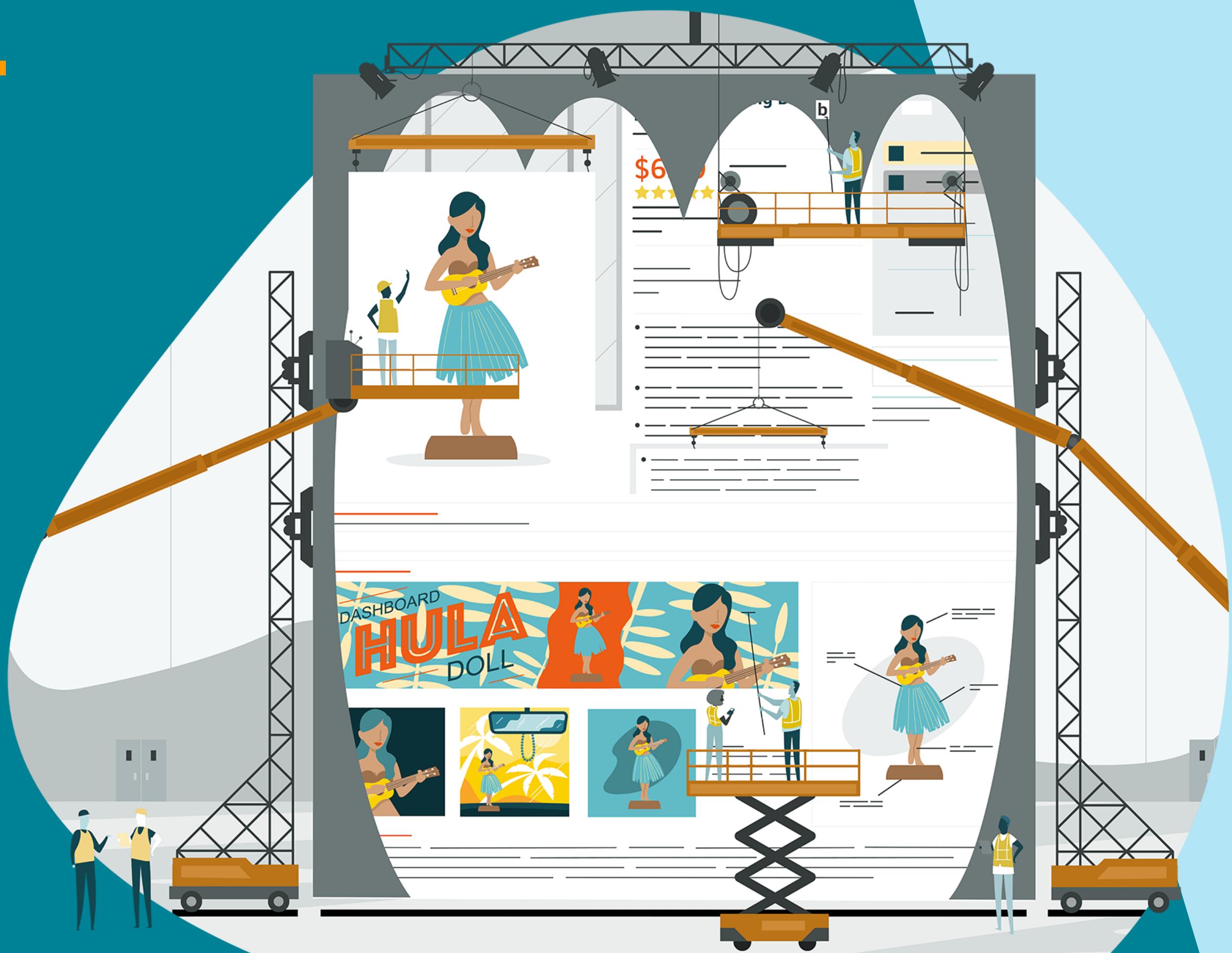


# 2022 HOW TO OPTIMIZE YOUR LISTINGS



# CONTENT



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# Listing Optimization Checklist

**Listing Optimization** is crucial to improve the discoverability of your ASIN on Amazon.com. Sharing detailed description and images of your product will allow customers to make a more informed purchase decision. Having an attractive and well-informed listing allows for a higher listing conversion



## **#1 Leaf Node**

Key attributes to guide buyers to filter items on Amazon.com



## **#2 Search Terms**

Helps to improve product discoverability on Amazon.com



## **#3 Product Bullet Points**

Highlights the product features and benefits



## **#4 Product Images**

Good images make it easy for customers to evaluate the product



## **#5 Product Descriptions**

Highlights additional information about the product



## **#6 A+ Content (For Brand Owners only)**

Inspire Customers with A+ Content

# #1 Leaf Nodes

## What are Leaf Nodes?

**Leaf nodes** are key attributes to guide buyers to select and filter items effectively on Amazon.com. Amazon customers find products through search and browse. Classify your products so that they also appear under the right leaf nodes.

