SOP Index - Master Reference

Nurise Listing Optimization SOPs

Master Index & Workflow Guide

Quick Navigation

What do you need to do?

Goal	SOPs to Follow
Set up DataDive account	SOP-101
Find new products to sell	SOP-201 → SOP-202 → SOP-203
Build a new listing from scratch	SOP-304 (Ranking Juice, AI Copywriter)
Optimize an existing listing	SOP-301 → SOP-302 → SOP-303
Track keyword rankings	SOP-401 → SOP-402
Fix a performance problem	SOP-501 → SOP-502
Create product images	AI Image Creation Guide
Analyze product viability (AI)	SOP-701
Validate optimization results	SOP-702

SOP Directory

01 - Setup

SOP	Title	Description	Time
SOP-101	DataDive Account Setup	Initial account configuration, Amazon connection, team setup	30 min

02 - Product Validation

SOP	Title	Description	Time
SOP-201	Product Research & Discovery	Finding products by price point, initial category research	15 min
SOP-202	Product Validation Complete	Full 10-minute validation using scorecard	10 min
SOP-203	Pipeline Management	Organizing validated products, comparing scores, prioritizing	20 min

03 - Listing Optimization

SOP	Title	Description	Time
SOP-301	Listing Analysis	Import listing, identify gaps, compare to competitors	20 min
SOP-302	Keyword Optimization	Add missing keywords, convert broad to exact match	30 min
SOP-303	Listing Update Process	Safely implement changes in Seller Central	15 min
SOP-304	Listing Builder Complete Guide	Ranking juice system, AI Copywriter, title optimization, building from scratch	45-60 min

04 - Keyword Tracking

SOP	Title	Description	Time
SOP-401	Rank Radar Setup	Create and configure keyword tracking	20 min
SOP-402	Weekly Monitoring Routine	Ongoing keyword position monitoring	15 min

05 - Troubleshooting

| SOP	Title	Description	Time
SOP-501	Diagnose Performance Issues	Identify browse node, indexing, visibility problems	20 min
SOP-502	Fix Common Problems	Solutions for typical DataDive issues	30 min

06 - Image Creation
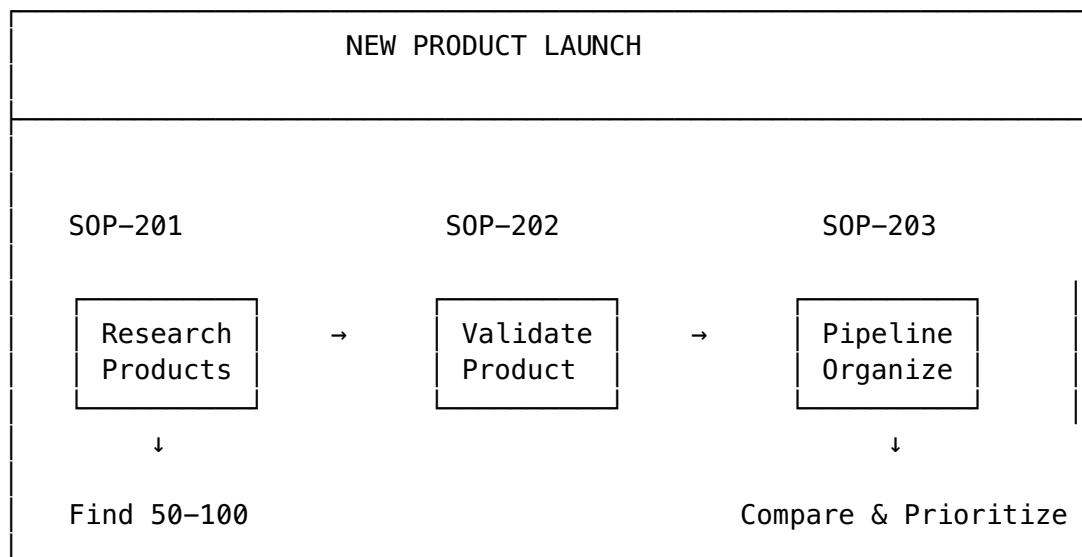
Guide	Title	Description	Time
Guide	AI Image Creation Guide	Create main/secondary images with ChatGPT 4o	2-3 hrs

07 - Product Analysis (AI-Powered)

SOP	Title	Description	Time
SOP-701	Amazon Product Competitive Analyzer	AI-powered product viability analysis, 8-factor scoring, GO/NO-GO decisions	2-3 min/product
SOP-702	Optimization Validation Procedure	Verify optimization implementation, validate results, quality assurance	30-45 min

