

# DataDive Troubleshooting & Diagnostics Complete Guide

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**Version:** 1.0 **Last Updated:** 2026-01-21 **Presenter:** Bryant Mangum (Data Dive) **Sources:** 3 Troubleshooting Training Videos Combined **Topics Covered:** Browse Nodes, Indexing Gaps, MKL Manipulation, Competitor Selection

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## Table of Contents

1. [Overview: Common Issues](#)
  2. [Browse Node Troubleshooting](#)
  3. [Master Keyword List Manipulation](#)
  4. [Competitor Selection Problems](#)
  5. [Indexing Gap Identification](#)
  6. [Listing Builder Gap Correction](#)
  7. [Keyword Filtering Techniques](#)
  8. [Branded Search Analysis](#)
  9. [Stock Issues and Visibility](#)
  10. [Research & Development Insights](#)
  11. [Generating New Keyword Lists](#)
  12. [Keyword Tracking Setup](#)
  13. [Diagnostic Checklists](#)
  14. [Quick Reference Tables](#)
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## 1. Overview: Common Issues

### The Three Major Troubleshooting Areas

1. **Browse Node Issues** - Product in wrong category

- 2. **Indexing/Coverage Gaps** - Keywords not in copy or campaigns
- 3. **Competitor Selection Problems** - Wrong products in your analysis

## Symptoms That Trigger Investigation

Symptom	Likely Cause
All keywords showing green (not indexed)	Browse node issue or out of stock
Inconsistent keyword positions	Wrong competitor selection
Missing positions for relevant keywords	Indexing gaps
Keywords not matching product type	Filter/cleanup needed

## The Diagnostic Mindset

*"When I'm troubleshooting, I want to go see what the competitors' browse nodes are. This is something I always like to check when I'm launching products."*

## 2. Browse Node Troubleshooting

### What is a Browse Node?

The category/subcategory Amazon assigns to your product. Critical for: - Search visibility - Keyword relevancy - Algorithm matching - Competitor alignment

### How Browse Nodes Cause Problems

**Scenario: Product Not Showing for Keywords** - Your listing shows green (not indexed) for main keywords - Competitors are ranking well for those keywords - Your product may be in the wrong browse node

# Finding Competitor Browse Nodes

**Method 1: Master Keyword List Hover** 1. Navigate to Master Keyword List 2. Hover over competitor products 3. Browse node displays in tooltip

**Method 2: Deep Dive View** 1. Go to Deep Dive section 2. Browse nodes shown for each competitor 3. Compare patterns across top sellers

## Browse Node Examples (Omega 3 Supplement)

Competitor 1: Powders > Energy > Diet > Sports Nutrition

Competitor 2: Omega 3s

Competitor 3: Fish Oil

Competitor 4: DHA

"You can see that there are some different browse nodes in these products, but this is going to be a good way to quickly look at that."

## What to Look For

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

## Fixing Browse Node Issues

**Step 1: Identify Correct Node** - Look at majority of relevant competitors - Identify most specific appropriate node - Note the full path

**Step 2: Request Update** - Submit case to Seller Support - Reference competitor ASINs in correct node - Provide clear reasoning

**Step 3: Monitor After Change** - Positions should start appearing - Allow 24-72 hours for full update - Re-run dive to verify

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## 3. Master Keyword List Manipulation

### Initial Setup Best Practices

**Step 1: Remove Brand Names** > "The first thing I like to do when I come into here is clean up those brand names."

**Step 2: Adjust Search Volume Threshold** - Default to 450+ search volume - Low volume keywords go to Residue bucket - Can add back later if good market fit

**Step 3: Verify Relevancy** - Read through keyword list - Ensure keywords match your product type - Remove non-relevant terms

### Understanding the Data Display

Column	Shows
Search Term	The keyword
Search Volume	Monthly estimated searches
Position	Your ranking at time of dive
Green Cell	Not indexed/not showing

### Invert List Feature

Quickly see where you're NOT showing up: 1. Click invert 2. Green (not indexed) keywords rise to top 3. Identify coverage gaps