For example if a buyer wishes to purchase a wallet, attributes that they will select and filter:

- Brand name
- Color map
- Price
- Style
- Pattern

## How to Edit Leaf Nodes?

**Step 1:** Under menu, click on Inventory and select "Manage Inventory"

**Step 2:** Select the listing which you would like to optimize, click on "Edit"

**Step 3:** Click on "Vital info" and "More Details" to edit leaf nodes

## #2 Search Terms

### Search Term Keywords Checklist

In order for customers to find your products on Amazon, it's important to provide Search Terms they might use when searching for what they want to buy.

#### Do's

- Less than 250 characters
- Cover features
  - Product name, brand name, category name, material, color, purpose, like product names, even related product names
- Use 2-3 word phrases

#### Dont's

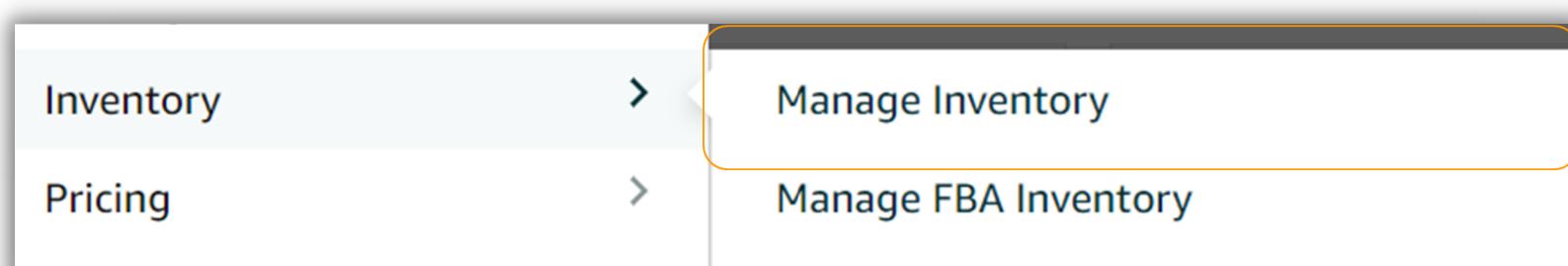
- No irrelevant word
  - i.e. Other brand names
- No promotional wordings
- No subjective words
  - i.e. lovely
- Not necessary to repeat words in capital and small letter, singular and plural

### How to Source for Suitable Keywords?

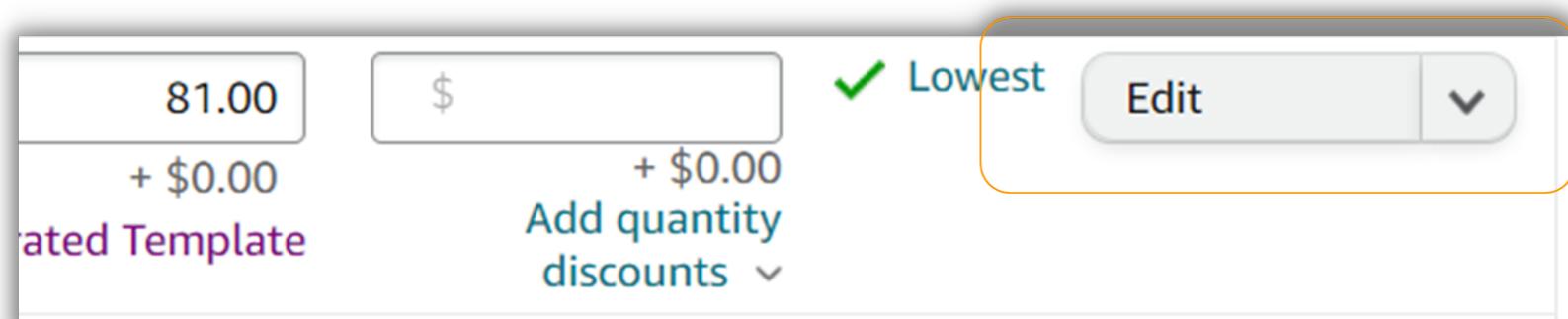
There are 3 ways to source for relevant keywords,