Workflow Diagrams
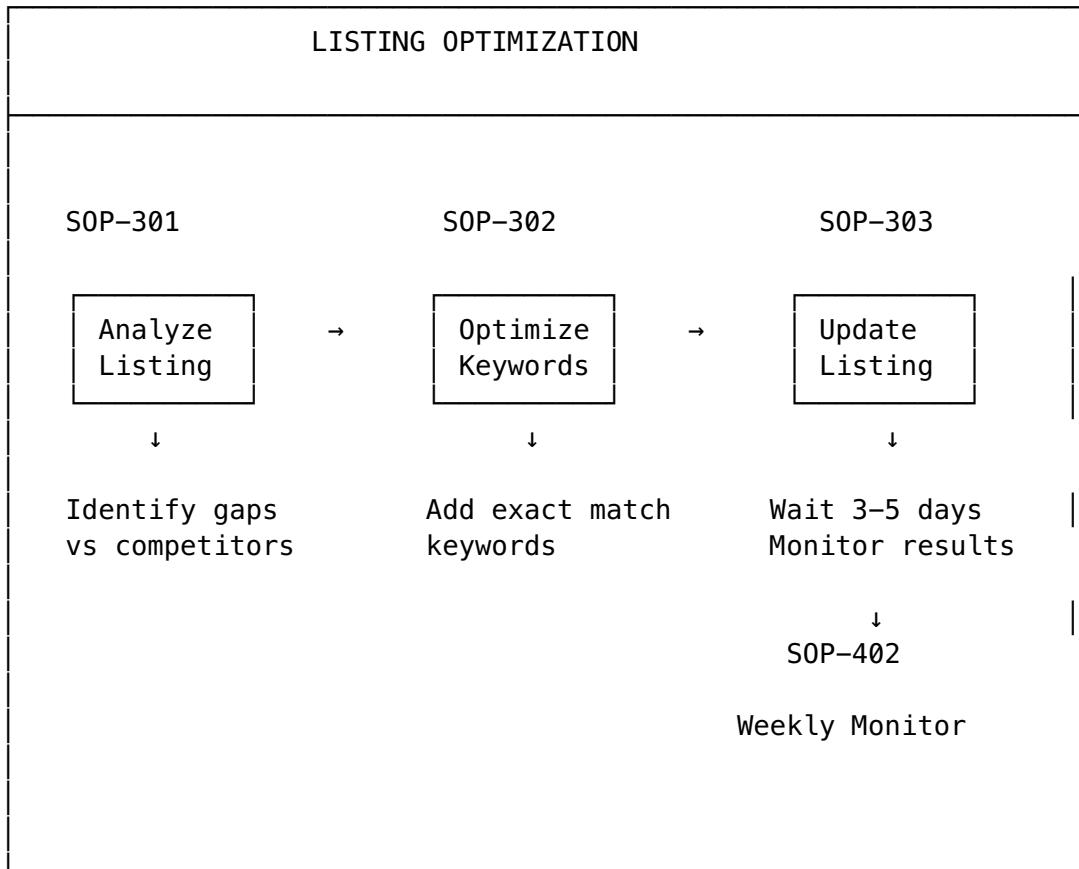
New Product Launch Workflow

```
┌─────────────────────────────────────────────────────────────┐
│                   NEW PRODUCT LAUNCH                          │
├──────────────────────────────────────────────────────────────┤
│                                                               │
│                                                               │
│   SOP-201            SOP-202            SOP-203               │
│                                                               │
│   ┌───────────┐      ┌───────────┐      ┌───────────┐        │
│   │ Research  │  →   │ Validate  │  →   │ Pipeline  │        │
│   │ Products  │      │ Product   │      │ Organize  │        │
│   └───────────┘      └───────────┘      └───────────┘        │
│        ↓                                     ↓                │
│   Find 50-100                        Compare & Prioritize    │
│                                                               │
```
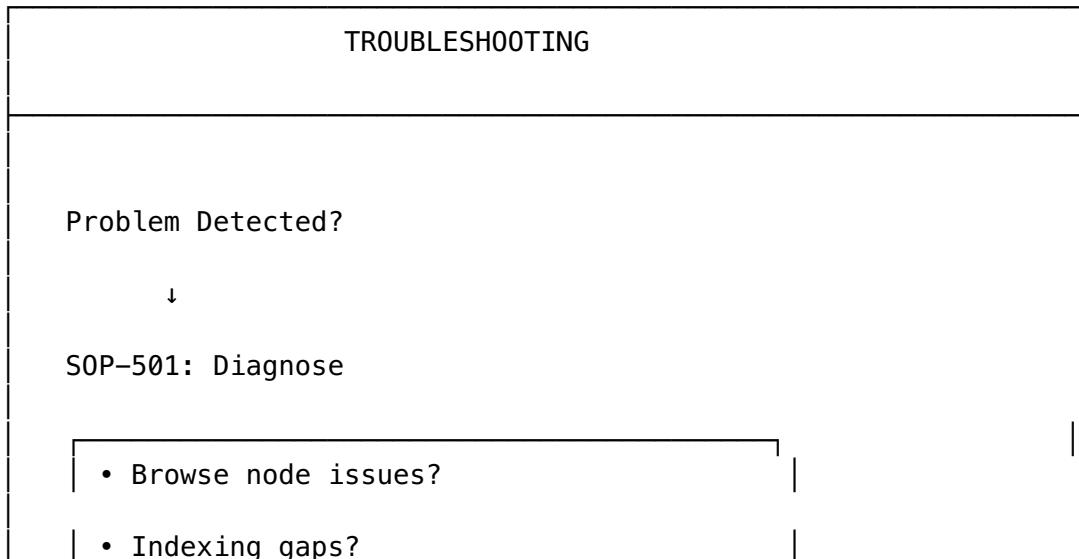
```
│   candidates                        Select winners
│
│
│
│
│
```

