



# SOP: Stage 2 SEO Using Scribbles (Helium10 Listing Optimizer)

**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

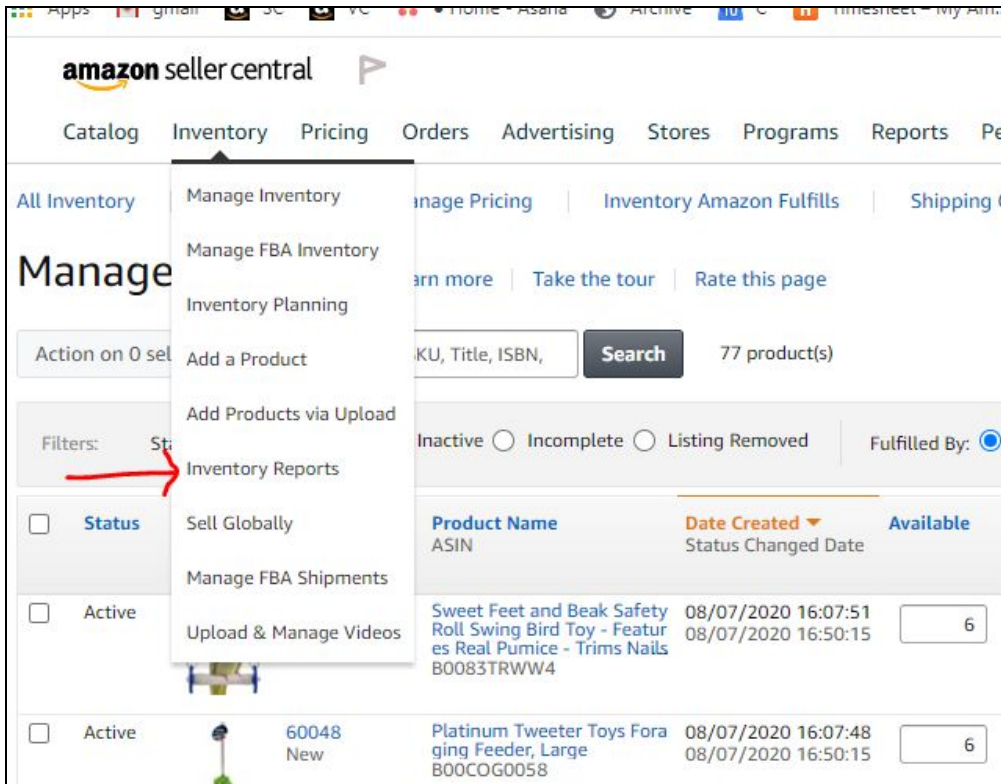
**Objective:** To use the Scribbles Listing Optimizer to detect and eliminate repeat keywords on Search Terms.

## 1. Download Category Listings Report

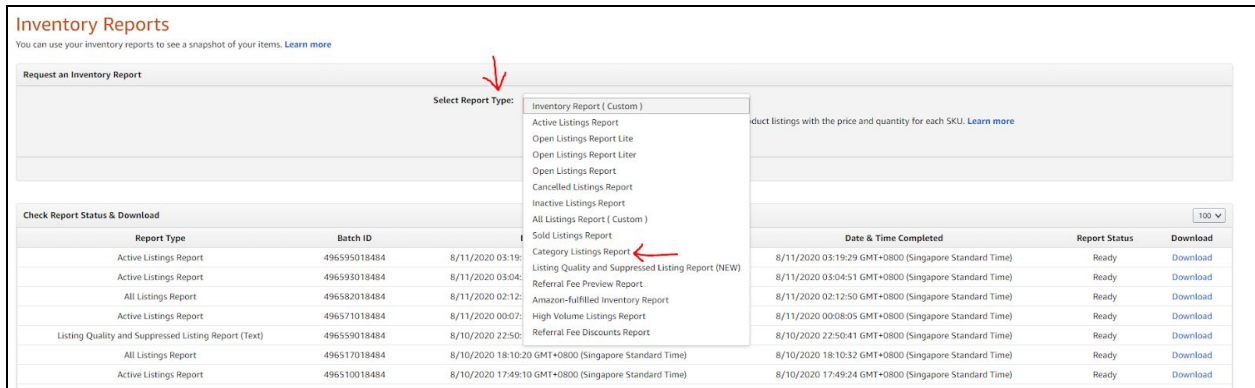
The first thing to do is to determine which SKUs need Phase 1 or Phase 2. Do this by downloading the Category Listings Report

Hover your mouse over the Inventory Tab > Inventory Reports

# MY AMAZON GUY



Click "Select Report Type," then Select Category Listings Report



If the Category Listings Report is not available in the drop-down tab you can contact Seller Support and ask them to enable your Category Listings Report. You can either send a case, or call Amazon directly. Click this [YouTube video](#) on how to request Amazon to enable the Category Listings Report.