### Contains/Not Contains Filters

#### Use Case: Focus on Specific Product Type

Example: Omega 3 analysis, want only "3" related keywords

```
Filter: Contains "3"
```

Example: Remove packet-related keywords

Filter: Not Contains "packet"

*"What that's going to do is grab all this other keywords that does not contain that specific thing we're looking for."*

## 4. Competitor Selection Problems

### Symptoms of Bad Competitor Selection

1. **Inconsistent keyword positions** across the list
2. **Random product types** appearing
3. **Keywords don't match** your intended product
4. **Positions showing for unrelated terms**

### Common Mistakes

**Mistake 1: Selecting Random Products** > "This will happen if you're grabbing inconsistent competitors."

**Mistake 2: Not Verifying Before Diving** - Quickly clicking without checking - Assuming all products match

**Mistake 3: Mixing Product Categories** - Capsules with powders - Different formulations - Unrelated items

### How to Identify Wrong Competitors

**Visual Check:** Look at the MKL - if you see: - Keywords for completely different products - Positions only for unrelated terms - Wide variety of unrelated categories

**Example Finding:** > "This must be a thing... very interesting. I'll do a little bit more research but this is maybe branded search."

## Fixing Wrong Competitor Selection

**Option 1: Remove and Reselect** 1. Go to competitor list 2. Identify wrong products 3. Remove them 4. Add appropriate competitors

**Option 2: Generate New List** 1. Use "Find Competitors" feature 2. Let Data Dive select 15 competitors 3. Verify selection before diving

**Option 3: Filter Keywords** 1. Use Contains/Not Contains 2. Remove irrelevant keyword groups 3. Focus on your product type

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## 5. Indexing Gap Identification

### What is an Indexing Gap?

When your product should show for a keyword but doesn't: - Not in copy - Not in campaigns - Not signaling relevancy to Amazon

### Finding Gaps in MKL

**Step 1: Set Up Relevant Competitor List** - Clean, consistent competitor selection - Same product type - Remove brand names

**Step 2: Invert the List** Shows keywords where subject listing has no position

**Step 3: Identify Important Gaps** Look for: - High search volume keywords - Good market fit terms - Keywords competitors rank for

### Example: Women's Keywords for Women's Product

If targeting women specifically:

```
beef organ supplement for women - Should be ranking  
beef organs for women - Should be ranking  
men's beef organ supplement - OK to skip (not target)
```

*"For women-related keywords, they're going to be doing really well. They hold a lot of good positions here."*

## Gap Priority Matrix

Search Volume	Competitor Coverage	Priority
High	Multiple competitors	Critical
High	Few competitors	High
Medium	Multiple competitors	Medium
Low	Multiple competitors	Low

## 6. Listing Builder Gap Correction

### Navigating to Listing Builder

From MKL, identify gaps then: 1. Note the specific keywords 2. Go to Listing Builder 3. Import listing copy

### SEO Leaderboard

Shows keyword coverage ranking: - Based on your curated keyword list - Compares against competitors - Shows coverage percentage

### Reading the Coverage View

Indicator	Meaning
Green	Exact match in copy
Gray	Not in copy
Title column	Found in title
Bullets column	Found in bullets
Description	Found in description

## Adding Keywords for Coverage

**Step 1: Identify Missing Keyword** From MKL, find keyword showing green (not indexed)

**Step 2: Add to Listing Builder** Place keyword in appropriate location: - Title for highest weight - Bullets for secondary weight - Description for additional coverage

**Step 3: Check Match Types**

Match Type	Indicates
Exact Match	Perfect keyword in copy
Exact Plural	Plural form found
Broad	Words present but not exact

## Example Workflow

**Gap Identified:** "beef organ supplement for men" **Current Status:** Green (not in copy)

**Fix:** 1. Add "men" to title or bullets 2. Listing Builder shows: - Exact match in title - Exact plural detected - Broad match in other locations