Listing Optimization Workflow

```
┌────────────────────────────────────────────────────────────┐
│                  LISTING OPTIMIZATION                        │
│                                                              │
├──────────────────────────────────────────────────────────── │
│                                                              │
│                                                              │
│   SOP-301              SOP-302              SOP-303          │
│                                                              │
│   ┌──────────┐         ┌──────────┐         ┌──────────┐   │
│   │ Analyze  │    →    │ Optimize │    →    │ Update   │   │
│   │ Listing  │         │ Keywords │         │ Listing  │   │
│   └──────────┘         └──────────┘         └──────────┘   │
│        ↓                    ↓                    ↓          │
│   Identify gaps        Add exact match      Wait 3-5 days  │
│   vs competitors       keywords             Monitor results │
│                                                             │
│                                                 ↓          │
│                                             SOP-402         │
│                                                             │
│                                             Weekly Monitor  │
│                                                             │
│                                                             │
│                                                             │
└────────────────────────────────────────────────────────────┘
```

Troubleshooting Workflow

```
┌────────────────────────────────────────────────────────────┐
│                  TROUBLESHOOTING                             │
│                                                              │
├──────────────────────────────────────────────────────────── │
│                                                              │
│                                                              │
│   Problem Detected?                                          │
│                                                              │
│        ↓                                                     │
│                                                              │
│   SOP-501: Diagnose                                          │
│                                                              │
│   ┌───────────────────────────────────────┐               │
│   │ • Browse node issues?                 │               │
│   │ • Indexing gaps?                      │               │
```

```
| • Stock/visibility problems?         |

| • Wrong competitor selection?        |
 └──────────────────────────────────┘
        ↓

 SOP—502: Fix

 ┌──────────────────────────────────┐
| • Submit browse node case          |

| • Add missing keywords              |

| • Verify stock levels               |

| • Regenerate competitor list        |
 └──────────────────────────────────┘
```

Quick Reference

Most Used SOPs

1. **SOP-202** - Product Validation (daily use when researching)
2. **SOP-304** - Listing Builder Complete Guide (new listings, ranking juice)
3. **SOP-302** - Keyword Optimization (existing listing tweaks)
4. **SOP-402** - Weekly Monitoring (ongoing tracking)

Emergency Troubleshooting

- Rankings dropped suddenly → Start with **SOP-501**
- Listing not showing for keywords → Check **SOP-502**
- Wrong data in analysis → Verify with **SOP-301**

Weekly Routine Checklist

☐

Monday: Run **SOP-402** (Review Rank Radar)

☐

Wednesday: Run **SOP-402** (Mid-week check)

☐

Friday: Run **SOP-402** (End-of-week review)

☐

As needed: **SOP-202** for new product validation

Version History

Version	Date	Changes
1.0	2026-01-22	Initial creation

Nurise Listing Optimization SOP Index v1.0