



What if you could increase your Amazon CTR by 50%

What would that mean to your profit levels? Here is a 6 step guide...



Product title

The title is the first thing a potential buyer sees. It should be informative, concise, and include key keywords that match customer search queries. A well-crafted title that accurately describes the product and includes important attributes such as brand, size, quantity, and color can make your listing more relevant and appealing.

STEP
01



Product Images

Your main image plays a crucial role in attracting clicks. Amazon has specific guidelines for the main product image, including that it must be on a pure white background. High-quality, high-resolution images that clearly show the product can significantly increase the likelihood of a click. The image should be appealing and accurately represent the product.

STEP
02



Price

Price is a major determinant of click-through rates. Competitive pricing can make your product more attractive, especially if it's paired with positive reviews and a strong product listing. Shoppers often compare prices among similar products, so ensuring your price is competitive is key to improving CTR.

STEP
03



6 Steps for a Great Amazon CTR

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Reviews and Ratings

Products with higher ratings and more positive reviews tend to have higher CTRs. Shoppers are more likely to click on products with a 4-star rating or higher. Actively managing customer feedback and striving for high-quality product experiences can improve your reviews and, subsequently, your CTR.

STEP
04



Brand Recognition

Products from well-known brands often enjoy higher CTRs due to the built-in trust and recognition factor. If you're managing a less known brand, focusing on building brand awareness through quality products, exceptional service, and targeted marketing can over time improve your brand recognition on Amazon.

STEP
05



Search Relevance Keyword Optimisation

How well your product matches the customer's search query can significantly affect your CTR. Including relevant keywords in your product title, bullet points, and description ensures your product appears in relevant searches. Keyword optimization also involves understanding the search intent and using keywords that potential buyers are likely to use when looking for products in your category.

Improving these elements can lead to a better CTR, which not only increases the likelihood of more sales but can also positively impact your product's organic ranking on Amazon.

STEP
06