Click Request Report, wait for the file to get exported, and choose Download.

Request an Inventory Report

Select Report Type:    
Download a Category Listings Report for a list of items belonging to a particular category. This report can be uploaded as an Inventory File. [Learn more](#)

Select Category:

Select Report Format:  Excel  Text

Listings Created After:

Select Status Filter:

---

Check Report Status & Download 100

Report Type	Batch ID	Date & Time Requested	Date & Time Completed	Report Status	Download
Category Listings Report (All)	496602018484	8/11/2020 04:54:43 GMT+0800 (Singapore Standard Time)	8/11/2020 04:55:04 GMT+0800 (Singapore Standard Time)	Ready	<a href="#">Download</a>
Active Listings Report	496593018484	8/11/2020 03:19:11 GMT+0800 (Singapore Standard Time)	8/11/2020 03:19:29 GMT+0800 (Singapore Standard Time)	Ready	<a href="#">Download</a>
Active Listings Report	496593018484	8/11/2020 03:04:37 GMT+0800 (Singapore Standard Time)	8/11/2020 03:04:51 GMT+0800 (Singapore Standard Time)	Ready	<a href="#">Download</a>

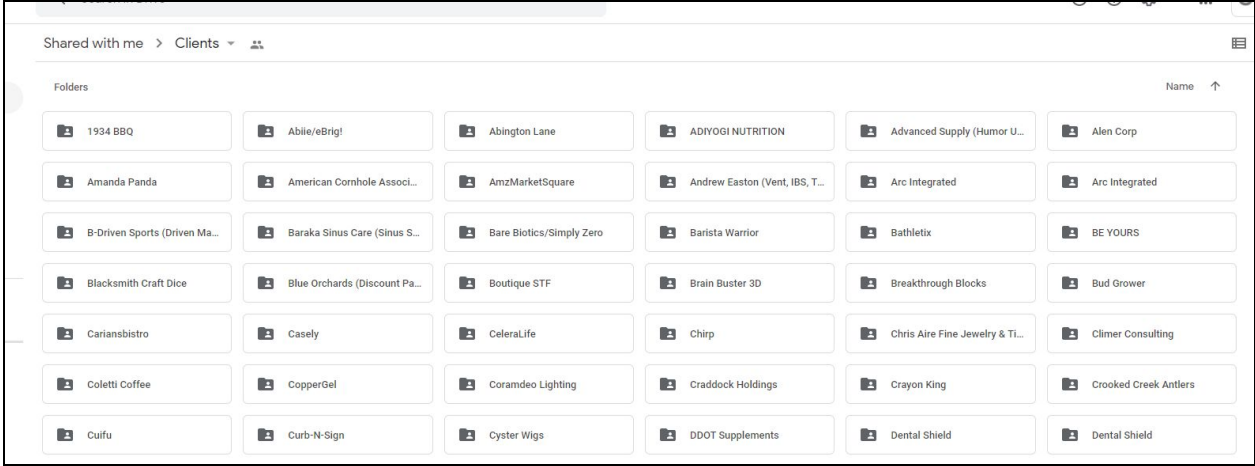
After downloading your Category Listings Report, you are now ready to prepare your sheet and start Auditing.



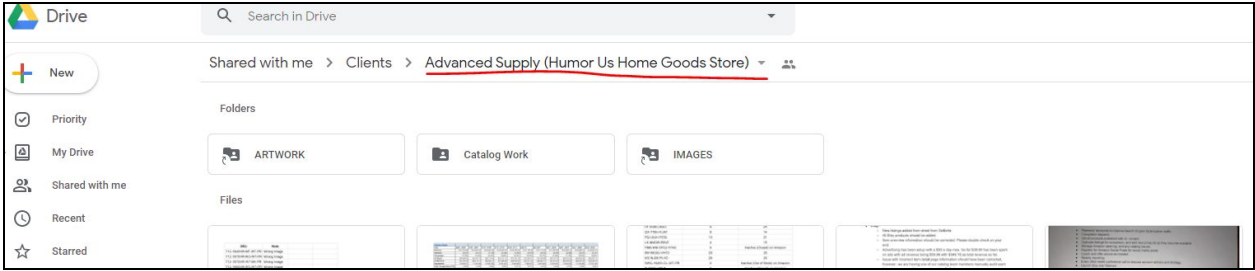
## 2. Audit Search Terms

Create your sheet by adding a Google Sheet inside the Client Folder. Name the Sheet accordingly so that it's easy to recognize.

