SOP-306: Amazon Indexing Visual Reference & Expert Insights

Nurise Listing Optimization

Purpose

Quick visual reference guide for Amazon keyword indexing with expert copywriting insights from industry professionals. This SOP complements SOP-305 (technical mechanics) and SOP-1101 (troubleshooting) by providing visual examples, manual testing procedures, and proven best practices for creating high-converting Amazon listings.

When to Use

- When you need quick visual confirmation of indexed vs. non-indexed keywords
- When manually testing keyword indexing status
- When training team members on indexing concepts
- When writing copy and need quick reference for character limits
- When reviewing A+ Content compliance
- When understanding features vs. benefits in copywriting

Prerequisites

- ☐ Read SOP-305 (Amazon Indexing Mechanics) for technical foundation
- ☐ Access to Amazon search bar for manual testing
- ☐ Understanding of basic Amazon listing structure
- ☐ Familiarity with Seller Central backend

Part 1: What is Amazon Indexing?

Core Definition

Amazon Indexing = Having your listing's keywords and search terms recognized in Amazon's algorithm database.

Why It Matters

```
✅ INDEXED      → Product appears in search results for that keyword
❌ NOT INDEXED → Product NEVER appears, regardless of relevance
```

Key Benefit: Proper indexing generates passive, organic traffic without advertising spend.

SEO for Amazon

Search Engine Optimization on Amazon means:

- Making content **clear and readable** for customers
- Including **as many relevant keywords** as possible
- Ensuring keywords are **properly indexed** by Amazon

> *"Our goal is to have our product's content clear to customers and easy to read, as well as including as much relevant keywords/search terms so our potential customers will be able to find us on Amazon."*

Part 2: The Indexing Hierarchy

Priority Ranking (Highest to Lowest)

Amazon's algorithm prioritizes different listing fields in this order:

Priority	Field	Indexing Power	Strategy
1st	Title	Highest	Use EXACT match for top 3-5 keywords
2nd	Bullet Points	High	First 1000 characters only indexed
3rd	Backend Search Terms	Medium	Hidden keywords, overflow terms
4th	Description	Lowest	A+ Content or HTML formatted

Critical Understanding

⚠️ **NOT all fields are born equal.** *Amazon's algorithm treats each field differently.*

Title Strategy:

- Most important field for indexing
- Embed most critical keywords here
- Use EXACT match phrasing when possible

Bullet Point Strategy:

- Amazon indexes only **first 1000 total characters** across all bullets
- Allows up to 500 characters per bullet
- Prioritize first 1000 characters for keywords

Backend Search Terms:

- Not visible to customers
- Fill completely with relevant terms
- See SOP-305 for character limits

Description:

- Lowest indexing priority
- Focus on conversion, not just SEO
- Better replaced by A+ Content when available

Part 3: Manual Indexing Check - Step-by-Step

The Expert-Recommended Method

Professional copywriters recommend manual testing over software tools for accuracy.

Testing Procedure

Step 1: Navigate to Amazon's main search bar (use US zip code for Amazon.com)

Step 2: Type this exact format:

```
[Your ASIN] [space] [KEYWORD]
```

Example:

```
B075Y4W3YP vader
```

Step 3: Interpret the results

Visual Examples

✅ INDEXED Keyword Example

Search Query: `B075Y4W3YP Vader`

What You See:

- **Orange highlighted text:** "1 result for 'B075Y4W3YP Vader'"
- Your product listing appears
- ASIN matches your product
- Keyword is highlighted in listing

Interpretation: Amazon recognizes "Vader" as indexed for this ASIN ✅

❌ NON-INDEXED Keyword Example

Search Query: `B075Y4W3YP Spock`

What You See:

- **Gray message:** "We found 0 results for 'B075Y4W3YP Spock'"
- Suggestion to "Use fewer keywords" or "try these instead"
- Product may still show (ASIN search) but keyword not recognized
- Red circle or warning indicator

Interpretation: "Spock" is NOT indexed for this ASIN ❌

Possible Reasons:

- Keyword not present in any listing field
- Keyword is forbidden/suppressed
- Indexing hasn't completed (wait 24-48 hours)

