

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
Understand indexing mechanics	SOP-305 (character limits, A+ Content, forbidden keywords)
Track keyword rankings	SOP-401 → SOP-402
Fix a performance problem	SOP-501 → SOP-502
Plan product images	SOP-602 (WHAT to create) → AI Guide (HOW to create)
Analyze product viability (AI)	SOP-701
Validate optimization results	SOP-702
Prepare for product launch	SOP-801 → SOP-802 → SOP-803
Launch a product	SOP-901
Set up and optimize PPC	SOP-1001
Verify keyword indexing	SOP-1101
A/B test after launch	SOP-1102

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
SOP-305	Amazon Indexing Mechanics	Character limits, indexing hierarchy, A+ Content, forbidden keywords, testing	1-2 hrs

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

SOP/Guide	Title	Description	Time
SOP-602	Product Image Strategy	Plan WHAT images to create, photography briefs, 7-image framework	2-3 hrs
Guide	AI Image Creation Guide	HOW to 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
-------------------------	-----------------------------------	---	-----------

08 - Pre-Launch

SOP	Title	Description	Time
SOP-801	Prohibited Keywords List	Compliance reference for banned keywords by category	Reference
SOP-802	Suppressed Listing Creation	Create suppressed listing to preserve honeymoon period	30-45 min
SOP-803	Packaging Requirements	Supplier coordination, barcodes, labels, FBA compliance	1-2 hrs

09 - Launch

SOP	Title	Description	Time
SOP-901	Launch Day Procedures	Complete launch day timeline, activate listing, PPC, traffic	Full day

10 - PPC (Pay-Per-Click)

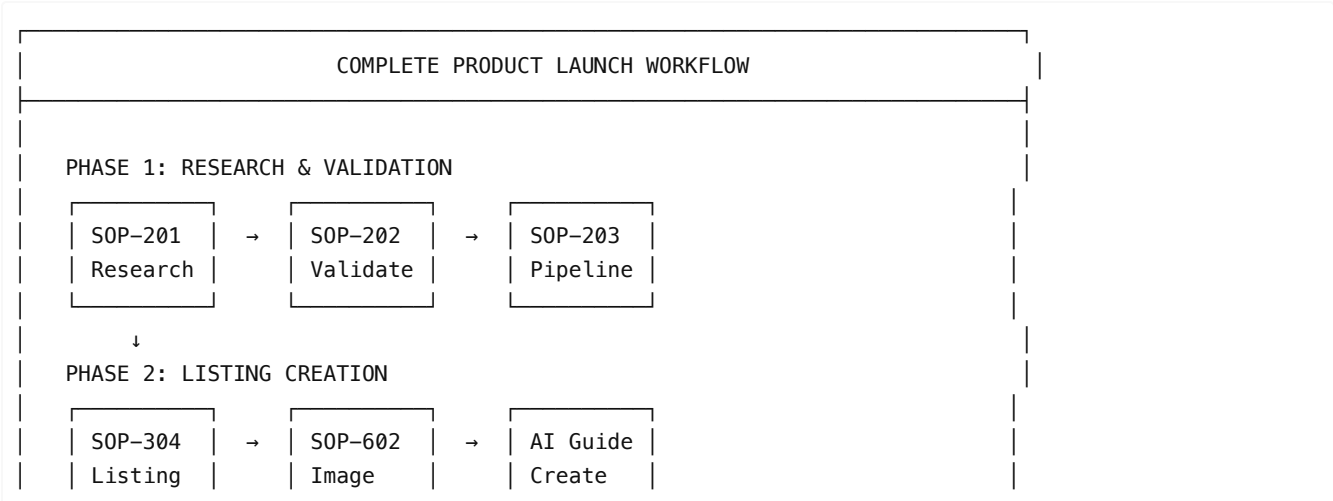
SOP	Title	Description	Time
SOP-1001	PPC Launch and Optimization	Campaign structure, bid management, optimization schedule	2-3 hrs setup