Go to the Clients Folder and find the name of the client.

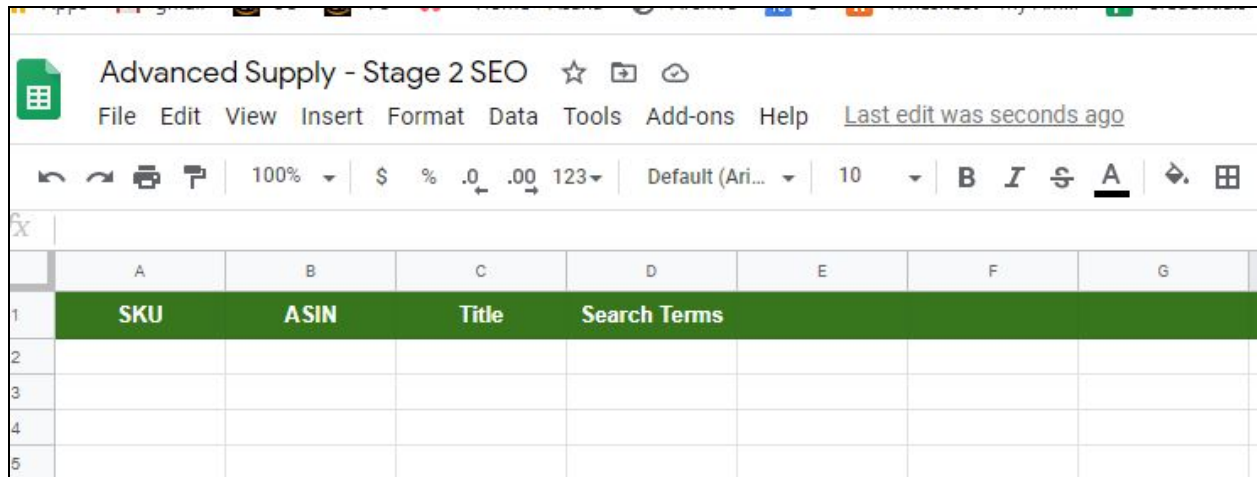


Access the folder and make sure to put the spreadsheet inside, just as shown in this image below.



Create your spreadsheet just like this:

# MY AMAZON GUY



The image shows a screenshot of a Google Sheet titled "Advanced Supply - Stage 2 SEO". The spreadsheet has a header row with four columns: "SKU", "ASIN", "Title", and "Search Terms". The rows are numbered 1 through 5. The first row (row 1) is the header row, and the subsequent rows (rows 2-5) are empty.

	A	B	C	D	E	F	G
1	SKU	ASIN	Title	Search Terms			
2							
3							
4							
5							

Go to your Category Listings Report, copy and paste the following information into the spreadsheet:

- SKU
- ASIN/Product ID Type
- Title/Product Name
- Search Terms

# MY AMAZON GUY

TemplateType	Version=20	Category=all	TemplateSi	isEdit=true	The top 3 rows a
Product Type	Seller SKU	Brand Name	Product ID	Product ID Type	Product Name
feed_product	item_sku	brand_name	external_p	external_produc	item_name
DRINKING_CUP	3-RMJB-JGV	US HOME G	1202903287	UPC	nt Ideas for Mom
kitchen	-5BMU-HBW	US HOME GOODS			1970 Wine Glasse
DRINKING_CUP	9-OPX7-G5C	Sodilly			Love You More Tumb
DRINKING_CUP	9-0XRD-W9V	Sodilly			My Favorite Child Gave Me Thi
DRINKING_CUP	J-DS50-83U	US HOME G	1202903135	UPC	nt Glasses for Pa
DRINKING_CUP	2-6FPU-NW	umor Us Good	1202903305	UPC	nt Ideas for Mom
DRINKING_CUP	4-4N1Q-4DG	Sodilly			Best Auntie Ever Tum
DRINKING_CUP	S-NC75-FAK	US HOME G	1202903122	UPC	nt Glasses for Pa
DRINKING_CUP	J-QNGK-RZ8	Sodilly			Vintage Tumblers - 1
DRINKING_CUP	Y-6UBG-8I2	US HOME G	1202903148	UPC	nt Glasses for Pa
kitchen	8-IV1E-V8C	Sodilly			Vintage Tumblers - 1
kitchen	B-48O9-Y7Y	Sodilly			Insulated Tumbler Set
DRINKING_CUP	J-G32I-TECV	US HOME GOODS			Insulated Tumbler Set
DRINKING_CUP	Z-VAFU-FJG	or Us Home G	5827100751	UPC	nt Ideas for Mom
DRINKING_CUP	Z-YGUT-G2W	US HOME G	1202903145	UPC	nt Glasses for Pa
DRINKING_CUP	0-RKY8-P9Z	US HOME G	1202903124	UPC	nt Glasses for Pa
DRINKING_CUP	9-X4TD-1LM	US HOME G	1202903133	UPC	nt Glasses for Pa
DRINKING_CUP	C-B3VZ-0O	US HOME G	1202903091	UPC	12 oz White Tur
kitchen	Q-U6IG-5X4	Sodilly			Best Wife Ever - Tum
kitchen	T-PY87-XKJ	Sodilly			Vintage Tumblers - 1
DRINKING_CUP	W-QQZO-QB	US HOME G	1202903093	UPC	er - 12 oz White
DRINKING_CUP	Y-YS1Q-HXG	Sodilly	1202903419	UPC	d - Vintage 41 Ye
DRINKING_CUP	Z-H9AB-3TL	Sodilly			Vintage Tumblers - 1
DRINKING_CUP	B-2ZPB-GNP	US HOME G	1202903292	UPC	nt Ideas for Mom