- Information collection from similar listings
- Customer reviews
- Advertising Search Term Reports

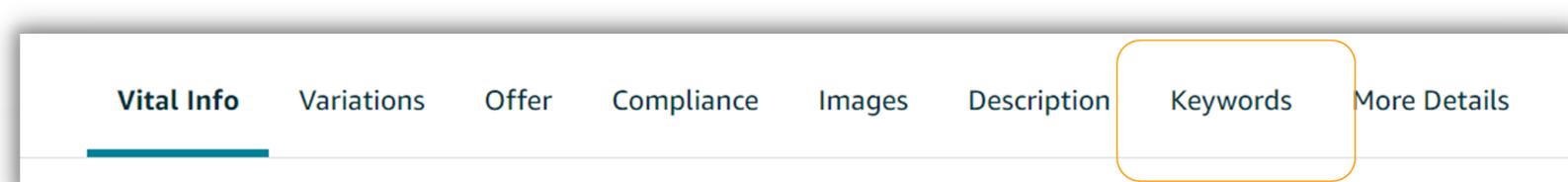
### How to Add Search Term Keywords?



**Step 1:** Under menu, click on Inventory and select "Manage Inventory"



**Step 2:** Select the listing which you would like to optimize, click on "Edit"

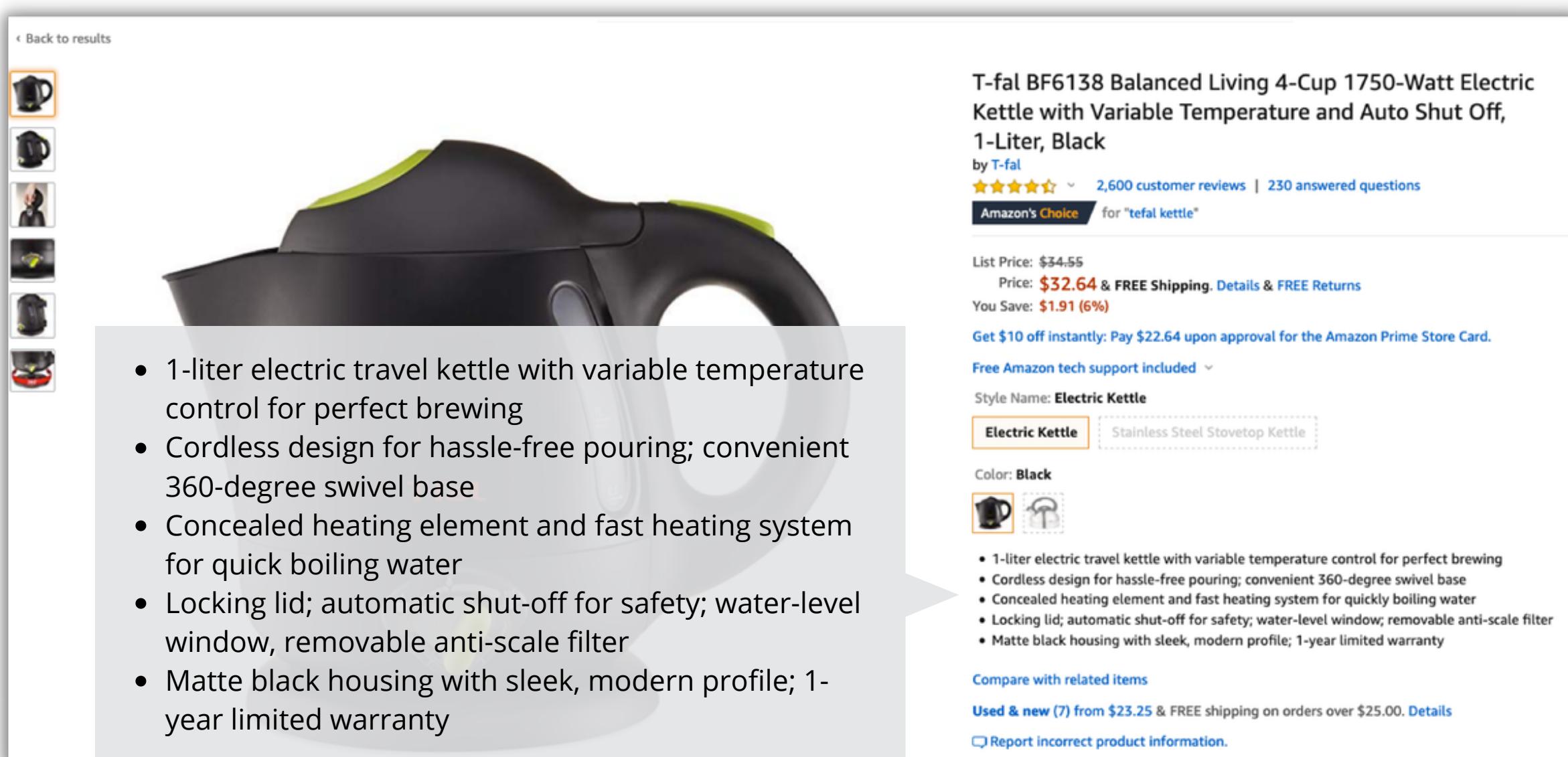


**Step 3:** Click on Keywords to edit keywords

# #3 Product Bullet Points

## Product Bullet Points

Bullet points help you to sell features and benefits of your product. They are descriptive text about specific aspects of a product, which appear on the detail page. **Up to five bullet points** can be included for each product.



It is better to keep bullet points ***clear and concise***. A general piece of advice is to keep your bullet points under ***1,000 characters*** in total i.e. for all five bullets, not per bullet. Being less than 1,000 characters improves their readability.

Well-written bullet points will naturally contain keywords, but the first priority should be to communicate clearly and help customers make a buying decision. Key things to note,

