Uplift Future

PRODUCT OPTIMIZATION REPORT

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AREA OF DISCUSSION

01

PRODUCT TITLE

You only have a moment to catch a shopper's attention. 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.

02

PRODUCT IMAGES

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.

03

PRODUCT FEATURES

Use detailed information about product features and product usage in high-quality product descriptions to help customers find, evaluate, and purchase products.

04

PRODUCT DESCRIPTION

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.

AREA OF DISCUSSION

05 CONDUCT KEYWORDS RESEARCH

Compile a comprehensive list of keywords Keywords are the words and phrases people look for when searching for something online.

06 Use A+ Content

Optimizing your content with the Manage Your Experiments Tool can help to drive an additional $15K in yearly sales, on average. Compare different product images, titles, and A+ Content to figure out what content performs better.

07 OPTIMIZE 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.

08 OPTIMIZE PRODUCT 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.

PRODUCT TITLE

Product Name

Relevency

Your product title should match what would be on the physical packaging of your product.

Character

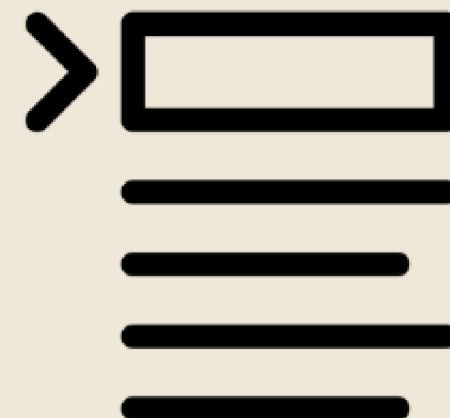We recommend approximately 60 characters long and fewer than 80 characters.

Brand Name

Begin a title with the product's brand name in addition to ensuring the brand name field is populated.

Keywords

Use most relevant keywords in the first phrase of the Title for related research.

PRODUCT TITLE OPTIMIZATION

PRODUCT IMAGES

Photography

Main Image

Life Style & Infographic

BEFORE
Without Organizer

MESSY DRAWER

AFTER
With SpaceAid Bag Organizer

NEAT & ORGANIZED

Dimensional

PACKAGE INCLUDE
- 4 Bag Organizers
- 21 Labels

Package Box

Bamboo Box

Labels

NEED 3"HIGH DRAWER SPACE
MEASURE YOUR DRAWER

12"
3"
5"
8"
4"

IMAGES GUIDLINES

Provide as many different images as possible. Many product categories allow for the inclusion of swatch images and alternate images.

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Tip 01

- Images should be clear, informative, and attractive.
- Images should have a white background and fill at least 85% of the image space.

Tip 02

- Use 1500 x 1500 or 2000 x 2,000 pixels to increase listing quality.
- The photo is taken at a flattering angle.

Tip 03

- Backgrounds are simple and clean so as not to distract from the product.

Tip 04

Life Style, Dimensional, and Product Features.

Product's Best
FEATURES

One approach is to start a bullet point with a feature and then state the benefits of that feature.

Clear and concise bullet points are best.

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Tip No. 01

Keep your bullet points under 1,000 characters in total (for all five bullets, not per bullet). This guideline improves readability.

Tip No. 02

Highlight the five key features you want customers to consider, such as dimensions, age appropriateness, ideal conditions for the product, skill level, contents, country of origin, and so on.

Tip No. 03

Maintain a consistent order. If your first bullet point is country of origin, keep that same order for all products.

DESCRIPTION

You can also highlight specific product information not located elsewhere in the listing.

- Include brand names.

- Include sizes, such as shoe size.

- Include material type, such as canvas for a backpack.

