [Fulfilled by Amazon](#). Gift-wrap available.

1 new from **CDN\$ 39.99**

Color Name: **Light Brown**

 CDN\$ 39.99	 CDN\$ 39.99	 CDN\$ 39.99	 CDN\$ 39.99
 CDN\$ 39.99			


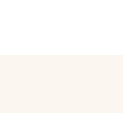







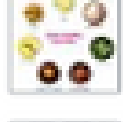




This gives your products a better chance of turning up in relevant searches if your keywords are here, especially since the A9 algorithm tracks this. If you show up when customers are looking for what you sell, you position yourself to maximize your exposure and sell more.

PRODUCT FEATURES

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

[Home](#) [Best Sellers](#) [Kitchen & Dining](#) [Arts, Crafts & Sewing](#) [Furniture](#) [Vacuums & Floor Care](#) [Bedding](#) [Storage & Organization](#) [Heating & Cooling](#) [Home Décor](#) [Bath](#)

[Back to results](#)



Roll over image to zoom in

Instant Pot® Lux 6-in-1 Multi-Use Programmable Pressure Cooker, 6 Quart | STAINLESS STEEL

by [Instant Pot](#)
★★★★★ [604 customer reviews](#) | [69 answered questions](#)

Price: **CDN\$ 109.95** & **FREE Shipping**. [Details](#)

In Stock.
Want it **Wednesday, March 14**? Order it in the next **5 hours and 41 minutes** and choose **One-Day Shipping** at checkout.
Ships from and sold by [Amazon.ca](#) in certified [Frustration-Free Packaging](#). Gift-wrap available.

18 new from **CDN\$ 109.95**

Size : **6 Quart**

3 quart CDN\$ 79.97	5.28 - 5 Quart --	6 Quart CDN\$ 109.95	8 Quart CDN\$ 220.30
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- [Instant Pot Lux V3](#) 6 appliances in 1 enhanced version includes a cake and egg program in addition to the Pressure Cooker, Slow Cooker, Rice Cooker, Sauté, Steamer, and Warmer.
- Features 12 Smart Built-In Programs – Soup/Broth, Meat/Stew, Cake, Egg, Sauté, Rice, Multigrain, Porridge, Pressure Cook, Keep Warm, Steam and Slow Cook, your favorite dishes are as easy as pressing a button
- Built with the latest 3rd generation microprocessor technology, up to 240 minutes pressure-cooking up to 24 hours delay start, automatic Keep Warm up to 10 hours, 3 temperatures in Sauté & Slow Cook
- Stainless steel (18/8) inner cooking pot, food grade 304, no chemical coating, with 3-ply bottom for even heat distribution, fully sealed environment traps the flavours, nutrients and aromas
- UL and ULC certified, includes 10 safety mechanisms to provide users with assurance and confidence, designed to eliminate many common errors
- Accessories include, stainless steel steam rack without handles, rice paddle, soup spoon, measuring cup, recipe booklet (English), and manual and time table

Ships in Original Packaging:
This item's packaging may indicate what is inside. To cover it, select **Add Gift Options** on the checkout page.

SEARCH TERMS

Search Terms are backend keywords that allow you to create engaging and readable content for a product page, while still ensuring that Amazon indexes all keywords relevant to the product.

Shoppers do not see these keywords, so by adding them on the “backend” of product listings, you further enhance the discoverability of products.

Vital Info Variations Offer Compliance Images Description **Keywords** More Details

When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers see the most relevant information. Keywords that currently live on the detail page

Target Audience ?

teens, toddlers, cats

[Add More](#)

Intended Use ?

christmas

[Add More](#)

Other Attributes ?

angolan-cuisine

[Add More](#)

Subject Matter ?

designated-grocery

designated-grocery

[Add More](#)

Search Terms ?

Electric

Platinum Keywords ?

[Add More](#)



PRICING ANALYSIS

Dynamic Pricing



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



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

EBC A+ PAGE



Blue Agave & Wild Neroli

Zen Garden

Leather & Tabac

Garden of the Far East Candle Gift Set

Luxury Scented Candle Seasonal Trio Set

Mega Candle Gift Set

SCENT	Blue Agave & Wild Neroli	Zen Garden	Leather & Tabac	Tokyo Dream, Mount Fuji, Geisha Girl, Zen Garden	Fresh Cut Roses & Berries, Champagne & Whipped Cream, Teakwood & Cognac	White Tea, Sunset Reverie, Geisha Girl, Zen Garden, Tokyo Dreams, Roses & Berries, Teakwood & Cognac, Midnight Melody, Leather & Tabac
NATURAL SOY WAX	✓	✓	✓	✓	✓	✓
ESSENTIAL OIL INFUSED	✓	✓	✓	✓	✓	✓
GIFT BOX	✓	✓	✓	✓	✓	✓
SIZE	8.8 oz	8.8 oz	19.4 oz	4*2.1 oz	3*8.8 oz	9*2.1 oz
APPROX BURN TIME	50 Hours	50 Hours	110 Hours	60 Hours	150 Hours	135 Hours
APPROX DIMENSION	3.5"W, 5.2"H, 3.5"D	3.5"W, 4.1"H, 3.5"D	6.1"W, 4.3"H, 6.1"D	9"W, 7.5"H, 3.5"D	11"W, 5.5"H, 4"D	12.9"W, 9.5"H, 3"D

DESIGNING WORK

Quality images help customers visually evaluate and compare key features. Multiple images enable them to see the product from different angles and can persuade a customer to choose one search result over another. Effective product images stimulate a customer's imagination and inspire them to make a purchase.

Main Image



Dimensional Image



Life Style Image



Comparison Image



Infographics Image