- **Highlight the key features** you want buyers to consider, such as size/dimensions, age appropriateness, ideal conditions for the product, skill level, contents, country of origin, and so on.
- **Maintain a consistent order.** If your first bullet point is country of origin, keep that same order for all your products.
- **Reiterate important information** from the title and description.
- **Do not include** promotional and pricing information.
- Have a **minimum of 4** Product Feature Bullets

# #4-5 Product Images and Description

## Product Images

Every detail page in the Amazon store requires at least one product image, and we recommend you provide **at least 3 images and one video**, with the main image allowing customer to **zoom to see your product details**. Good images make it easy for customers to evaluate the product. Images should be clear, informative, and attractive.

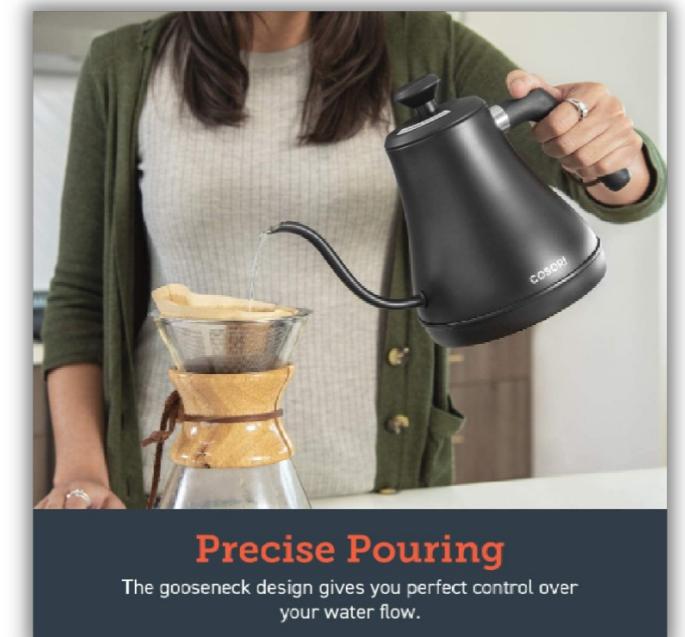
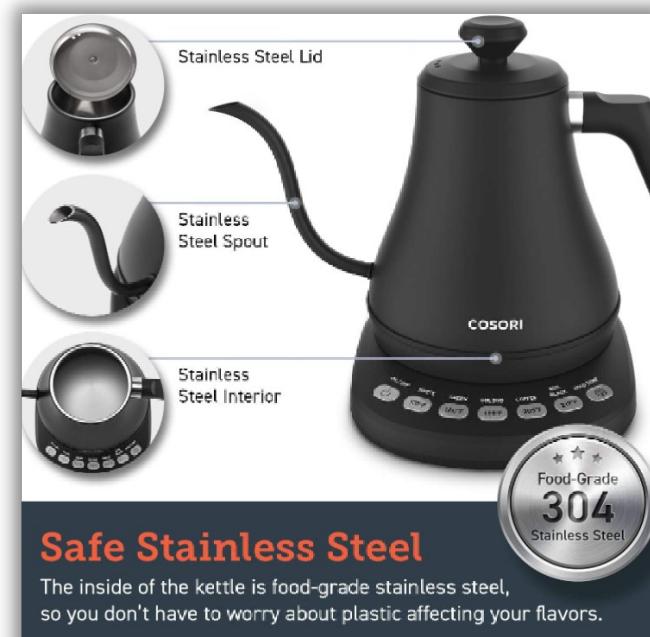


