

SOP-401: Rank Radar Setup

Nurise Listing Optimization

Purpose

Set up keyword position tracking for your products using DataDive Rank Radar, enabling ongoing monitoring of organic rankings and PPC performance.

When to Use

- After optimizing a listing (SOP-302)
- When launching a new product
- When starting competitor tracking
- Setting up monitoring for existing products

Prerequisites

- DataDive account access
 - Amazon Seller Central account logged in
 - Product has an active Dive in Niche Pipeline
 - Master Keyword List cleaned and filtered
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Procedure

Step 1: Connect Amazon Account (First Time Only)

If not already connected:

1. Go to **Account → Amazon**
2. Ensure you're logged into Seller Central in another tab
3. Follow the pop-up prompts to grant permissions
4. For multi-brand accounts: Select the brand from dropdown

Data Now Available:

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

Step 2: Navigate to Rank Radar Creation

1. Go to **Niche Pipeline**
2. Open the Dive for your product
3. Click **Create Rank Radar**

Step 3: Clean Keywords Before Tracking

Before finalizing, ensure your keyword list is relevant:

3a. Remove Branded Terms

- Click the "B" button to exclude brand names
- Unless specifically tracking brand performance

3b. Set Search Volume Threshold

- Minimum: **450** search volume
- Lower volume keywords go to Residue

3c. Filter for Relevance

- Remove keywords for wrong product types
- Ensure good market fit keywords remain

Step 4: Set Up Tracking

1. Confirm ASIN selection
2. Review keywords to be tracked
3. Click to create Rank Radar
4. Note: Position data may take **up to 24 hours** to populate

Step 5: Configure Competitor Tracking (Optional)

You can track competitor ASINs without account access:

1. Add competitor ASINs to the same Rank Radar
2. Their positions will be tracked alongside yours
3. Useful for benchmarking and opportunity identification

Step 6: Verify Initial Setup

After 24 hours, check:

1. Heat map is displaying data
2. Keywords are populating with positions
3. PPC data is flowing (if applicable)
4. SQP data is available

Step 7: Document Baseline

Record your starting positions:

RANK RADAR BASELINE

Date: [Date]

ASIN: [ASIN]

Keywords Tracked: [Number]

Key Positions:

- [Top keyword 1]: Position [X]
- [Top keyword 2]: Position [X]
- [Top keyword 3]: Position [X]

Notes: [Any observations]

Position Reference Guide

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

Success Criteria

- Amazon account connected (if first time)
- Rank Radar created for product
- Keywords cleaned before tracking
- Initial positions populating
- Baseline documented
- Ready for ongoing monitoring (SOP-402)

Common Issues

Problem	Solution
No data after 24 hours	Verify ASIN is active, check dive setup
Hit keyword limits	Archive low-volume keywords (<450 SV)
PPC data not showing	Ensure Amazon connection is complete
Competitor not tracking	Add their ASIN separately to Rank Radar

Managing Keyword Limits

If you exceed your subscription limits:

1. Filter: Search Volume < 450
2. Select filtered keywords
3. Choose **Archive** action
4. This frees up tracking capacity

What's Tracked

Data Type	Source
Organic Position	DataDive crawling
Impression Rank	Amazon PPC data

Campaign Type	Your Seller Central
Sales/Spend	PPC integration
CTR/CVR	SQP data

Related SOPs

- Previous: [SOP-303: Listing Update Process](#)
- Next: [SOP-402: Weekly Monitoring Routine](#)
- Related: [SOP-501: Diagnose Performance Issues](#)

Time Estimate: 15-20 minutes (plus 24 hours for data) **Difficulty:** Beginner

Nurise Listing Optimization SOP v1.0