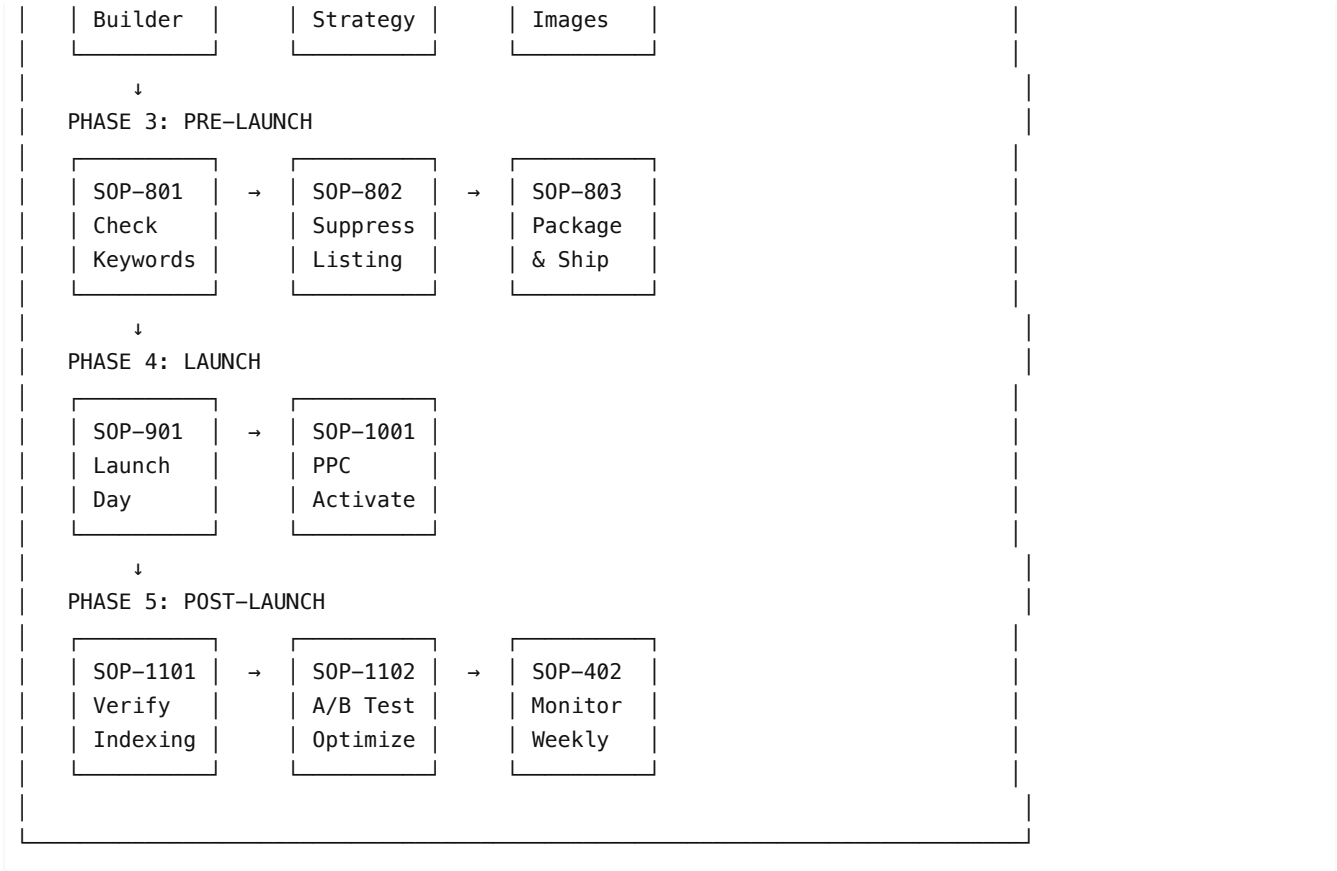
11 - Post-Launch

SOP	Title	Description	Time
SOP-1101	Keyword Indexing	Verify keywords indexed, browse nodes, troubleshooting	30-60 min
SOP-1102	Post-Launch A/B Testing	Test images, pricing, bullets after launch	Ongoing