Search Terms
generic_keywo
ards girlfriends p
fine whiskey seve
nt oversized cool
ties supplies brev
hiskey third vaso
ystal glas winegl
eventh vaso de c
k anniversarys or
r second vaso de
zo assortment b
e sayings cool no
oyfriends bosse
ards girlfriends pla

After all the information you need has already been transferred to your spreadsheet (just as shown below), make sure you fill in the missing cells the best way you can.

**Tip:** You may sort this alphabetically by Titles or by Search Terms. Similar or like-products typically have the same search terms. If you identify that multiple products use the same sets of keywords for Search Terms (i.e. Parentage/Variation Family), you may simply copy and paste the same Search Terms on all similar products.

**Exception:** If the POC/Manager says to utilize the real estate of the variation tree, you may need to use different Search Terms for all child ASINS even if they are under one parent ASIN.

# MY AMAZON GUY

SKU	ASIN/Product ID	Title	Search Terms
03-RMJB-JGVL	812029032876	1943 77th Birthday Gifts for Women Men - 1	mens man dollars decor woman moi
04-5BMU-HBWM		1970 Wine Glasses	
09-OPX7-G5CA		Love You More Tumblers	
0D-0XRD-W9WF		My Favorite Child Gave Me This Cup Tumb	
0J-DS50-83UI	812029031350	1970 50th Birthday Gifts for Men and Wome	man woman uncle aunt day fathers i
0Q-6FPU-NWOZ	812029033057	1984 36th Birthday Gifts for Women Men - 1	man woman sister aunt uncle brothe
0R-4N1Q-4DGH		Best Auntie Ever Tumblers	
0S-NC75-FAKA	812029031220	1954 66th Birthdays Gifts for Men and Wome	aunt uncle grandma grandpa man w
0U-QNGK-RZ8T		Vintage Tumblers - 1979	
0Y-6UBG-8I2G	812029031480	1986 34th Birthday Gifts for Men and Wome	man woman uncle aunt day fathers i
18-IV1E-V8CT		Vintage Tumblers - 1980	
1B-4809-Y7YU		Insulated Tumbler Set - 1999	
1U-G32I-TECW		Insulated Tumbler Set - 1979	
1Z-VAFU-FJGD	858271007514	1994 26th Birthday Gifts for Women Men - 1	under 20 25 30 50 dollars man wom
1Z-YGUT-G2W3	812029031459	1982 38th Birthday Gifts for Men and Wome	man woman uncle aunt day fathers i
20-RKY8-P9Z9	812029031244	1956 64th Birthday Gifts for Men and Wome	man woman uncle aunt day fathers i
29-X4TD-1LM2	812029031336	1967 53rd Birthday Gifts for Men and Wome	man woman uncle aunt day fathers i
2C-B3VZ-0OG4	812029030919	1954 65th Birthday Gifts for Women Men - \	Lush happy banner card candles sa:
2Q-U6IG-5X4V		Best Wife Ever - Tumbler	
2T-PY87-XKJK		Vintage Tumblers - 1960	
2W-QQZO-QBQ:	812029030933	1994 25th Birthday Gifts for Women or Men	sister aunt uncle brother grandma gr
2Y-YS1Q-HXGX	812029034191	1979 41st Birthday Gifts for Women Men - 3	under beast age emerald hill bronze
2Z-H9AB-3TLR		Vintage Tumblers - 1999	
33-2ZPB-GNP7	812029032920	1988 32nd Birthday Gifts for Women Men -	mens man dollars decor woman moi
38-ZBSO-HSV8	812029033989	Not A Day Over Fabulous - 12 oz Mint Insul	balloons candles candle jewelry nap
3F-CGCP-MD8C		Insulated Tumbler Set - 1984	
3I-I1YF-OJCI	858271007927	1958 62nd Birthday Gifts for Men and Wome	aunt uncle grandma grandpa rocas i
3S-U7Z1-BXPC	812029031374	1972 48th Birthday Gifts for Men and Wome	man woman uncle aunt day fathers i
3X-AD3V-WVKF	812029030117	Love You to the Moon and Back Funny Soc	ankle dress crazy funky coworker fo
3Y-CF1V-3P5O		Engraved Insulated Tumbler - 1969	
44-M740-51EX	812029032890	1958 62nd Birthday Gifts for Women Men -	mens man dollars decor woman moi
4G-GNL5-DZ4U		Insulated Tumbler Set - 1949	
4I-8K5V-GBI1	812029030957	1984 36th Birthday Gifts for Women Men - \	day son thirty five bad candy cake to
4L-10X-TR11	812029033880	1987 33rd Birthday Gifts for Women Men -	mens man dollars decor woman moi