*"When you put this in here, it's going to give us an exact match in the title, and it looks like this is closely related, so it's also giving us an exact plural."*

## Point System Changes

- Delete text and watch point score
- If score doesn't change = not SEO relevant
- If score changes = had SEO value

*"If your point system does not change, it was just showing that it's not associated with the keyword."*

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## 7. Keyword Filtering Techniques

### Search Volume Filters

#### Standard Threshold:

```
Search Volume >= 450
```

**For Broad Research:** Include lower volumes for market fit

### Contains Filter Examples

#### Focus on Specific Ingredient:

```
Contains: "3" (for Omega 3)  
Contains: "liver" (for beef liver)
```

#### Focus on Specific Format:

```
Contains: "capsule"  
Contains: "powder"  
Contains: "gummy"
```

### Not Contains Filter Examples

#### Remove Product Types:

```
Not Contains: "packet"  
Not Contains: "powder"  
Not Contains: "liquid"
```

#### Remove Competitors:

```
Not Contains: "[Brand Name]"
```

## Position Filters

### Finding Opportunities:

```
Position <= 10 (Page 1)
Position <= 20 (Top of Page 2)
Position <= 45 (Pages 1-2)
```

### Finding Problems:

```
Position > 45 (Deep positions)
Position = blank (Not ranking)
```

## Combined Filters

**Finding Quick Wins:** - Search Volume > 1000 - Position 11-45 - Exact match missing

**Finding Critical Gaps:** - Search Volume > 5000 - Position = blank - Competitors ranking

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## 8. Branded Search Analysis

### Identifying Branded Keywords

**Visual Indicator:** - One competitor holds all top positions - Other competitors show 101+ - Keyword is a brand name

### Example Pattern

```
Keyword: "sports research omega 3"
Sports Research ASIN: Position 1
All others: Position 101+
```

*"Whatever this is, this is what you'll see if it's like branded search. If it's like Sports Research or something, you'll see this is holding really good positions, this is branded search."*

## How to Handle Branded Search

**Option 1: Remove from Analysis** - Filter out brand name keywords - Focus on generic terms

**Option 2: Track Separately** - Useful for brand monitoring - Track your own brand keywords

**Option 3: PPC Only** - Don't put in copy - Target in paid campaigns - Test market response

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## 9. Stock Issues and Visibility

### Stock Out Symptoms

When a product is out of stock: - Shows green (not indexed) in MKL - No position data - Still has competitor information

### Quick Stock Check

*"Another thing if you see this on a listing, it could be from out of stock. So you'd always want to go and also check and make sure it's in stock."*

### Zinc vs Omega 3 Example

If analyzing Omega 3 and see Zinc keywords: - Check if Zinc is a variation - May be parent-level tracking - Data Dive tracks from parent ASIN

*"This one, yeah, this is zinc, so it's not gonna be showing up for these Omega threes unless there is an Omega 3 in the variation because Data Dive does track from the parent level."*

### Verification Steps

1. **Check listing directly** - Is it active?
  2. **Check inventory** - Any units available?
  3. **Check suppression** - Any listing issues?
  4. **Check variations** - Correct child ASIN?
-

# 10. Research & Development Insights

## Product Specification Research

**Use MKL to discover:** - Common quantities (1000mg, 500mg) - Common counts (60ct, 90ct, 180ct) - Format preferences (capsule, softgel, liquid)

## Sizing/Specification Example

*"This is good to take notes of especially if you're in the R&D phase. There might be specific quantities like 1000 milligrams. There's gonna be indications because if you wouldn't want to launch like a 728 milligram Omega 3 oil."*

## The Mexican Shelf Example

*"We were looking at wood shelves from Mexico and they made thousands of units but it was some weird dimension and people didn't search it. It was in between two major searches."*

**Lesson:** Match your product specs to what customers search for.

## R&D Checklist

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What quantities are searched?

☐

What counts are popular?

☐

What formats dominate?

☐

Any gaps in offerings?

☐

What dimensions/sizes searched?

