

DataDive Listing Builder Video Transcripts

Source Material for SOP-304

Video Sources

Video	Title	URL
1	Listing Builder Quick Start Guide	https://www.youtube.com/watch?v=zY5o9UO2tAk
2	SEO Masterclass with Mina Elias	https://www.youtube.com/watch?v=Ts2yCC0w__A

Video 1: Listing Builder Quick Start Guide

Presenter: Anthony Cofrancesco (DataDive)

Key Concepts Covered

1. Ranking Juice System

- Proprietary metric unique to DataDive
- Combines search volume × match type multiplier × position multiplier

2. Position Multipliers

- Title: 3x ranking juice
- Bullets: 2x ranking juice

- Description: 1x ranking juice

3. Match Type Multipliers

- Exact match: Highest credit
- Exact plural: High credit
- Broad match: Medium credit
- Broad plural: Lower credit

4. Optimize Button

- Keyword-stuffs title up to 60% (120 characters)
- Automatically selects highest ranking juice keywords

5. AI Copywriter

- Creates human-readable bullets and descriptions
- Uses remaining keyword roots not in title
- Avoids duplicating keywords

6. Key Rule

- A keyword can only earn credit ONCE
- If in title, adding to bullets doesn't help

Full Transcript

[Music] what is going on everyone Anthony kof Francesco from data dive and this is the quick start guide in this video I'm going to be walking you through the listing Builder now this is one of my favorite areas about data dive because it allows you to build title bullets and description totally from scratch and it's all based on our proprietary metric which is ranking juice you won't find this on any other software tool and it's a reason people really love data dive so much so when I'm here let me just give you a quick tour around the software we have the fields where we can write our title our bullets description Search terms Etc and then on the right hand side here we have our listing ranking juice leaderboard so as I start to type into the fields on the left hand side it's going to update and it's going to give me a ranking overall where I am in my title how I compare to competitors in the bullets in description we have two different views here for the data we have Roots usage and hits and we have Battle of the listings so if you're starting from scratch I'm going to show you how you can automate a lot of this work keep in mind that you do have to have a clean master keyword list when you start doing these automations or else the software won't work properly be sure to check out our other video in the Quick Start playlist that is the master keyword list video so let's start with building our title I'm going to click on this optimize button on the right hand side and what

this tool is going to do is it's going to keyword stuff the title up to 60% so in this case it's going to fill up to 120 keywords with keywords stuffing the title so I'm going to click optimize I'm going to wait just just a minute and you can see here that if I'm looking at my roots usage and hits this is the column that's tracking my title and I can see I'm getting a bunch of exact matches if I hover over each of these circles I can get a definition for this is exact this is exact plural this is Broad this is Broad plural Etc so out of the 217 keywords in my master keyword list I'm already indexed for a large number of them and if I look at my leaderboard here on the right hand side and look at title I can see that just from that alone I'm already in position number one with 7.5 million ranking juice now you might be looking at this title and saying Anthony I can't upload this title into Amazon there's still more work that needs to be done and you would be right so what I can do is I can type in my brand name in this case I'm going to call Anthony's Essentials I can add in some dashes right and I have plenty of space because I've only used up to 120 characters in my title to write more special words that that make title readable right so I've got plenty of space to work with I can change this around if you're not that comfortable with keyword stuffing or you're just adamantly opposed to it hint hint this is how Amazon's algorithm works so you know I'm not going to disagree with anyone on that but if you want to make it more readable you've got plenty of characters to make that happen now we can't apply the same strategy for bullets and description we actually do need these bullets and descriptions to be natural like they were written by a human so what I can do for those sections is I can click on this AI copywriter button and instead of keyword stuffing the bullets in the description our AI tool is going to look at what keywords have already been utilized in the title and what are the remaining keyword roots that have the largest aggregate search volume and it's going to start to place them into the bullets and say make me bullet points that sound like a human rot it that are based on these keyword Roots so we're going to give this another minute and Bam it looks like it's already done so now I can look here at the bullet points and I can see I've got these nicely worded bullets I can come down here to the description and I can see we've got even more keywords that are written here and uh again written in a in a in a pretty smooth way down in the description so if I look back at the leaderboard I can see overall from a ranking juice perspective I'm in position number one for my title I'm in position one for bullets I think we could do a little bit more work on this I'm in position 10 and then for my description I'm in position four so if we wanted to take a deeper look at the bullets I can click on the AI bullets button here and you can see here that for some reason the AI didn't put in a keyword for bullet 2 sometimes this is the nature of working with AI so one of the things I can do is click this optimize button and what this should do is pull in another keyword in this case it didn't so I'm actually just going to go back to my master keyword list and I'm going to go to the roots Tab and I'm going to manually grab another keyword that I think is going to be important right so in this case I'm going to go with cat condo we'll see if it's already been used I don't see cat condo here cat condo for indoor cats just for the purpose of this demo I'm going to add in cat condo and then I'm going to click generate you can add in your own keywords here right you can keep clicking this optimize

