

LISTING AUDIT



SCOPE OF AREA

The study aims to view key deficiencies in current listing in comparison to high performing competitors.

AREA OF STUDY

- ❖ Images
- ❖ Title & Bullets
- ❖ Description



6. THE PRODUCT TITLE

AREAS OF IMPROVEMENT IN IMAGES (OWN LISTING)

No Improvement Needed In Main Image
We Already Have Good Image, Info Graphics
Images But Need More Than 7 Images
Unfortunately We Have Just 5.

► **OWN**



► **COMPETITORS**



SCOPE OF AREA

Key Conversion Factor of Sale

- ❖ Main Features should be highlighted
- ❖ Must Uses of HSV (high search volume) Keywords
- ❖ Key benefit must be point out

► **OWN**

San Cherub Baby Crib Tent Toddler
Bed Canopy Mosquito Net Baby Tent,
Pop up Nursery Net, Playpen
Protection Safety from Mosquito,
White

Brand: San Cherub

► **COMPETITORS**

Nahbou Baby Crib Tent - Crib Canopy:
Net Cover Crib Tent to Keep Baby
from Climbing Out and Safety Crib
Tent to Keep Cats Out. Popup Crib
Net and Crib Cover Protects Against
Mosquito Bites & Toddlers

Visit the Nahbou Baby -Better is Possible- Store

★★★★★ 427 ratings

Amazon's Choice for "baby crib tent toddler"



KEY CONVERSION FACTOR OF COMPETITOR

- ❖ Features Driven bullets
- ❖ Relevance to images
- ❖ Well highlighted top 5 benefits
- ❖ USPs mentioned
- ❖ Intelligent use of KWs
- ❖ Eye Catchy eye concise

► **COMPETITORS**

- **UPGRADED MESH & FRAME-** The baby crib tent with see-through mesh provides a clear view. Babies can be observed in time. Large openings allows you to easily place your baby in the crib, or take them out. Our four-sided arch design is based on many professional tests and market surveys. With built-in ribbon binding on all sides, the crib tent assures stability and for your kids.
- **EASY AIR CIRCULATION -** This pop up tent crib features highest-quality and security. This crib net to keep baby in has upgraded and 1200 holes/inch are selected according to the customers' experience. The unique mesh size can allow air to fully circulate, thus ensuring the baby's comfort and health.
- **STURDY & NO CLIMBING OUT -** The crib tent to keep baby from climbing out is soft yet strong with dense and small mesh holes. Our baby crib tent canopy cover offers protection against babies' climbing-out and falling accidents. With rugged and durable zippers, opening and closing are quiet while baby is asleep.
- **EASY POP-UP SET UP -** This L Runnzer baby crib pop up tent can be set up within seconds: Remove the strap and the crib tents to keep toddler in will be released and formed into shape; then spread the net , put it in the crib and connect the side strap to it. No special tools are needed! Package size is 24 x 24 x 2.2 inches. Weight is 3.6lbs.
- **LIFETIME GUARANTEE-** We promise you a risk-free shopping experience. Please feel free to contact us if you have any questions about the crib canopy. Our after-sales team is always here for you.

► **OWN** We Don't have
Single bullet point.



OUR PRODUCT		COMPETITORS PRODUCT	
Image relevance		Image relevance	
Title relevance		Title relevance	
KW Stuffing		KW Stuffing	
Conciseness		Conciseness	
Top benefits Discussion		Top benefits Discussion	
HTML & Description		HTML & Description	