- Mention relevant details such as colors, packaging, and quantity.
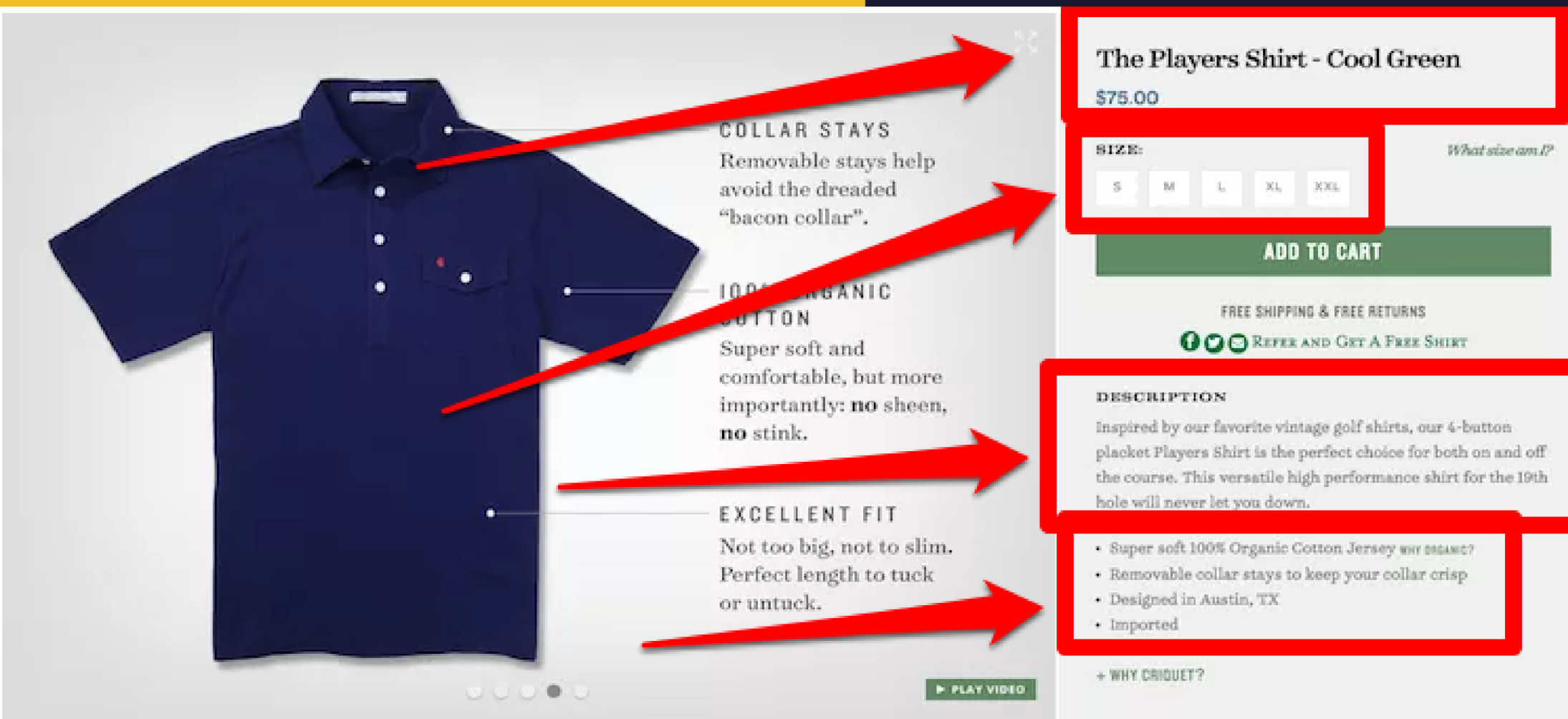
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Check
KEYWORDS RESEARCH

Ideas

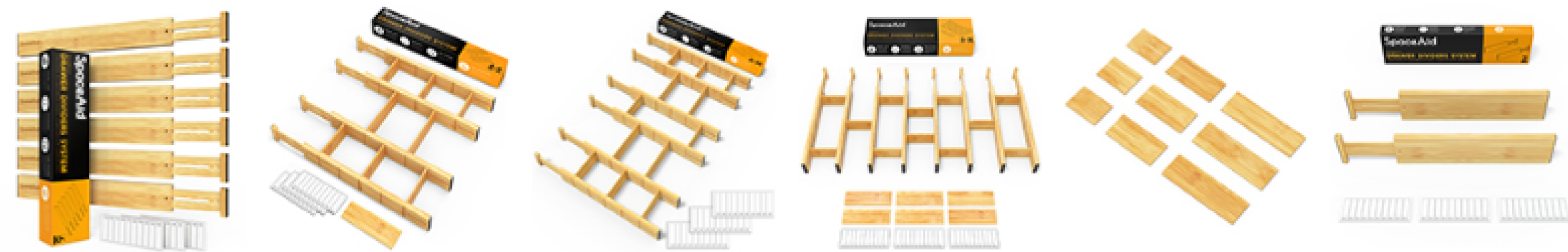Explore the Amazon suggested and related item categories for additional ideas.

Tools

Helium10
Junglescout
Keepa

Brain Storming

While compiling your list, think in terms of long-tail and short-tail keywords.

	6 Dividers	4 Dividers & 9 Inserts	6 Dividers & 12 Inserts	8 Dividers & 18 Inserts	9 Inserts	4" High Dividers
Length	From 17" to 22"	From 17" to 22"	From 17" to 22"	From 17" to 22"	From 17" to 22"	From 17" to 22"
With Inserts		✓	✓	✓	✓	
With Labels	✓	✓	✓	✓		✓

▶ More Details · ▶ More Details · ▶ More Details · ▶ More Details · ▶ More Details · ▶ More Details

USE A+ CONTENT

Use Integrated videos of high quality (720p) and 3 minutes in length.
Attractive product images & visuals, including 7 modules, which feature HD images.
Enriched FAQs listing to clear confusions and increase trust with an engaging layout.
An interactive experience like hotspot modules, which responds to a customer when they hover over the product's features or carousel modules to help customers to easily scroll through.
Mobile-friendly & voice-friendly product pages that integrate with Alexa System.

SEARCH TERMS

Short Words

PRO TIP:

Use the Amazon Search Terms Report
The Amazon Search Terms report is a benefit to sellers who own a brand. This report shows brand owners how customers (in aggregate) find branded products and competitor products in Amazon stores. It shows the most popular search terms during a given time period, each term's search frequency rank, and the top three products aggregate customers clicked on after searching that term.

PRODUCT PRICING

- Consider shipping costs

- Compare prices

- Try A/B testing with price points

- Keep track of your ranking

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