Fill in the missing ASIN/ Product ID. You may use ASIN or UPC here.  
 Cross-check the missing Search Terms by going to Manage Inventory, input the ASIN or SKU in the Search Box, click "Edit" and "Keywords."

The screenshot shows the Amazon Seller Central interface. At the top, there are navigation tabs for Catalog, Inventory, Pricing, Orders, Advertising, Stores, Programs, Reports, Performance, Apps & Services, B2B, and Brands. Below this, there are various filters and search options. The main section is titled "Manage Inventory" and shows a search for "09-OPX7-G5CA" with 1 product found. The product details table includes columns for Status, Image, SKU, Condition, Custom Product Name, ASIN, Date Created, Status Changed Date, Available, Inbound, Unfulfillable, Reserved, Estimated fee per unit sold, Price + Shipping, Business Price + Shipping, Lowest Price + Shipping, Sales Rank, Buy Box Price + Shipping, Buy Box Eligible, FNSKU, Fulfilled By, and UPC/EAN. A red arrow points to the "Edit" button in the bottom right corner of the product details row.

# MY AMAZON GUY

ings on Amazon

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

Advanced View

**i** When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.

Show content currently live on the detail page

**Intended Use** ? birthday  
  
Add More

**Target Audience** ? adults  
  
Add More

**Other Attributes** ? antique, cordless, waterproof  
  
Add More

**Subject Matter** ? 29th birthday decorations 29th birthday ideas  
  
Add More

**Search Terms** ? mens man dollars decor woman moms small womens fun dads accessories card decoration customized hill relaxation, top couples parents cards girlfriends plate cheers cool cute hat basket older female daughter sisters grandmother school men's tables cups

For the listings that do not have any Search Terms, proceed with [Stage 1 SEO](#).

Next, go back to your sheet, and paste the search terms of your selected SKU/ASIN.





Advanced Supply - Stage 2 SEO ☆ 📄 ☁  
File Edit View Insert Format Data Tools Add-ons Help [Last edit was seconds ago](#)

100% \$ % .0 .00 123 Default (Ari... 10 B I A

fx SKU

	A	B	C	D	E
1	SKU	ASIN/Product ID	Title	Search Terms	
184	FBM-BPG-1999V	812029038380	1999 21st Birthday Gifts for Men and Wome	mens man dollars decor woman moi	
185	FBM-BU-964A-P	B07KRRBJWD	Example	man woman uncle aunt day fathers i	
186	FBM-BY-HJ20-E	B07KRTV561		man woman uncle aunt day fathers i	
187	FBM-C7-BWC2-I	B07QY982PS			
188	FBM-C8-3TV4-2	B01G61P2IG		tshirt pops socket bolt driver bbq fish	
189	FBM-CGM-LMD-	B06ZYNQKS7			
190	FBM-D0-IE8G-K	B07TN2YJDK		mens man dollars decor woman moi	
191	FBM-DA-YN1B-7	B07VQNTM6D		women cups gadget mama bottles s	
192	FBM-DC-0UEP-V	B07KRQQLFB		man woman uncle aunt day fathers i	
193	FBM-DH-IE34-5	B07KSNJVX5		man woman uncle aunt day fathers i	
194	FBM-DO-M5T5-T	B07TLYF426		mens man dollars decor woman moi	
195	FBM-E0-19I0-QF	B07QSCLZN2		mens man dollars decor woman moi	
196	FBM-ED-JUA6-T	B07BX21J1M		aunt uncle hermano hermana grand	
197	FBM-EG-675W-C	B07KSPMXCY		man woman uncle aunt day fathers i	
198	FBM-EJ-SVU8-X	B07KRQWT4		man woman uncle aunt day fathers i	
199					
200					
201					
202					