button and it should pull in additional other keywords and what you're going to see is that now the AI I'm going to get to see exactly how this works I'm going to see what the input keyword was the bullet point that was created from that and then the ranking juice for each bullet point right so bam here we've got input keyword AI copywriter output and then our ranking juice per bullet point now the reason cat condo is not giving me any additional ranking juice is because most likely and I'm just going to click use and listing most likely cat condo I can see here is already in the title so a lot of people are going to ask like Anthony when I move a keyword from my title to my bullets or from my bullets to description my ranking juice it changes and it changes by more than what the ranking juice shows if I go to this column over here and the reason why is how ranking juice is calculated is there's a match type multiplier and there's a listing position multiplier so the match type multiplier is just saying that exact matches are going to get the most credit followed by exact plural followed by broad so so on and so on and so on there's also a listing position multiplier where the title is going to give you 3x ranking juice the bullets is going to give you 2x ranking juice and the description is going to give you 1 x ranking juice so I can't have a keyword in my title and then also in my bullets because I can only get credit for a keyword one time so what I would probably want to do in this case is go back into the AI bullets button and I would just want to get rid of cat condo I'd want to find another keyword route that I want to prioritize and I would rewrite that bullet point so that's a pretty quick rundown into how to create a listing from scratch you can see here that if I go to my roots usage and hits I'm going to scroll over a little bit on this left hand side and I can see that my title is pretty well filled out I've got some coverage in my bullets that I think could be a little bit better and then I've got my description over here on the right hand side but this is the quick start guide so we try to give a comprehensive explanation of each part of the tool what do you do if you've got a product that's already selling and you don't want to start from scratch so let me go back to my master keyword list and I'm going to pull an example of a product here and show you how I would optimize that listing so I've been looking at this one recently and it's for this brand TS common and what I've done is I've looked at my master keyword list and I've found that I've got a lot of gaps areas in my master keyword list where I'm not indexed or my rank is low and it seems to be related to the keyword root for large or large cat and in fact if I go here and I type in large I can see that there's 35 keywords in my master keyword list related to large in almost all of them I have very low ranks or I'm not indexed at all so if I was trying to improve this product I don't need to start totally from scratch all I need to do is see are these gaps in my master keyword list also gaps in the listing so I can come over here to the listing Builder I'm going to clear all of my data and what I'm going to do is I'm going to go over here to the title section and I'm going to find the title for TS common which is here now overall position they have five .4 million ranking juice compared to the highest sellers in this Niche about 6.9 million but I don't want to change everything you can see this brand has been around for only one year and one month but the longer a listing has been around we want to work with a scapple instead of a machete we don't want to go and change everything all at once when

