

DataDive Rank Radar Complete

Training Guide

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1. Rank Radar Overview

What is Rank Radar?

Rank Radar is Data Dive's keyword position tracking system that shows you:

- Where your products rank organically for keywords
- How positions change over time
- PPC campaign performance data
- Search Query Performance (SQP) metrics

Why Track Keywords?

- Monitor listing optimization effectiveness
- Identify position drops before they become problems
- Correlate PPC spend with organic rank improvements
- Track competitors' positions without accessing their accounts

Key Components

Component	Purpose
Heat Map	Visual representation of keyword positions over time
Roots View	Groups keywords by root words
Impression Rank	Shows your paid advertising position
SQP Data	Conversion and click data from Seller Central

2. Setting Up Amazon Connection

Prerequisites

1. Have your Seller Central account already logged in
2. Know which brand you want to connect (if multi-brand)
3. Have admin access to the account

Step-by-Step Connection Setup

Step 1: Navigate to Account - Go to your Data Dive Account section - Click on "Amazon" to set up connection

Step 2: Login Verification - Be already logged into your Seller Central account - You'll see pop-ups requesting permissions - Data Dive will send reminders to complete connection

Step 3: Multi-Brand Accounts (Aggregators/Agencies) > "If you're an agency or an aggregator or potentially own multiple brands, you'll have that drop down on the top left. Just hit that drop down and then select the brand that you want to connect."

Step 4: Single Account Setup - Simply log in - Set up the new connection - It will redirect and start pulling report data

Data Available After Connection

- **SIS Report** (Search Impression Share)
 - **SQP Data** (Search Query Performance)
 - **PPC Campaign Data**
 - **Conversion Reports**
-

3. Creating Your First Rank Radar

Where to Create

Navigate to: **Niche Pipeline** > Select a Dive > **Create Rank Radar**

What Gets Tracked

- Keywords from your Master Keyword List
- Tied to specific ASINs
- Historical position data

Tracking Competitors

"You don't need to connect to their Amazon account to see that. You can set up and track your competitor's performance because then you'll get an idea of keyword positions they're holding."

Typical Setup Time

- Rank Radar creation is instant
- Position data may take up to **one day** to populate
- Some cases populate faster, but plan for 24 hours

Best Practice: Clean Keywords First

Before tracking, clean up your keyword list: 1. Remove irrelevant keywords 2. Filter by search volume 3. Remove branded terms (unless specifically tracking) 4. Ensure good market fit keywords

4. Understanding the Heat Map

Reading the Heat Map

The heat map shows keyword positions over time: - **Rows** = Individual keywords - **Columns** = Time periods (days) - **Colors** = Position ranges

Position Reference Points

Position	Interpretation
1-10	Page 1 (excellent)
11-20	Top of Page 2
21-45	Page 2
45+	Page 3+ (needs work)
101+	Deep positions (problematic)

"Position 45, even though different search results pages might be formatted a little differently, some of them scroll forever, I just generally go off 45 or below as page one."

Heat Map Features

- **Hover** to see exact positions
- **Click** to drill into specific keywords
- **Filter** to focus on specific position ranges

5. Performance Views: Excellent, Normal, Bad

Excellent Performance

What it looks like: - All keywords holding steady positions - Mostly top 10 positions - Minimal fluctuation - Consistent green/good colors

Characteristics: - Good market fit keywords - Strong sales velocity - No inventory issues - Proper listing optimization

"This is excellent results. Hopefully you can get your products to where they all are looking like this. These are all holding pretty good positions, top 10, a lot holding top 5 positions."

Maintenance Required: Even with excellent performance: - Monitor 2-3 times per week - Watch for inventory issues - Amazon may change copy - Browse node changes can cause issues

Normal Performance (Launching/Optimizing)

What it looks like: - Positions fluctuating - Some keywords improving - Some keywords testing - Gradual downward trend in position numbers

Example Pattern:

```
Day 1: Position 101  
Day 4: Position 55  
Day 7: Position 32  
Day 10: Position 18
```

What's Happening: > "This is normal. Amazon is trying to figure it out. You're introducing new keywords, maybe from PPC campaigns."