### 3. Use Scribbles to Identify Repeated Keywords

Open Scribbles from Helium10 and paste your search terms on the Keyword box, just as shown on the image below, and hit "Apply".

# MY AMAZON GUY

SCRIBBLES  
Listing Optimizer

www.amazon.com

man woman uncle aunt day fathers  
retirement pilsner brew glas th second  
cheers fabulous son daughter kids  
grandkids bday wine whiskey fifty  
seven vaso de cerveza mand womans  
uncal unt da fahters retiremnet bew teh  
scond cheers faboulous som daughther  
kds wypne whiskie fift sevn siste  
brohter

Apply

Title

AB ab Ab ↶ ↷

Bullet Point #1

AB ab Ab ↶ ↷

Bullet Point #2

AB ab Ab ↶ ↷

Bullet Point #3

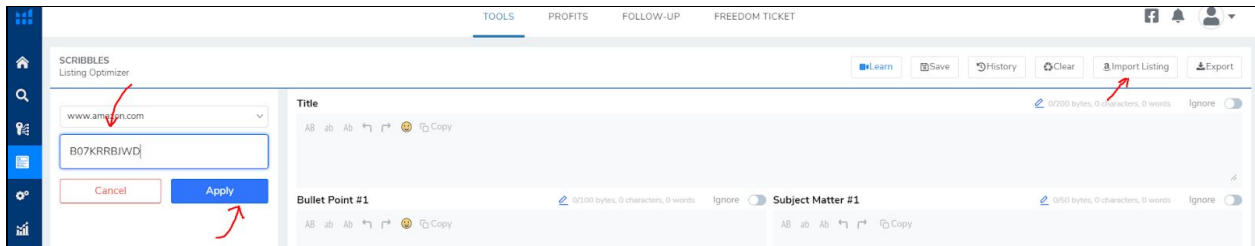
AB ab Ab ↶ ↷

Bullet Point #4

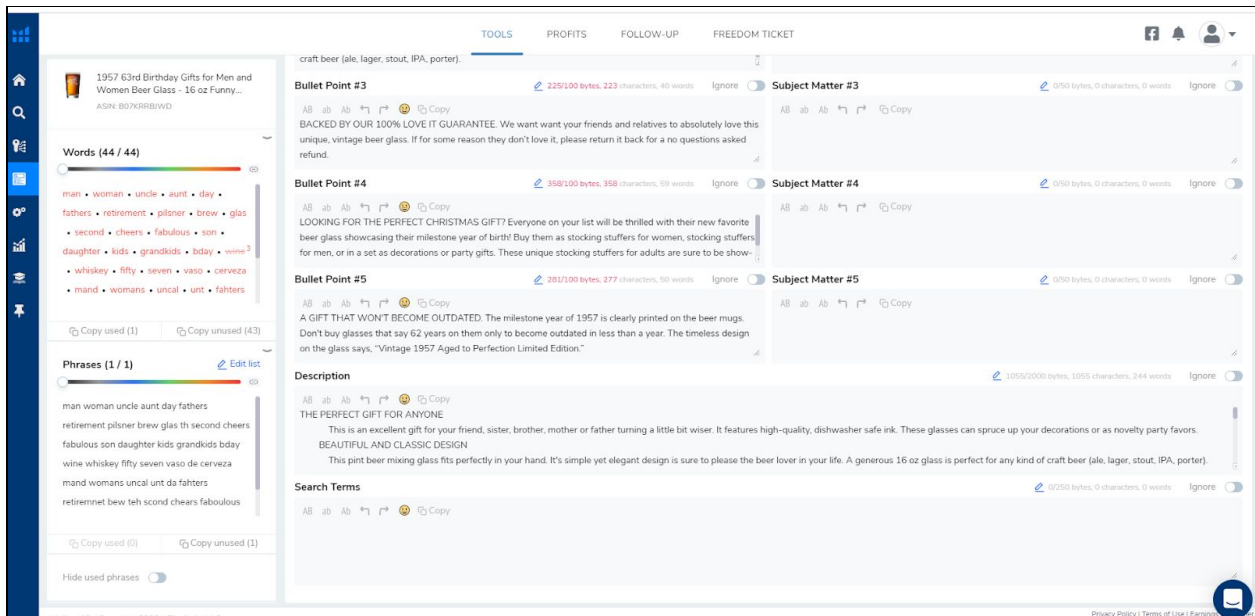
AB ab Ab ↶ ↷

Grab your ASIN from your Inventory Page or from your Sheet and paste it on your Import Listing Feature on Scribbles. Click Apply.