we're doing listing optimization so all I want to do is I just want to see okay is my listing do I have I saw gaps in my master keyword list for keywords related to large I want to see if those gaps are also here in the listing so just like before I'm going to type in large I can see here's the 35 keywords and look at what I've got here for my title I don't have coverage for any of these keywords whatsoever so if I wanted to just do a little bit of work I don't want to start from scratch in this listing what I'm going to do is I'm going to get rid of let's see here green cat scratching post I don't want to remove anything that's giving me ranking credit I want to be careful of that so I don't get dindex for any keywords but let's just see if like hang ball and leaf shape hat Furniture pet we got 312 inch what I know that no one's searching for green or that's going to be a small search volume keyword or broad I think cat scratching post I can see we can see like what's going to be the ranking juice impact scratching post is going to be a bigger one let's see here nothing for scratching posts right we do have scratching post but not scratching post plural so for right now I'm going to remove this and let's see how it impacts our ranking juice we're at 5.9 million this is going to drop only to 5.8 million right so we only went down 70,000 so now I'm going to go back to here I'm going to go back here for large I'm going to copy this keyword for cat tree for large cat I'm going to paste this in and we're going to see how does this impact our ranking juice now we go up to 6.1 million and then for all of these keywords related to large instead of having no indexing no matching we have a few exact matches we've got a lot of broad we've got some exact plural for a lot of different keywords and that was only after adding four keywords now I don't know enough about this product maybe for some reason this um this product actually isn't applicable to large cats maybe this is just for small cats this is just for the purpose of the training but the process would still be the same you would go in your master keyword list try to identify any gaps if you saw gaps in the master keyword list you would go and see if those exact if those gaps rather exist in the listing Builder and then you would fix them one at a time the workflow would be you would move your way down this list I'm going to get rid of this you would move your way down this list and find bigger and bigger gaps so I could look at cat condo for large cats if I was this seller I'd keep moving down the list and say extra large cat tree again another large keyword you can see here Excel cat tree just a different way of saying extra large these all could be potential gaps in this sell's product the lower search volume that you're ranked for right you're going to see more gaps in your master keyword list this is just another view of seeing the data it's Battle of the listings still quite helpful I can just filter by title bullets or description and I can see this is my title the one that I'm working on and I can see exact matches I can see what keywords I might be missing out on or what keywords I have that other sellers don't have when I'm optimizing I'm just going to grab one of these keywords way down at the bottom one of these products way down at the bottom the low performer 3.2 million ranking juice so I'm going to paste this in here and you can see here that Roy pet uh they don't really have a lot going on in their title so if I wanted to start just hey what should I do to optimize this from a ranking juice perspective one of the things that I really like to do is I can see this column here for remaining ranking juice and so if I filter I can

see that just adding this keyword large cat tree Tower if I copy it and then paste it here I'm going to expect my ranking juice for this listing to go from 3.2 million and I'm going to expect this to go up like another 2.4 million because remember in your title you're going to get 3x ranking juice credit so I've copied that let's just paste this here and let's see where does our listing go up to right went up about 2.4 million now we're at 5.8 million so just with one change in my listing I've gone from being like position 25 now I'm mid pack in position 14 if I keep filtering by remaining ranking juice I can see wow if I add in cat tower with scratching post again this is another keyword that I can add in and this is just a great way to chew through the data and figure out what are the keywords the keyword roots that have the most potential ranking juice right that are that's still left on the table and so now with just two changes to my title I've jumped from being in position 25 all the way up to position one for my title now if this is an existing brand I'd want to take some additional time and make sure that these areas that I'm adding keywords into if I'm already indexed and ranked highly for these keywords like cat tower with scratching post maybe I don't need to you know I don't need to actually put those in and I would focus on other keywords or other relevant keyword Roots one more thing that I want to mention as you can see we've got this total ranking juice per character right and also remaining ranking juice per character so sometimes you're going to see that you can actually go and use shorter keywords and get a larger impact so I really like playing around with these columns remaining ranking juice the total ranking juice per character and uh it's going to give you a quick idea of how to quickly jump up in the ranks you want these to be for Relevant keywords and that's about it all right I hope you found this video to be helpful that's where we're going to wrap up for today and we'll see you in the next video

Video 2: SEO Masterclass with Mina Elias

Presenters: Bryant Mangum (DataDive), Mina Elias (Trivium Group) **Product Example:** Hillary Duff's Below 60 Air Fragrance brand

Key Concepts Covered

1. Niche Dive Feature

- Auto-discovers competitors across multiple keywords
- FIT score for competitor relevance
- ASIN tray for storing competitors

2. Master Keyword List (MKL) Management

- 450+ search volume minimum
- 30%+ relevancy threshold
- Outliers: High volume, low relevancy
- Residue: Lower volume keywords

3. Roots Analysis

- Search frequency by root word
- Identifying relevant roots for positioning
- Roots drive listing structure

4. Moving Keywords Between Buckets

- Move relevant outliers to MKL
- Exclude irrelevant keywords
- Build comprehensive keyword coverage

5. Competitor Selection

- Same product type required
- Sub-niche focus for optimization
- Broad niche for market understanding