Part 4: Character Limits & Amazon TOS

Field-by-Field Limits

Field	Character Limit	Indexing Notes
Title	200 characters (most categories)	Full title indexed
Bullet Points	500 per bullet	Only first **1000 total** indexed

Product Description	2000 (HTML included)	Low indexing priority
Backend Search Terms	See SOP-305	Fully indexed when compliant

Content Restrictions

❌ **NEVER Include in ANY Field:**

Promotional Phrases:

- "free shipping"
- "best seller"
- "sale"
- "discount"
- "limited time offer"

Other Brand Names:

- Competitor brands
- Other companies
- Trademarked names (unless yours)

Forbidden Keywords:

- "Mold" (triggers pesticide policy)
- "CBD" (requires documentation)
- "Antibacterial" (requires testing)
- ASIN or "Amazon" in product title
- HTML or JavaScript (except in Description)

⚠️ **Pesticides Policy Warning**

Using certain keywords triggers Amazon's Pesticides policy requiring documentation:

- Mold/mildew related claims
- Antibacterial/antimicrobial claims
- Pest control claims

Best Practice: Avoid these unless product genuinely requires documentation.

Part 5: A+ Content (Enhanced Brand Content)

Eligibility

Who Can Use: Brand Registry members only

What It Is

Visual enhancement replacing standard Product Description with:

- Professional images
- Comparison charts
- Feature callouts
- Brand storytelling
- Lifestyle photography

Benefits

✅ Improved brand awareness ✅ Higher conversion rates ✅ Enhanced mobile experience ✅ Professional presentation ✅ Better product storytelling

A+ Content Restrictions

❌ **NOT Allowed:**

- The word **"proven"** or "clinically proven"
- Direct comparisons to **competitor products**
- Promotional language or pricing
- External links or contact information
- Customer testimonials or reviews
- Referring to other products not in the comparison module

✅ **Best Practices:**

- Combine top-notch copy with professional graphic design
- Use lifestyle images showing product in use
- Include feature callouts with icons
- Create comparison charts (your products only)
- Tell your brand story
- Show scale/dimensions visually

Expert Insight

> *"A great A+ Content is the perfect combo between top-notch copy and top-notch graphic design."*

Part 6: Features vs. Benefits in Copywriting

The Critical Difference

Common Mistake: Listing only features without explaining customer benefits.

Definitions

Features = Dry product specifications

> *Example: "Double-walled stainless steel insulation"*

Benefits = Customer experience and outcomes

> *Example: "Enjoy cold drinks for 8 hours or hot beverages for 6 hours"*

Why It Matters

> ***Customers buy solutions to problems, not specifications.***

Examples of Customer Problems

- Hair loss
- Weight gain
- Baby safety concerns
- Keeping feet dry
- Staying organized

- Time management
- Cost savings
- Convenience

Writing Approach

Step 1: Identify your customer avatar (who is the buyer?)

Step 2: Understand their pain points (what problems do they have?)

Step 3: Show how your product solves those problems (benefits)

Step 4: Support with specifications (features)

Copywriting Formula

```
Feature → Benefit → Customer Outcome

FEATURE:  "Water-resistant construction"
BENEFIT:  "Keeps your belongings dry in rain"
OUTCOME:  "Never worry about ruined electronics again"
```

Part 7: Amazon Policy Compliance

Why Compliance Matters

> ⚠️ **WARNING:** Violating Amazon's Terms of Service can cause listing suppression or account suspension.

Consequences of Violations

1. **Listing suppressed** (not searchable)
2. **Account health** impacted
3. **Reinstatement** requires appeals
4. **Repeat violations** → Account suspension

Staying Current

Amazon updates TOS regularly:

- Review Seller Central announcements monthly
- Update listings when policies change
- Professional copywriters stay current automatically
- Check compliance before every listing update

Your Responsibility

- ☐ Stay current with Amazon policy changes
- ☐ Review Seller Central announcements monthly
- ☐ Update listings when policies change
- ☐ Verify keywords against SOP-801 (Prohibited Keywords)

Part 8: SEO Copywriting Best Practices

The Goal

"Make your product's content clear to customers and easy to read, while including as many relevant keywords as possible so customers can find you on Amazon."