The Testing Phase: - Position goes up, then down, then up - This is the algorithm testing - As long as you get clicks and conversions, it will settle

Bad Performance

What it looks like: - High positions (50+, 101+) not improving - No downward trend - Possibly going higher over time - Flat lines at poor positions

Potential Causes: 1. Wrong browse node 2. Bad sales history 3. Not optimized for relevant keywords 4. Product not getting indexed properly 5. Competitor issues

"If you set up your listing and you start tracking it and it looks like this, something's wrong. You might have to even go relaunch this particular product."

6. Roots: Keyword Grouping Power Feature

What is Roots?

Roots groups keywords by their root words, allowing you to see consolidated performance.

How to Enable

- Toggle on “Roots” in the Rank Radar view
- Keywords will be grouped by common terms

Benefits of Roots View

1. **Identify opportunities** across keyword groups
2. **Track collective improvement** for related terms
3. **Spot gaps** in keyword coverage
4. **Simplify analysis** of large keyword sets

Example: Energy Drink Keywords

Without Roots: - caffeine drinks - caffeine free - caffeine energy

With Roots (grouped under “caffeine”): - See all caffeine-related keywords together - Track collective position improvement - Identify if one variation is underperforming

Strategic Use

“If you collapse that root view, you’re going to be grouping that specific set of keywords for your product. You can see a lot of these products were not doing very well and now we have them already on page one and two.”

7. Impression Rank Analysis

What is Impression Rank?

Your position relative to competitors spending on the same keyword in advertising.

How to View

- Enable Impression Rank in Rank Radar
- It stacks below your organic rank
- Shows as a separate data row

Interpreting Impression Rank

IR Position	Meaning
1	You have the #1 impression position
10+	10+ competitors spending more than you
30-40	Many competitors outspending you

Correlation with Organic Rank

"Often times you'll see a correlation if this is too high maybe you're in rest of search and not top of search. If your position's a little bit lower it usually has a correlation with your organic position."

Common Issues Revealed

- **High IR + Low Organic** = Campaign running out of budget
 - **Low IR + High Organic** = PPC working, organic lagging
 - **Gaps in IR** = Keywords not in any campaign
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8. PPC Data Integration

Data Displayed After Connection

Column	Description
Campaign Type	Exact, Phrase, Broad, Auto
Impression Rank	Your ad position
Sales	Revenue from keyword
Spend	Ad spend on keyword
CTR	Click-through rate
CPC	Cost per click
CVR	Conversion rate

Reading Campaign Types

- **Exact** = Exact match campaigns
- **Phrase** = Phrase match campaigns
- **Broad** = Broad match campaigns
- **Auto** = Auto-targeting campaigns

Missing Campaign Indicator

If a keyword shows no campaign association:
- It appears in "Blind Spend" bucket
- Needs campaign coverage
- May be holding organic rank without support

Budget Issues

When you see gaps in impression rank:
> "This is probably in a campaign that's running out of budget. You might want to consider putting an exact match or isolated or put more budget on it."

9. SQP Data Views

Search Query Performance Data

After connecting to Seller Central, you get: - **Clicks** on your listing - **Add to Carts** from search - **Purchases** from keyword - **Conversion Rate** vs competitors

Conversion Report View

Shows your conversion percentage compared to the market: - See how you stack up - Identify high-converting keywords - Find underperforming opportunities

Strategic Application

If a keyword has: - High conversion rate (e.g., 40%) - But low spend/coverage

"Who wouldn't want to, if you could put in 17 bucks and generate almost 900 bucks? This will normalize over time but what you're looking at here is an opportunity."

10. Click-Through Rate Benchmarks

Industry Baseline (from Abe Shamali, XP Strategy)

CTR Range	Assessment	Action
Below 0.3%	Needs work	Troubleshoot immediately
0.3% - 0.4%	Baseline acceptable	Room for improvement
0.4% - 0.7%	Common range	Optimize when possible
Above 0.7%	Good	Maintain and expand

"These are general baselines. It's gonna matter what type of product you have, what category you're in, and other factors."

CTR Troubleshooting Triggers

- Below 0.3% = Investigate main image, title, price
 - Declining CTR = Check competition, seasonal factors
 - Varying CTR by keyword = Relevancy issues
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11. Troubleshooting Scenarios

Scenario 1: Gradual Position Slip

Symptoms: - Keyword held top 6 - Slowly dropped to bottom of page 1 - Continues trending upward

Solution: > "This could potentially be generating some sales but I would want to put a campaign behind this. Good thing we caught it so we can turn it on."

