**Digi skills Virtual Assistant First Hands on Exercise**

**Question no.1:** Why do we choose amazon over other marketplaces? Briefly mention the advantages of Amazon.?

**Ans:** We choose Amazon for a few key reasons:

* **Selection:** Amazon boasts a massive selection of products from countless sellers, making it a one-stop shop for almost anything.
* **Convenience:** Amazon offers a smooth user experience with easy checkout, fast and reliable shipping (especially with Prime), and a customer-centric return policy
* **Competitive Prices:** Due to the presence of many sellers, Amazon is known for offering competitive prices and frequent sales.

Question no.2: What is Helium 10? Download Helium 10 Google chrome extension and attach the screenshots?

**Answer:** Helium 10 is a suite of tools specifically designed to help Amazon and Walmart sellers find profitable products, optimize their listings, and manage their businesses more efficiently. They offer a free Chrome extension that provides a variety of features directly on your browser, simplifying product research tasks.

**Here is describtion of the download process for the Helium 10 Chrome extension:**

1. Go to the Google Chrome Web Store.
2. Search for "Helium 10 Seller Assistant".
3. Click on the extension by Helium 10.
4. Click "Add to Chrome" and follow any on-screen prompts.

**Question no 3**: What is Child account on Amazon?

**Answer**: An Amazon child account, also referred to as a sub-account or secondary user account, is specifically for **Amazon Seller Central**, not for regular Amazon shopping accounts. It's a way for the main account holder, typically a business owner or manager, to grant controlled access to their Seller Central account to other users.

Here's a breakdown of how child accounts work on Amazon Seller Central:

* **Purpose:** Delegate tasks and grant access to specific features within Seller Central to other users, such as virtual assistants, employees, or business partners.
* **Permissions:** The main account holder has full control and can set permissions for each child account user. This allows restricted access to features like managing inventory, fulfilling orders, or handling customer service inquiries.
* **Requirements:** Only available for professional selling accounts on Amazon Seller Central.

**Benefits of using child accounts:**

* **Improved Efficiency:** Lets business owners or managers delegate tasks and streamline workflows within Seller Central.
* **Controlled Access:** Provides granular control over what each user can see and do within the account, enhancing security and reducing the risk of errors.

**Question no 4**: What is the difference between super relevant and semi relevant keywords?

The difference between super relevant and semi-relevant keywords boils down to how closely they match the specific intent of a user's search query.

Here's a table summarizing the key points

Feature Super Relevant Keywords Semi-Relevant Keywords

Specificity Highly specific, often long-tail keywords Broader terms, may lack details

Relevancy to Search Intent Directly addresses user's need Somewhat related, may not be a perfect fit

Search Volume Generally lower search volume Potentially higher search volume

Conversion Rate Potentially higher conversion rate Lower conversion rate