

# Category-Specific Listing Templates

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## Purpose

This directory contains category-specific templates for optimizing Amazon listings. Each template provides niche-specific keyword strategies, pain points, and optimization guidance.

## Available Templates

### 1. Pool Equipment (`pool-equipment.md`)

Covers: Filters, pumps, chemicals, cleaning tools for pools and hot tubs - Focus: Technical specifications, compatibility, safety certifications - Key Pain Points: Melting/warping, poor filtration, compatibility confusion - Seasonal: May-August peak (70-80% of sales)

## Template Structure

Each category template should include:

#### 1. Category Overview

- Product types covered
- Market characteristics

#### 2. Critical Keywords

- High-priority (must-have in title/bullets)
- Mid-priority (bullets/description)
- Long-tail (description/backend)

#### 3. Title Structure

- Category-specific formula
- Example with character count

#### 4. Bullet Point Strategy

- 5 bullet templates adapted for category

- Pain point addressing
- Category-specific benefits

## 5. Description Structure

- 5-section framework adapted
- Category-specific technical specs
- Common questions addressed

## 6. Category Pain Points

- Common customer concerns
- How to address in listing

## 7. Image Strategy

- Category-specific image recommendations
- What to emphasize visually

## 8. Seasonal Considerations (if applicable)

- Peak/off-season timing
- Seasonal keyword variations

## 9. Competitor Analysis

- Market leaders
- Differentiation opportunities

# Future Categories to Add

## Inflatables

- Bouncy castles, water slides, pool floats
- Keywords: Age range, safety features, size
- Pain Points: Safety concerns, durability, setup difficulty
- Seasonal: April-September peak

## Camping/Outdoor

- Sleeping pads, tents, camping gear
- Keywords: Weight, portability, weather resistance

- Pain Points: Comfort, packability, durability
- Seasonal: April-October peak

## Air Mattresses/Pumps

- Inflatable mattresses, electric pumps
- Keywords: Comfort level, inflation speed, noise
- Pain Points: Leaks, noise, comfort
- Seasonal: Year-round with holiday peaks

## Seasonal Decorations

- Pool party supplies, outdoor games
- Keywords: Theme, quantity, age appropriateness
- Pain Points: Quality, value for money
- Seasonal: Highly seasonal by holiday

## How to Use Category Templates

1. **Identify product category** from product type
2. **Read category template** for specific guidance
3. **Apply universal templates** (title, bullet, description) with category-specific keywords and strategies
4. **Address category pain points** identified in template
5. **Follow image strategy** for category
6. **Consider seasonal timing** if applicable

## When to Create New Category Template

Create a new category template when:

- Processing 3+ products in a new category
- Category has unique keyword patterns
- Category has specific pain points or certifications
- Existing templates don't fit well

## Template Maintenance

- Update templates after successful listings (add learnings)

- Add new keyword insights from DataDive research
- Document what works/doesn't work per category
- Update competitive landscape changes

## Related Resources

- `/knowledge-base/listing-optimization-patterns.json` - Stores learned patterns
- `/knowledge-base/listing-templates/title-template.md` - Universal title guide
- `/knowledge-base/listing-templates/bullet-template.md` - Universal bullet guide
- `/knowledge-base/listing-templates/description-template.md` - Universal description guide
- SOP-304: Listing Builder Complete Guide