

# SOP-101: DataDive Account Setup

## Nurise Listing Optimization

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### Purpose

Configure your DataDive account from scratch, including Amazon Seller Central connection, team access, and workspace organization.

### When to Use

- Setting up DataDive for the first time
- Adding a new brand or Amazon marketplace
- Onboarding new team members

### Prerequisites

- ☐ DataDive subscription active
  - ☐ Amazon Seller Central admin access
  - ☐ Team member email addresses (if adding users)
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### Procedure

#### Step 1: Initial Login

1. Navigate to DataDive login page
2. Click "Login with Google" (Gmail authentication)
3. Select your business Gmail account
4. Accept permissions when prompted

#### Step 2: Navigate the Dashboard

After login, familiarize yourself with the main areas:

| Section         | Purpose                          |
|-----------------|----------------------------------|
| Niche Pipeline  | Product validation and research  |
| Rank Radar      | Keyword tracking over time       |
| Listing Builder | SEO optimization                 |
| Usage           | Subscription limits and tracking |

#### Step 3: Check Subscription Status

1. Click on **Usage** in the left sidebar
2. Review your current plan limits:
  - Number of dives remaining
  - Keywords tracked in Rank Radar
  - Team seats available
3. Note renewal date and usage patterns

## Step 4: Connect Amazon Seller Central

1. Go to **Settings** → **Amazon Connections**
2. Click **Add Connection**
3. Select your marketplace (US, UK, etc.)
4. Log into Seller Central when prompted
5. Authorize DataDive access
6. Wait for confirmation (may take a few minutes)

### For Multi-Brand Setup:

- Repeat Step 4 for each brand/marketplace
- Use clear naming conventions: [Brand] – [Marketplace]

## Step 5: Create Spaces for Organization

Spaces help organize products and projects:

1. Go to **Spaces** in the left sidebar
2. Click **Create Space**
3. Name it descriptively:
  - By brand: "Nurise Products"
  - By status: "Under Review", "Ready to Launch"
  - By marketplace: "US Products", "UK Products"
4. Create 3-5 initial spaces for your workflow

## Step 6: Set Up Labels

Labels add another layer of organization:

1. Go to **Settings** → **Labels**
2. Create labels for your workflow stages:
  - Getting Quotes
  - Pre-Launch
  - Active
  - Needs Review
  - Archived
3. Assign colors for quick visual identification

## Step 7: Add Team Members (If Applicable)

1. Go to **Settings** → **Team**
2. Click **Invite Member**
3. Enter team member email
4. Select access level:

| Level  | Capabilities                            |
|--------|---|
| Admin  | Full access, billing, team management   |
| Editor | Create/edit dives, Rank Radar, listings |
| Viewer | View-only access to all data            |

5. Click **Send Invitation**

6. Team member receives email to accept

## Step 8: Verify Setup

Run a quick test to confirm everything works:

1. Go to **Niche Pipeline**
2. Create a test dive on any product
3. Verify dive completes successfully
4. Check that Amazon data is pulling correctly
5. Delete test dive when confirmed

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## Success Criteria

- ☐ Can log in without issues
- ☐ Amazon Seller Central connected and showing data
- ☐ At least one Space created
- ☐ Labels configured for workflow
- ☐ Team members invited (if applicable)
- ☐ Test dive completed successfully

## Common Issues

| Problem                  | Solution   |
|--------------------------|--|
| Amazon connection fails  | Re-authorize in Seller Central, check permissions    |
| Team invite not received | Check spam folder, resend invitation                 |
| Usage limits hit quickly | Review subscription, consider upgrade                |
| Data not loading         | Wait 24 hours for initial sync, then contact support |

## Related SOPs

- Next: [SOP-201: Product Research & Discovery](#)
- Next: [SOP-401: Rank Radar Setup](#)

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**Time Estimate:** 30 minutes **Difficulty:** Beginner

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*Nurise Listing Optimization SOP v1.0*