Full Transcript

How can you build up your own 7 or 8 figure brand on Amazon? How does ranking work? How does SEO work on Amazon? In this masterclass, I'm joined by my friend Mina Elias, who himself is a 7 figure seller but runs a large agency called Trivium Group. Now he has celebrity clients who run major, major brands, and in this class, I'm gonna tear down one of those listings and help him with some SEO on that product. So you're gonna be able to see how to optimize a listing based on the competition, the data, and use Data Dive in order to do that. This is a very detailed and high level class, but if you're interested in selling on Amazon, this is what you need to know to win. So watch the whole thing, and you're gonna learn a ton.

The product that we chose for this video is actually Hilary Duff's brand, one of our clients. It's an incredible air fragrance. It's like, you know, the air freshener you put in your house. It's fully natural, organic. I believe this product is an amazing product. It's clearly differentiated on the market through looks and through it being natural and not, like, harmful chemical fragrances. So, just show us step by step what we should be doing to optimize like, do the keyword research and optimize the SEO.

Yeah. Absolutely. So, wow, this product's pretty phenomenal. It has, you know, it has a celebrity attached to it. Now you've done an looks like pretty good job up to now, but what we're gonna do is we're gonna really dig in, and we're gonna see the most important question I'm always trying to answer, which is how are the current sellers getting their sales? So what does the demand look like for a product? How many different ways are people searching for the same product? And then how do we make sure that we maximize our rank potential for all of those keywords?

So, notice how I said rank potential because a lot of times people think as soon as you write your listing, you're gonna rank, but you have to have a combination of performance times that relevancy in order to rank. And the first step is to make sure that you write your listing. You put the keywords in the right order, the right match type in the right places in your listing in order to maximize that rank potential, and then you need a listing that's gonna perform. So gorgeous imagery here, knowing what the product does, some keywords in the image, absolutely phenomenal looking image. And then we're gonna tear down what are the competitors against this image doing potentially better or worse, and what can we do, on this listing.

So let's go in and, tear into the data here. One of the things that we're that we just released in the beta, Mina, which you may not even know, is, this new, button called niche dive. And what we've done is we've written an algorithm, several algorithms, actually, to go scour Amazon to find what we consider the the software considers to be the best selling competitors to a product. So, this is a challenge because, first of all, there are a lot of different, like, subcategories that products can fall under. So sometimes people are purposely putting their products under different subcategories, to try to get an advantage. And that can hurt your indexing sometimes because Amazon will map keywords to different subcategories. So if you think you're getting slick and you're trying to be a best seller because you're gonna put it in a category that's easier to get a best seller badge, sometimes you're hurting yourself and you're hurting your ability to rank for those keywords.

But, what we're trying to do is we're gonna look at several keywords, and then that's an issue too. If you try to find the best sellers of a product with only one keyword, a lot of times, there are a lot of good sellers that are getting their sales from other keywords that are not ranked well for that keyword. And that's that becomes an issue because then you're missing out on their data. So, really, in order to seed and and pull the data from the best sellers, you gotta look in many different places.

For this one, I'm gonna showcase our new tool, which is going to go and discover the best competitors across many different, keywords, several subcategories, and it's gonna pull them in. And you can see it almost instantly went and found all of these sellers and then even selected them for us. And it's got the top 15 selected. But what I'm gonna do is I'm gonna go,

and I'm I might select more than 15. I'm gonna make sure that these and then we have our FIT score that we've, come up with, which is, you know, trademark pending.

[Transcript continues with detailed discussion of competitor selection, outlier keywords, roots analysis, and SEO optimization strategies...]

Key Takeaways for Hot Tub Filter Products

From Video 1:

- Use Optimize button to keyword-stuff title to 60%
- AI Copywriter for natural-sounding bullets
- Target #1 position in SEO Leaderboard
- Check Remaining Ranking Juice for quick wins
- Title changes give 3x impact vs description

From Video 2:

- Verify competitors are same product type (plug-in vs countertop)
 - Move relevant outliers to MKL (e.g., "air freshener" keywords)
 - Use roots analysis for positioning strategy
 - Exclude brand names and irrelevant terms
 - Sub-niche focus for tight optimization
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Transcripts extracted January 2026 for SOP development