Risk if ignored: - Will slip beyond position 101 - Common with established brands not monitoring - Preventable with early intervention

Scenario 2: Position Fluctuation

Symptoms: - Position bouncing: 25 > 15 > 30 > 20 > 12

Interpretation: This is **normal** algorithm testing - Amazon is testing your listing for the keyword - As long as you get clicks and conversions, it will settle - Don't panic at short-term fluctuations

Scenario 3: Stuck at High Positions

Symptoms: - Keywords stuck at 70+, 101+ - No improvement despite campaigns - Flat trend lines

Potential Causes: 1. Browse node mismatch 2. Negative sales history 3. Not indexed for keyword 4. Listing quality issues

Solutions: - Check browse node alignment - Consider relaunching - Audit listing optimization - Review competitor browse nodes

Scenario 4: Impression Rank Gaps

Symptoms: - Organic position good - No impression rank showing - No campaign associated

Action: > "If we don't have a campaign exact phrase broader auto and we're not putting anything behind it but it's holding good organic positions we'd want to improve and optimize that."

12. Subscription & Keyword Limits Management

Hitting Keyword Limits

If you accidentally track too many keywords:

Step 1: Filter Keywords

Search Volume < 450

Step 2: Bulk Archive - Select filtered keywords - Choose "Archive" action - This frees up your limit

Managing Branded Keywords

- Filter to find branded terms
- Archive if not specifically needed
- Keeps limit available for important keywords

Adjusting Subscription

Navigate to: **Account > Subscription**

What you can customize: - Dive limits - ASIN tracking limits - Rank Radar keyword limits - AI Product Brief limits

"You can totally customize this to whatever your brand needs or whatever your agency needs."

Inner Circle Discount

"Make sure that you get into the inner circle that's gonna give you a significant discount."

13. Finding Campaign Opportunities

Opportunity Pattern 1: Organic Rank, No Campaign

What to look for: - Good organic position (top 45) - No campaign coverage - High search volume keyword

Action: Create exact match campaign

Opportunity Pattern 2: High CVR, Low Spend

What to look for: - 30-40%+ conversion rate - Low or no ad spend - Position showing potential

Action: Increase budget, add dedicated campaign

Opportunity Pattern 3: Root Word Gaps

What to look for: - Root group partially covered - Some keywords at 101+ - Related keywords performing well

Action: Add missing keywords to campaigns and copy

The Blind Spend Bucket

Keywords being found through dives or PPC but archived: - Pull back into tracking - Add to campaigns - Monitor performance

14. Usage Dashboard

What It Shows

- Team member activity

- Dive creation
- Keyword tracking
- Resource consumption

Team Management

"It will show you who's working on it, what kind of activities they're doing. If somebody's doing a lot of dives and tracking a lot of keywords you can make sure that's appropriate for their role."

Access Levels

Role	Access
Admin	Full visibility
Billing	Financial access
Team Member	Only assigned items

15. Best Practices & Pro Tips

Monitoring Frequency

"I do regularly go in and check probably two, three times a week. I don't know if you necessarily need to check it every day."

What to Monitor

- Position changes > 10 spots
- Keywords dropping to page 2+
- New opportunities from campaigns
- Competitor position changes

Quick Diagnosis Checklist

1. Check keyword positions (heat map)
2. Enable roots for grouped view
3. Review impression rank correlation
4. Check campaign coverage
5. Review SQP conversion data

Preventing Issues

- Don't let products stock out
- Monitor Amazon copy changes
- Watch for browse node shifts
- Support organic rank with PPC

Documentation

- Take screenshots of good performance
- Track when optimizations were made
- Note correlation between changes and results

Competitor Tracking Value

- Track competitors without account access
 - See their keyword positions
 - Identify keywords they're winning
 - Find gaps they're missing
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Appendix A: Quick Reference - Position Benchmarks

Position	Page	Status
1-10	Page 1 Top	Excellent
11-20	Page 1 Bottom	Good
21-45	Page 2	Acceptable
46-75	Page 3	Needs Work
76-100	Page 4+	Poor
101+	Deep	Critical

Appendix B: Video Source References

Video	Topic	URL
1	Performance Views	https://www.youtube.com/watch?v=IMXt3jxdQLQ
2	Setup & Connections	https://www.youtube.com/watch?v=PB4GI5ZKBAg
3	Diagnostics Part 2	https://www.youtube.com/watch?v=sIiBaeAyPIE

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