



# Phase 1 SEO - Best Practices and Implementation

## There are 3 Phases of Keyword Optimization

1. **Product launch SEO:** Reverse engineering competitor listings and adopting the best practices.
2. **Pink word update SEO:** do at month 3 for mature listings.
3. **Advanced Strike Distance SEO** - do at month 6 for mature listings that index for 800+ Organic keywords Distribution

**Objective:** Optimize Listing Copy and Backend Keywords Using Amazon Best SEO Practices

### Launch SEO Goals:

1. To create the product listing
2. Do competitor research
3. Build Content - Product Title
4. Build Content - Product Bullets / Key Features + Prod Description
5. Build Search Terms
6. Complete Other Search Attributes

## Step by Step Guide on Product and Competitor Research:

### Step 1:

1. Check the client's website and the product you are listing or optimizing.
2. Read what the product is about.
3. Do not spend too much time here.
4. Identify how much information you can use
5. Familiarize yourself with the tone of their content (formal or informal)

### Step 2:

1. Find 1 to 3 competitors and check how their listing looks like on Amazon.
2. Examine how they built their titles
3. See how they delivered their bullets



4. Plan in your head what your listing needs to look like according to the client's preference

### **Step 3:**

1. Always put yourself in the customer's shoes
2. Ask yourself, "What do I want to see as a customer"
3. What are the important details I need to emphasize?
4. How can I catch the buyer's attention?

### **Guide to Bullet Points:**

Having effective, accurate, and informative bullet points are crucial conversion tools for Amazon listings. In addition to being accurate and descriptive, any writing we do for Amazon listings **MUST** be formatted correctly, have impeccable grammar, and be written with a pleasant, professional tone. This SOP will help give direction on how to do this correctly, and what common errors to be looking out for.

### **Bullet Point Examples and How-Tos:**

- Start each bullet point with an emoji or point, followed by an all-caps phrase and a colon (:), or hyphen
  - Ex: - QUALITY MANUFACTURING -
- After this, the bullet point should follow normal capitalizations
  - Ex: - QUALITY MANUFACTURING - Made from 100% cotton manufactured in the USA
  - A common mistake is capitalizing the first letter of every word (ex: "Made From 100% Cotton Manufactured In The USA")
- Avoid using end punctuation (period, exclamation point, question mark)
  - Instead, use a semicolon (;) to separate phrases in a single bullet point Ex: Made in the USA; made with 100% cotton
- Write bullet points in sentence fragments
  - Ex: "Double-stitched seams to maximize durability" instead of "This product has double-stitched seams to maximize durability."
- Use between 10 - 255 characters per bullet point:

### **Bullet Point Tone:**

- Tone should be professional, clear, and informative

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- Unclear or non-descriptive points lose trust with the customer Adjectives should be used sparingly, if at all.
- Avoid “keyword stuffing” the bullet points
  - Make sure the bullet points include the proper keywords, but don’t just jumble them together (ex: “shirt, t-shirt, cotton, made in America”). Inclusion of keywords must feel natural
- Quality over quantity. Bullet points should be easy to read, engaging, and highlight the most important features of a product

**Here is an example of some really good bullet points from a listing selling T-Shirts:**

**Note specifically the following:**

- Written in sentence fragments, but the meaning is clear and concise
- Tone is professional and informative
- All caps bullet titles, with normal capitalization rules for the rest of the bullet
- Tone, formatting, and language is consistent throughout the listing
- While there are a few adjectives here, usage is sparse and precise

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5 Pack Men's Active Quick Dry Crew Neck T Shirts | Athletic Running Gym Workout Short Sleeve Tee Tops Bulk

★★★★☆ 991 ratings | 25 answered questions

Price: **\$39.95** & Free Returns on some sizes and colors

Get a **\$100 Amazon.com Gift Card** upon approval for the Amazon Business American Express Card. Terms apply.

Fit: True to size. Order usual size.

Color: Edition 1

Size:  
 [Size Chart](#)

- 88% Polyester / 12% Spandex
- Machine wash
- **VALUE PACK** - Set of 5 premium short sleeve t shirts for gym, running, weight-training, bodybuilding, everyday activities etc.
- **QUICK DRYING** - Silky, lightweight and moisture wicking knit that keeps you cool and dry while training. Soft to the touch and easy on the skin. Designed for excellent ventilation and breathability, dissipates heat easily.
- **ERGONOMIC FEATURES** - Athletic crew neck, short sleeves and elastic closure for optimal range of motion. Not too tight, not too loose. Free your upper body during every movement. 4-way stretchy material for excellent flexibility enhances the range of motion.
- **SUN PROTECTION** - Ideal for cooler days, but still very comfortable to wear in summer. Safeguards your skin from harmful Ultraviolet Rays. Cool fabric breathes very well in hot days. Chafe free flat lock stitching seams that will last long and provide minimal skin irritation and less rashes.
- **FASHION DESIGN** - Design engineered for performance and training activities. Suitable for training, exercise & fitness, running, hiking, climbing, biking, cycling sporting or other outdoor activities. These performance tank tops will keep you comfortable through any athletic activity. Machine wash cold recommended.

Report incorrect product information.