**First image** on the product detail page is the "MAIN" image and is shown to customers in search.

- Show only the product for sale on a white background
- Product should fill the image frame.
- Image should be zoomable

**Additional images** should show the product in use or in an environment, different angles, and different features. For example, you can:

- Showcase product from different angles
- Highlight product features



[Read Site Standards for Product Images](#)



## Product Description

Product Description is situated lower on the detail page and gives you an opportunity to provide more information about your product that the customer can take into account before purchase. You can include details about the benefits, usage and product's purpose.

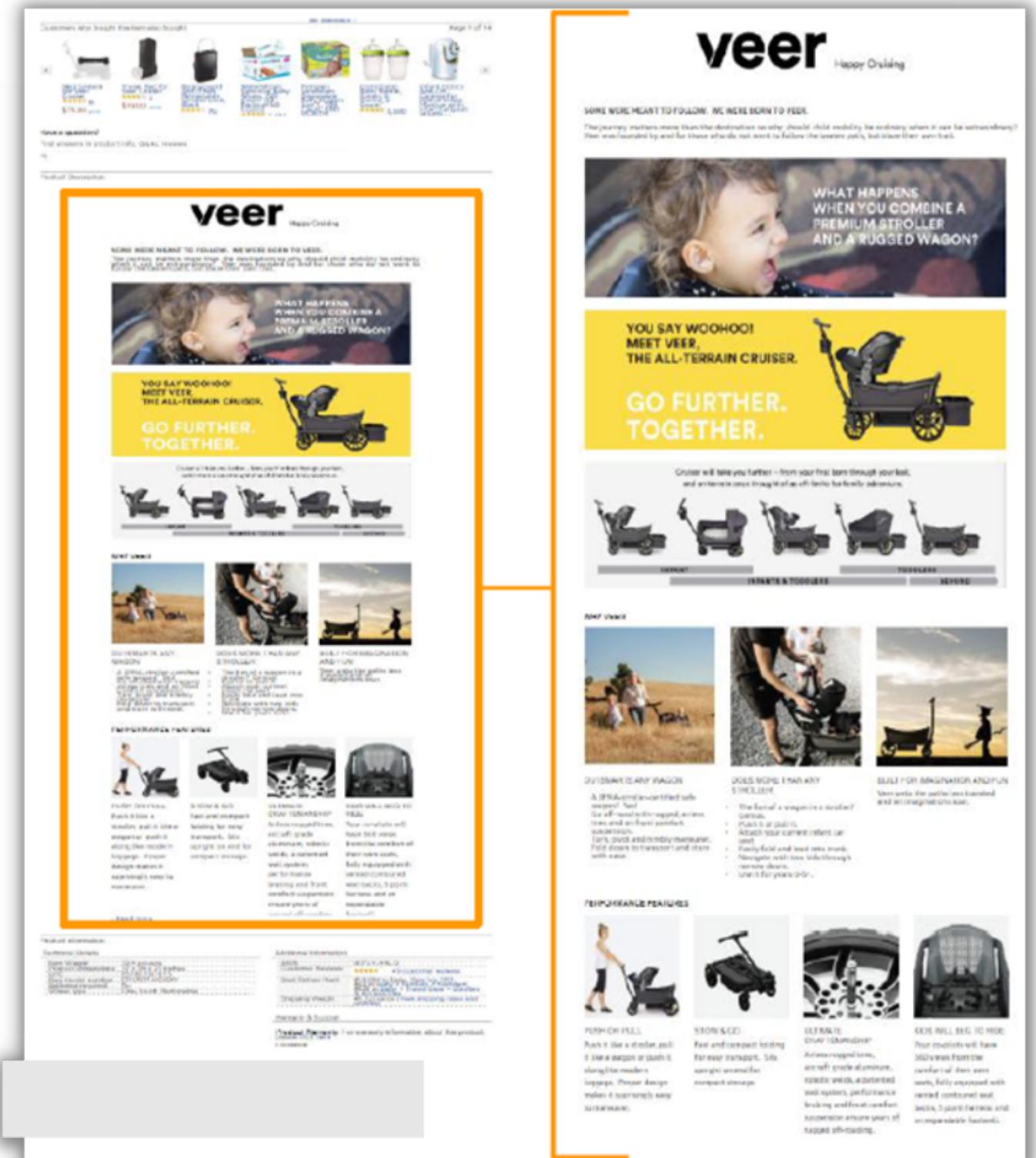
**For example,** "Cut for active wear, these pure cotton canvas pants might be the most durable and comfortable trousers you'll ever wear. Washable faux suede trim on back pockets and D-ring add durability and extended wear. Available in brown, green, khaki, or stone. Washable. Imported."