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# 11. Generating New Keyword Lists

## When to Generate New List

1. Wrong competitor selection discovered
2. Product type changed
3. Need fresh data
4. Expanding keyword coverage

## Auto-Generate Competitors

**Step 1: From Niche Pipeline** - Click into dive - Select "Find Competitors" - Data Dive selects 15 relevant competitors

**Step 2: Verify Before Diving** > "This will go through and select the competitors for you. It's super convenient if you have a large catalog."

## Naming Conventions

### Recommended Format:

```
[Brand/Category] - [Main Keyword] - [Date]
```

### Examples:

```
Beef Liver - Capsules - 2026-01  
Omega 3 - Softgels - 2026-01
```

*"I recommend doing a naming convention especially if you have good naming conventions for your PPC. If you're working on multiple brands, put the brand name and main keyword."*

## Subject ASIN Notes

If doing Spanish listings:

```
[Brand] - [Keyword] - [ES/MX]
```

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## 12. Keyword Tracking Setup

### Setting Up Tracking

**From MKL:** 1. Identify important keywords 2. Click "Track" or add to Rank Radar 3. Wait for data to populate (up to 24 hours)

### Quick Add from Gap Analysis

When you find a gap: > "I would want to set up keyword tracking, which we can actually do that really quick, just so we can start getting some historical data running."

### Best Practices

- Track high-volume relevant keywords first
- Include some long-tail for testing
- Monitor Residue keywords for market fit
- Balance tracking limits with value

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## 13. Diagnostic Checklists

### Browse Node Diagnostic

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Compare your browse node to competitors

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Are you in most specific relevant node?

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Do top sellers share similar nodes?

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Any recent Amazon node changes?

### Indexing Gap Diagnostic

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Run MKL with clean competitor selection

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Invert to see missing positions

☐

Check high-volume gaps

☐

Verify in Listing Builder

☐

Add missing keywords to copy

## Competitor Selection Diagnostic

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Are all competitors same product type?

☐

Any unrelated items in selection?

☐

Do keyword positions make sense?

☐

Any branded search skewing data?

## Stock/Visibility Diagnostic

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Is listing active?

☐

Any inventory available?

☐

Any suppression warnings?

☐

Correct child ASIN tracked?

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# 14. Quick Reference Tables

## Position Interpretation

Position	Status	Action
1-10	Strong	Maintain
11-20	Good	Optimize
21-45	Fair	Campaign support
46-100	Weak	Investigate
101+	Critical	Major fixes needed
Green/Blank	Not indexed	Browse node or gap

## Search Volume Thresholds

Volume	Priority	Notes
10,000+	Critical	Must rank for these
5,000-9,999	High	Important keywords
1,000-4,999	Medium	Good targets
450-999	Low	Nice to have
<450	Residue	Market fit potential



## Filter Quick Reference

Goal	Filter
Focus product type	Contains "[type]"
Remove brand terms	Not Contains "[brand]"
Find page 1	Position <= 45
Find gaps	Position = blank
High volume only	Search Volume >= 1000

## Common Issues & Solutions

Issue	Solution
All keywords green	Check browse node, stock
Inconsistent data	Clean competitor selection
Missing keywords	Add to copy in Listing Builder
Wrong product types	Filter keywords, regenerate
Branded skewing	Filter brand names

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## Appendix: Video Source References

Video	Topic	URL
1	Browse Node Issues	<a href="https://www.youtube.com/watch?v=qkNkD8t2O-I">https://www.youtube.com/watch?v=qkNkD8t2O-I</a>
2	Indexing Gap Correction	<a href="https://www.youtube.com/watch?v=FnzpZhCZlZA">https://www.youtube.com/watch?v=FnzpZhCZlZA</a>
3	MKL Manipulation	<a href="https://www.youtube.com/watch?v=ZwKM5TBgM9Y">https://www.youtube.com/watch?v=ZwKM5TBgM9Y</a>

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*Generated from DataDive Training Video Transcripts (3 videos combined)*