Key Principles

1. Understand Your Product Deeply

- What problems does it solve?
- How is it used?
- What makes it different?

2. Know Your Market

- Who is your customer avatar?
- What language do they use?
- What are their pain points?

3. Research Competitors

- Analyze top 5 competitor listings
- Identify keyword gaps
- Find differentiation opportunities

4. Prioritize Keywords Strategically

Title: Most important keywords in exact match **Bullets:** Secondary keywords + conversion copy **Back-End:** Long-tail and related terms **Description/A+:** Conversion-focused storytelling

Professional Insight

> *"It doesn't matter how well you think you can write in English. Your product's copy has to look top notch and contain as much important keywords and phrases as possible, which a great copywriter can implement correctly."*

Part 9: Quick Reference Checklist

Pre-Launch Indexing Check

- ☐ Title contains top 3-5 keywords in exact match
- ☐ First 1000 characters of bullets include priority keywords
- ☐ Backend search terms filled completely
- ☐ No forbidden keywords present
- ☐ No brand names (competitors or others) included
- ☐ Character limits respected in all fields
- ☐ No promotional language present
- ☐ All keywords verified against SOP-801

Post-Launch Verification

- ☐ Manual indexing check performed for top 10 keywords
- ☐ All critical keywords showing "orange" indexed status
- ☐ Non-indexed keywords identified and addressed
- ☐ Listing content updated if indexing failures found

- [ ] Recheck indexing 24-48 hours after any content update

A+ Content Compliance Check

- [ ] No "proven" claims without documentation
- [ ] No competitor comparisons
- [ ] No promotional language or pricing
- [ ] No external links or contact info
- [ ] No customer testimonials
- [ ] Professional images with proper resolution
- [ ] Brand story aligns with listing content

Part 10: When to Use This SOP

Use SOP-306 For:

- Quick reference for indexing hierarchy
- Visual examples of indexed vs. non-indexed
- Manual indexing testing procedures
- Character limit reminders
- A+ Content compliance verification
- Features vs. benefits guidance
- Team training on copywriting basics

Use SOP-305 For:

- Complete technical indexing mechanics
- Detailed character limits by field
- Forbidden keywords comprehensive list
- Backend search term rules
- Advanced indexing troubleshooting

Use SOP-1101 For:

- Post-launch indexing verification
- Troubleshooting non-indexed keywords
- Browse node indexing issues
- Fixing indexing problems after launch

Part 11: Expert Insights Summary

Investment, Not Expense

> "A successful copy is an **investment** and not an expense. Don't compromise on such important part and avoid writing your own listings. You invested a lot of money in stock, marketing, promotions - make sure your listing is created by professionals that understand Amazon."

Key Takeaways from Professional Copywriters

1. **Title is King** - Most important field for indexing
2. **Hierarchy Matters** - Not all fields have equal power
3. **Manual Testing Works** - Don't rely solely on software

4. **Stay Compliant** - TOS violations cause serious problems
5. **Benefits Over Features** - Customers buy solutions
6. **Professional Help Pays** - Good copywriting is an investment

Abide by Amazon's Rules

> *"Abiding Amazon's TOS will keep your listing (and account) healthy for long and will allow you to prosper!"*

Official Amazon Guidelines

Seller Central Help Pages

Title Guidelines: https://sellercentral.amazon.ca/gp/help/GYTR6SYGFA5E3EQC

Bullet Point Guidelines: https://sellercentral.amazon.ca/gp/help/GX5L8BF8GLMML6CX

Product Description Guidelines: https://sellercentral.amazon.ca/gp/help/G36941

A+ Content Guidelines: https://sellercentral.amazon.com/help/hub/reference/GW8U76SSNTRTBX7

Related SOPs

- **SOP-305:** Amazon Indexing Mechanics (Complete Technical Guide)
- **SOP-1101:** Keyword Indexing (Post-Launch Troubleshooting)
- **SOP-801:** Prohibited Keywords List
- **SOP-802:** Suppressed Listing Creation
- **SOP-304:** Listing Builder Complete Guide

Version History

Version	Date	Changes	Author
1.0	2026-01-28	Initial SOP creation from expert training materials	Nurise Team

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