SOP-501: Diagnose Performance Issues

Nurise Listing Optimization

Purpose

Systematically identify the root cause when a listing isn't performing as expected, including browse node mismatches, indexing gaps, and visibility problems.

When to Use

- Listing not ranking for expected keywords
- All keywords showing green (not indexed)
- Positions stuck at 101+
- Rankings declining unexpectedly
- Competitor data looks inconsistent

Prerequisites

- ☐ DataDive account access
- ☐ Product ASIN and active Dive
- ☐ Rank Radar set up (for position data)
- ☐ Understanding of expected keywords

Procedure

Step 1: Identify the Symptom

What are you observing?

Symptom	Likely Cause	Go To
All keywords green (not indexed)	Browse node or stock	Step 2
Inconsistent keyword positions	Wrong competitor selection	Step 3
Missing positions for relevant keywords	Indexing gaps	Step 4
Keywords don't match product type	Filter/cleanup needed	Step 5
Gradual ranking decline	Campaign or listing issue	Step 6

Step 2: Browse Node Diagnostic

2a. Check Your Browse Node

1. Navigate to **Deep Dive** for your product
2. Find your browse node listing
3. Note the full category path

2b. Compare to Competitors

1. In Master Keyword List, hover over competitor ASINs

2. Browse node displays in tooltip
3. Compare patterns:

Pattern	Interpretation
All same node	Standard for niche
Mixed specific/broad	Some are major brands
Your product different	**Potential mismatch**
Very broad node	Big brand privilege

2c. Document Findings ``` BROWSE NODE CHECK

Your Node: [Path] Competitor 1: [Path] Competitor 2: [Path] Competitor 3: [Path] Match: Yes / No Issue: [Description]

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### Step 3: Competitor Selection Diagnostic

**Symptoms of Bad Selection:**
- Random product types in MKL
- Keywords for unrelated products
- Positions only for wrong terms

**3a. Review Competitor List**
1. Go to your Dive
2. Check competitor ASINs selected
3. Verify they are:
    - Same product type
    - Same format (single pack, multi-pack, etc.)
    - Not unrelated items

**3b. Look for These Problems**
- [ ] Different product categories mixed
- [ ] Brand variations included incorrectly
- [ ] Items from parent listing not relevant

**3c. If Problems Found**
Option A: Remove and reselect competitors
Option B: Use "Find Competitors" to auto-generate 15
Option C: Filter keywords to focus on relevant terms

### Step 4: Indexing Gap Diagnostic

**4a. Set Up Clean View**
1. Open Master Keyword List
2. Remove brand names (click "B")
3. Set search volume threshold (450+)

**4b. Invert the List**
1. Click "Invert"
2. Green (not indexed) keywords rise to top
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3. These are your gaps


**4c. Identify Priority Gaps**


| Search Volume | Competitors Rank? | Priority |
|---------------|-------------------|----------|
| High (5,000+) | Yes | CRITICAL |
| High (5,000+) | Some | HIGH |
| Medium (1,000-5,000) | Yes | MEDIUM |
| Low (<1,000) | Yes | LOW |


**4d. Document Gaps**
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INDEXING GAPS

Critical:

- [Keyword] - [Search Vol] - Not in copy
- [Keyword] - [Search Vol] - Not in copy

High:

- [Keyword] - [Search Vol] - Broad match only

Actions Needed:

- [Description]

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### Step 5: Stock/Visibility Diagnostic

**5a. Quick Stock Check**
When all keywords show green, verify:

1. **Listing Active?** – Check Amazon product page
2. **In Stock?** – Check inventory level
3. **Suppressed?** – Check for listing warnings
4. **Correct ASIN?** – Verify child vs parent

**5b. Variation Check**
If product has variations:
– DataDive tracks from parent level
– Check if correct child is being analyzed
– Pool pump keywords in hot tub filter analysis = variation issue

### Step 6: Ranking Decline Diagnostic

**6a. Review Rank Radar**
1. Open heat map
2. Look for pattern:
    – When did decline start?
    – Gradual or sudden?
    – Specific keywords or all?
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**6b. Check Potential Causes**

| Cause | Evidence |
|-------|----------|
| Stock out | Gap in data, then recovery |
| Copy changed | Amazon auto-changes sometimes |
| Browse node shift | New node appearing |
| Competition | Competitors improving |
| Campaign pause | IR gaps appearing |

**6c. Cross-Reference**
- Check Seller Central for any changes
- Review campaign performance
- Check for listing updates you didn't make

### Step 7: Document Your Diagnosis
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DIAGNOSTIC REPORT

Date: [Date] ASIN: [ASIN]

Symptom: [What was observed] Root Cause: [What was found] Evidence: [Supporting data]

Recommended Fix:

- [Action 1]
- [Action 2]

Next Steps: See SOP-502 for fixes

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## Diagnostic Checklists

### Quick Browse Node Check
- [ ] Compare your node to top 5 competitors
- [ ] Are you in most specific relevant node?
- [ ] Do top sellers share similar nodes?

### Quick Indexing Check
- [ ] Run MKL with clean competitors
- [ ] Invert list to see gaps
- [ ] Note high-volume missing keywords
- [ ] Verify in Listing Builder

### Quick Competitor Check
- [ ] All competitors same product type?
- [ ] No unrelated items?
- [ ] Keyword positions make sense?

### Quick Visibility Check
- [ ] Listing active on Amazon?
- [ ] Inventory available?
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- [ ] No suppression warnings?
- [ ] Correct child ASIN tracked?

Common Diagnostic Patterns

Pattern	Meaning
All green, competitors ranking	Browse node mismatch
Random keywords appearing	Bad competitor selection
High volume gaps	Indexing/copy issue
Gradual slip, no stock issue	Needs campaign support
Sudden drop all keywords	Check for listing changes

Success Criteria
- [ ] Root cause identified
- [ ] Evidence documented
- [ ] Fix path determined
- [ ] Ready for SOP-502 (Fix Common Problems)

Related SOPs
- Previous: SOP-402 – Weekly Monitoring Routine
- Next: SOP-502 – Fix Common Problems
- Related: SOP-301 – Listing Analysis

Time Estimate: 20-30 minutes
Difficulty: Intermediate

Nurise Listing Optimization SOP v1.0