# MY AMAZON GUY



This will import your existing copy- from Titles to Bullets and Product Description!



Now copy your Search Terms from your Sheet again and paste this on the “Search Terms” box on Scribbles.

# MY AMAZON GUY

BACKED BY OUR 100% LOVE IT GUARANTEE. We want your friends and relatives to absolutely love this unique, vintage beer glass. If for some reason they don't love it, please return it back for a no questions asked refund.

**Words (44 / 44)**

- man<sup>1</sup> • woman<sup>1</sup> • uncle<sup>1</sup> • aunt<sup>1</sup> • day<sup>1</sup>
- fathers<sup>1</sup> • retirement<sup>1</sup> • pilse<sup>1</sup> • brew<sup>1</sup>
- glass<sup>1</sup> • second<sup>1</sup> • cheers<sup>1</sup> • fabulous<sup>1</sup>
- son<sup>1</sup> • daughter<sup>1</sup> • kids<sup>1</sup> • grandkids<sup>1</sup>
- today<sup>1</sup> • wine<sup>1</sup> • whiskey<sup>1</sup> • fifty<sup>1</sup>
- seven<sup>1</sup> • vaso<sup>1</sup> • cerveza<sup>1</sup> • mand<sup>1</sup>

Copy used (44) Copy unused (0)

**Phrases (1 / 1)**

man woman uncle aunt day fathers  
retirement pilse brew glass th second cheers  
fabulous son daughter kids grandkids today  
wine whiskey fifty seven vaso de cerveza  
mand woman uncal unt da fathers  
retiremet bew teh scond cheers fabulous

Copy used (1) Copy unused (0)

Hide used phrases

**Bullet Point #4** 398/100 bytes, 358 characters, 19 words Ignore

AB ab Ab ⌘ ↵ Copy

LOOKING FOR THE PERFECT CHRISTMAS GIFT? Everyone on your list will be thrilled with their new favorite beer glass showcasing their milestone year of birth! Buy them as stocking stuffers for women, stocking stuffers for men, or in a set as decorations or party gifts. These unique stocking stuffers for adults are sure to be show-

**Subject Matter #4** 490 bytes, 0 characters, 0 words Ignore

AB ab Ab ⌘ ↵ Copy

**Bullet Point #5** 281/100 bytes, 277 characters, 19 words Ignore

AB ab Ab ⌘ ↵ Copy

A GIFT THAT WON'T BECOME OUTDATED. The milestone year of 1957 is clearly printed on the beer mugs. Don't buy glasses that say 62 years on them only to become outdated in less than a year. The timeless design on the glass says, "Vintage 1957 Aged to Perfection Limited Edition."

**Subject Matter #5** 490 bytes, 0 characters, 0 words Ignore

AB ab Ab ⌘ ↵ Copy

**Description** 1095/2000 bytes, 1055 characters, 244 words Ignore

AB ab Ab ⌘ ↵ Copy

1999 Beer Glass  
1999 Wine Glass  
1999 Stainless Steel Tumbler  
1999 Stainless Steel Tumbler

**Search Terms** 292/250 bytes, 292 characters, 47 words Ignore

AB ab Ab ⌘ ↵ Copy

man woman uncle aunt day fathers retirement pilse brew glass th second cheers fabulous son daughter kids grandkids bday wine whiskey fifty seven vaso de cerveza mand woman uncal unt da fathers retiremet bew teh scond cheers fabulous som daughter kids wyne whiskey fift sevn siste brohter

Go through the list of Keywords and click them one by one. Anything that has more than one term needs to be removed from the "Search Terms" box.

## Working with the Scribbles Keyword List:

1. Click each keyword on the keyword list
2. If a keyword is highlighted on the Search Terms Box, delete it.
3. Repeat until you click all keywords with 2 or more frequencies.
4. Note: Search Terms are about adding misspelled keywords and Spanish Terms.