## Avoid these Practices with Bullet Points:

- Inconsistent formatting, capitalizations, and grammar choices throughout the listing  
Some bullet points are unclear or obvious (ex: "Pull On closure")
- Lacks bullet point titles on most points
- Rather than highlighting product features, some bullet points only exist to fill space (ex: "It's a great gift for your mother, wife, daughter, sister, friend")

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## Step by Step Guide on How to Get Keywords for your Titles & Bullets for Listing Optimization

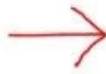
1. Use all the resources you can get to build your copy.
2. For the title, you can base this on the Product sheet provided to you in PDF or simply access the client's website, or using the product listing and copy the titles listed there.
3. After getting the title from the website or from your cheat sheet, you can start adding more relevant keywords. You can either mimic the keywords used by a competitor by checking their listings, or conduct a Reverse ASIN Cerebro Search in Helium10 and select the top-performing ASINS to extract relevant and high search volume keywords.

Here's an example of a website listing:

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Home / Underpads, for Whelping & Incontinence / Light Brown 3-Ply Paw Print Pad/Mat, 2-Pack

← Prev | Next →



## LIGHT BROWN 3-PLY PAW PRINT PAD/MAT, 2-PACK

2Dp1720

\$ 10.25

Size

16.5" x 19.5" ▾

ADD TO CART



These 3-ply paw print pads are absorbent, waterproof, and washable. A soft brushed polyester surface is quilted to an internal soaker (virgin fiber) to maximize comfort and function. The top surface and soaker are bias-bound to a waterproof barrier below. These durable paw print pads will give you and your furry friends plenty of protection and good looks to boot! Do not use fabric softener when washing.

Pads are cut to common sizes suitable for general bedding, dog crates, and incontinence control.

Here is the optimized version in Amazon:

The screenshot shows the Amazon product listing for 'EZwhelp (Value 2-Pack Machine Washable, Reusable Pee Pad/Quilted, Fast Absorbing Dog Whelping Pad/Waterproof Puppy Training Pad/Housebreaking Absorption Pads)'. The listing includes a product image, a star rating of 8.7/10, a price of \$27.98 with free shipping, and a size selection table. The size table shows three options: 16.5x19.5 for \$18.48, 24x36 for \$28.98 (\$14.49/count), and 27.5x29.5 for \$27.98. The listing also features a 'Get a \$100 Amazon.com Gift Card' promotion and a 'Secure' badge.

Size	Price
16.5x19.5	\$18.48
24x36	\$28.98 (\$14.49 / Count)
27.5x29.5	\$27.98

Step by Step Guide on How to Get keywords for your Titles, Bullets, Listing, and Back End Search Terms



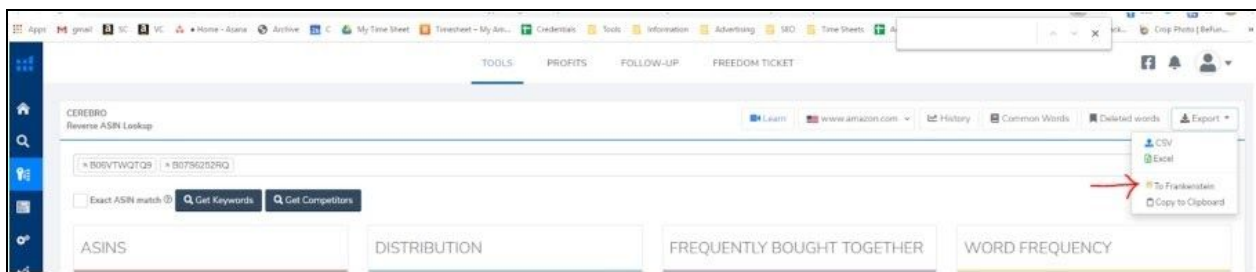
## 1. Understanding the Product

If you are optimizing an entire listing, check the Product Detail Page, and read the title and bullets to see what the product is all about. You may also read the Product Description if needed. It should only take you 4 - 5 minutes to do this.

If you are only conducting Search Terms Optimization, you don't have to spend a lot of time on this step.

## 2. Guide to Locating Keywords Through Amazon

1. Searching for Competitor ASINs - Make Sure your Helium10 Chrome Extension is Installed
2. Search for a relevant Phrase on Amazon
3. Search the products, find two or three products that are similar to your target listing that have the following characteristics:
  - A high amount of reviews
  - Significant sales volume
  - Well-optimized listing: pictures, bullets, images, etc.
  - Find one top product.
4. Once you locate your top ASIN, paste it into Cerebro.
5. Process the keywords
6. Sort via Organic Rank (Generally 1-50) or the top 50 organic keywords.
7. Click Apply
8. Then Sort via Search Volume (High to Low)
9. Click Apply
10. Then Export your keywords to "Frankenstein" (as shown below)



11. Through the Frankenstein tool be sure to do the following:
  - Output settings:
    - i. Remove Duplicates - Check

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- ii. Remove Common Words - Check
  - iii. Remove Single Letters - Check
  - iv. Remove Special Characters - Check
12. Click Process
  13. The result will have a wide variety of keywords. You will need to delete keywords until you are 249 characters or lower. Remove keywords that are not relevant, etc. (Note: Keywords at the top will be more relevant than keywords at the bottom).
  14. Once you narrow your search down you will have your final result.

## Next Steps:

- Implement keywords into:
  - Back End Search Terms
  - Bullet Points
  - Titles
  - Other Attribute Keywords
  - Descriptions
  - A+ Content
  - More

We let Phase 1 matriculate for at least 30 days. Once your listings begin to rank on Amazon, we move to stage 2. Stage 2 helps increase indexing further by removing any keywords which may be existent in your copy already and to replace these “duplicate keywords” with misspellings, Spanish, or long-tail keywords to ensure optimal SEO efficiency.