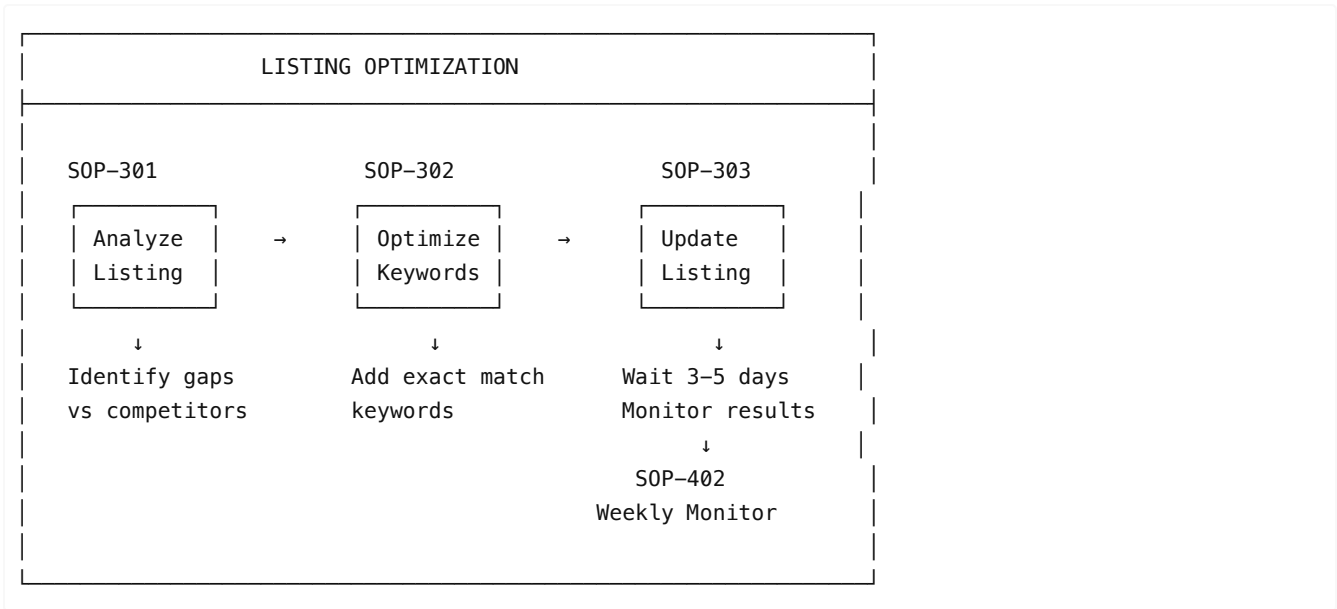
Workflow Diagrams

Complete Product Launch Workflow

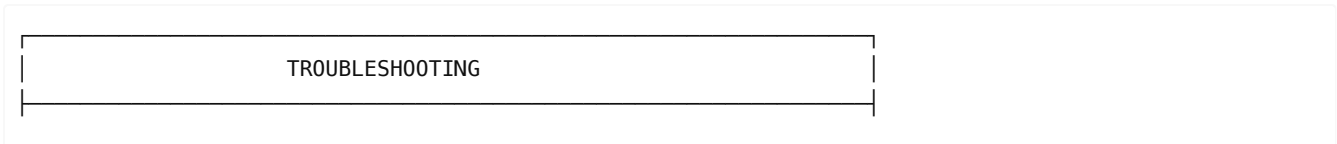




Existing Listing Optimization Workflow



Troubleshooting Workflow



Problem Detected?



SOP-501: Diagnose

- Browse node issues?
- Indexing gaps? → SOP-1101
- Stock/visibility problems?
- Wrong competitor selection?



SOP-502: Fix

- Submit browse node case
- Add missing keywords
- Verify stock levels
- Regenerate competitor list

PPC Optimization Workflow

PPC OPTIMIZATION

SOP-1001: Launch Campaigns

- Day 0: Product Targeting (Indexing)
- Day 0: Exact Match Keywords
- Day 0: Auto Campaign (Discovery)



Days 4-6: First Optimization

- Pause non-converting targets
- Adjust bids based on ACOS
- Add negative keywords



Weekly: Search Term Analysis

- Move winners to exact campaigns
- Add negative keywords
- Adjust budgets

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)
5. **SOP-1001** - PPC Launch and Optimization (campaign management)

Pre-Launch Checklist

- ☐ Check keywords against **SOP-801** (Prohibited Keywords)
- ☐ Create suppressed listing per **SOP-802**
- ☐ Coordinate packaging per **SOP-803**
- ☐ Plan images with **SOP-602**, create with **AI Guide**

Launch Day Checklist

- ☐ Follow **SOP-901** timeline step-by-step
- ☐ Activate PPC per **SOP-1001**
- ☐ Verify indexing with **SOP-1101** (Day 2-3)

Emergency Troubleshooting

- Rankings dropped suddenly → Start with **SOP-501**
- Keywords not indexed → Check **SOP-1101**
- 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)
- ☐ Tuesday: Run **SOP-1001** optimization tasks
- ☐ Wednesday: Run **SOP-402** (Mid-week check)
- ☐ Thursday: Review **SOP-1102** test results
- ☐ 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
1.1	2026-01-23	Added SOP-602 (Image Strategy), SOP-801-803 (Pre-Launch), SOP-901 (Launch), SOP-1001 (PPC), SOP-1101-1102 (Post-Launch)
1.2	2026-01-23	Added SOP-305 (Amazon Indexing Mechanics) - comprehensive indexing guide from webinar