# MY AMAZON GUY

The screenshot displays the 'My Amazon Guy' interface. On the left, there are two sections: 'Words (44 / 44)' and 'Phrases (1 / 1)'. The 'Words' section contains a list of keywords with counts, such as 'man 2', 'woman 2', 'uncle 2', 'aunt 2', 'day 1', 'fathers 1', 'retirement 1', 'pilsner 1', 'brew 1', 'glas 1', 'second 1', 'cheers 2', 'fabulous 1', 'son 1', 'daughter 1', 'kids 1', 'grandkids 2', 'bday 1', 'wine 5', 'whiskey 2', 'fifty 1', 'seven 1', 'vaso 1', 'cerveza 2', and 'mand 2'. A red arrow points to the 'man 2' keyword. Below this list are buttons for 'Copy used (44)' and 'Copy unused (0)'. The 'Phrases' section contains a single phrase: 'man woman uncle aunt day fathers retirement pilsner brew glas th second cheers fabulous son daughter kids grandkids bday wine whiskey fifty seven vaso de cerveza mand womans uncal unt da fahters retirementnet bew teh scond cheers fabulous'. Below this is a button for 'Copy used (1)' and 'Copy unused (0)'. On the right side, there are sections for 'Bullet Point #4', 'Bullet Point #5', 'Description', and 'Search Terms'. The 'Search Terms' section shows a list of keywords with a red arrow pointing to the word 'man'.

After going through the list of keywords and ensuring that there are no more duplicates on the Search Terms box, you can start adding your misspelled words and add a few Spanish translations of the keywords on the keyword Box. Just as the image is shown below.

The screenshot shows the 'Search Terms' box in the Amazon Seller Central interface. The box contains a list of keywords: 'man woman uncle aunt day fathers retirement pilsner brew glas th second cheers fabulous son daughter kids grandkids bday wine whiskey fifty seven vaso de cerveza mand wemen fabulus winr sur'. A red arrow points to the word 'man'.

Continue to do this until you reach 249 Characters.

To make sure that all your new keywords are not used more than once, copy them again and paste them on the keyword Box.

# MY AMAZON GUY

← Edit phrases list

www.amazon.com

man woman uncle aunt day fathers retirement pilsner brew glas th second cheers fabulous son daughter kids grandkids bday wine whiskey fifty seven vaso de cerveza mand wemen fabulus winr sun

Cancel Apply

craft beer (ale, lager, stout, IPA, porter).

**Bullet Point #3** 225/100 bytes, 223 characters, 40 words Ignore

BACKED BY OUR 100% LOVE IT GUARANTEE. We want want your friends and relatives to absolutely love this unique, vintage beer glass. If for some reason they don't love it, please return it back for a no questions asked refund.

**Bullet Point #4** 358/100 bytes, 358 characters, 59 words Ignore

beer glass showcasing their milestone year of birth! Buy them as stocking stuffers for women, stocking stuffers for men, or in a set as decorations or party gifts. These unique stocking stuffers for adults are sure to be show-stoppers this holiday season.

**Bullet Point #5** 281/100 bytes, 277 characters, 50 words Ignore

A GIFT THAT WON'T BECOME OUTDATED. The milestone year of 1957 is clearly printed on the beer mugs. Don't buy glasses that say 62 years on them only to become outdated in less than a year. The timeless design on the glass says, "Vintage 1957 Aged to Perfection Limited Edition."

**Description** 1055/2000 bytes, 1055 characters, 2

1999 Beer Glass  
1999 Wine Glass  
1999 Stainless Steel Tumbler  
1999 Stainless Steel Tumbler

**Search Terms** 190/250 bytes, 190 characters,

man woman uncle aunt day fathers retirement pilsner brew glas th second cheers fabulous son daughter kids grandkids bday wine whiskey fifty seven vaso de cerveza mand wemen fabulus winr sun

Click "Apply."

1957 63rd Birthday Gifts for Men and Women Beer Glass - 16 oz Funny...  
ASIN: B07KRRBJWD

**Words (29 / 29)**

fathers 1 . retirement 1 . pilsner 1 . brew 1  
glas 1 . second 1 . cheers 1 . fabulous 1  
son 1 . daughter 1 . kids 1 . grandkids 1  
bday 1 . wine 4 . whiskey 1 . fifty 1 .  
seven 1 . vaso 1 . cerveza 1 . mand 1 .  
wemen 1 . fabulus 1 . winr 1 . sun 1 .

Copy used (29) Copy unused (0)

Phrases (1 / 1) Edit list

# MY AMAZON GUY

You should now see that all your keywords are used only once. Repeat the same process if you still see keywords being repeated more than once.

Finally, make sure to utilize all 249 characters in the Search Terms field. After this copy and paste the new Search Terms on your spreadsheet for POC or client approval.