# #6 A+ Content (For Brand Owners only)

## What is A+ Content?

Available exclusively to Registered Brand Owners, **A+ content** is an additional rich text and image content available in the bottom section of your product detail page.

A+ content gives you more control over your detail page and the ability to [add content to enhance your customer's experience](#). This helps them make well informed decisions, while maintaining the basic tenets of the customer experience. The benefits of A+ content includes:



### 1 Sales Uplift

Studies have shown increased traffic and conversion that comes with adding high quality A+ can drive a sales increase of **more than 5%** in the first year.

### 2 Reduce Customer Returns & Negative Reviews

Providing more specific information about your product through A+ Content helps Customers make a **more informed purchase decision**, which can lead to fewer returns and fewer negative customer reviews.

### 3 Encourage Repeat Purchases

A+ Content helps to share your Brand story and information about your products that can help **develop Brand loyalty**.

Do you know that sellers with a trademark **increase sales 1.5 times** faster than other sellers on average?

[Guide to Brand Growth](#)

Connect with **amazon IP Accelerator**  
IP law firms to secure your trademark at **competitive rates**

[Get started](#)

[Create your A+ Content Now](#)



# Listing Guide: Common FAQ

- I purchased barcodes from GS1 but received the following error message when I tried to create my product listing.**

You are using UPCs, EANs, ISBNs, ASINs, or JAN codes that do not match the products you are trying to list

Seller to open a case with [Seller Partner Support](#). Attach all supporting documents from GS1 for verification and forward the case ID to your account manager.

- Can I edit my product listing?**

Yes, you may. **Login to seller central > Click "Inventory" and select "Manage Inventory" > Select "Edit"** for the product you wish to amend. It will take approximately 15mins before the changes reflect live on Amazon.com.

- I wish to sell in a closed/gated category\* but my document(s) are rejected.**

If your document(s) are rejected, [raise a case on seller partner support](#) with your supporting document. Thereafter, email the case ID and attach the same sets of documents to your account manager.

\*Closed/gated Category = Category that requires additional approval to sell in

- I currently have active listing in another marketplace. How can I migrate my listing over to Amazon.com?**

You may leverage on the [Build International Listings tool](#) to help you create and update offers from a single source marketplace to one or more target marketplaces. **Login to seller central > Click "Inventory" and select "Sell Globally" > Select "Build International Listings"**

- How to optimize my listing?**

**A)** Check for listing improvement recommendations by seller central. **Login to seller central > Click "Inventory" and select "Improve Listing Quality"**

**B)** Find out what makes a quality detail page [here](#).

- Why can't I see my product when I search it on Amazon.com?**

You may leverage on Advertising tools such as sponsored product to increase your product visibility on Amazon. Review webinars that has been conducted by our in-house ads experts to learn how to create and optimize your Amazon campaigns.

[Learn more about Amazon Advertising](#)