

SOP-301: Listing Analysis

Nurise Listing Optimization

Purpose

Import an existing listing into DataDive Listing Builder, analyze keyword coverage gaps, and compare your listing's SEO strength against competitors.

When to Use

- Optimizing an existing Amazon listing
- Checking why a listing isn't ranking well
- Preparing for keyword optimization
- Competitor benchmarking

Prerequisites

- DataDive account with Listing Builder access
 - Product ASIN ready
 - Dive completed on the product (or create new one)
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Procedure

Step 1: Create or Open a Dive

1. Go to **Niche Pipeline**
2. If dive exists: Open it
3. If new: Create dive with your ASIN
4. Wait for research to complete

Step 2: Clean the Master Keyword List

Before analyzing, ensure MKL is relevant:

2a. Remove Brand Names

- Click the "**B**" button
- Excludes branded search terms

2b. Set Search Volume Threshold

- Set minimum to **450**
- Moves low-volume to Residue

2c. Filter for Product Type

Use filters if needed:

Contains: "hot tub filter"
Not Contains: "pool pump"

Step 3: Navigate to Listing Builder

1. From your dive, click **Listing Builder**

2. Select **Populate with ASIN**
3. Enter your product's ASIN
4. Click **Import**
5. Wait for current listing copy to load

Step 4: Review SEO Leaderboard

The Leaderboard shows your ranking vs competitors:

Position	Interpretation
#1-3	Strong keyword coverage
#4-7	Average coverage, room to improve
#8+	Significant gaps exist

Note your current position for tracking improvement later.

Step 5: Analyze Coverage by Section

Review each listing section:

Column	What It Shows
Title	Keywords found in title
Bullets	Keywords in bullet points
Description	Keywords in product description
Backend	Keywords in search terms

Color Coding:

- **Green** = Exact match found
- **Gray** = Not in copy

Step 6: Identify High-Priority Gaps

Look for keywords where:

1. High search volume (1,000+)
2. Competitors have coverage (green)
3. You don't have coverage (gray)

Gap Priority Matrix:

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

Step 7: Check Match Types

For keywords you DO have, verify match type:

Match Type	Meaning	Value
Exact Match	Perfect phrase in copy	Best
Exact Plural	Plural form found	Good
Broad Match	Words present, not exact	Weak
Broad Plural	Plural words, scattered	Weakest

Focus Areas:

- Convert "Broad" to "Exact" for top keywords
- Broad match for high-volume = Quick win opportunity

Step 8: Review Root Usage

Check the **Root Usage** section:

1. Shows which root words are in your copy
2. Indicates match type for each root
3. Reveals coverage gaps at the root level

Example Analysis:

```
Root: "type vi filter"
Expected: Exact match in title
Found: Broad plural in bullets
Action: Add exact phrase to title
```

Step 9: Document Gap Findings

Create a list of gaps to address:

HIGH PRIORITY GAPS:

1. "hot tub filter type vi" - 8,500 SV - Missing from Title
2. "bestway saluspa filter" - 3,200 SV - Broad match, needs exact

MEDIUM PRIORITY:

3. "coleman hot tub filter" - 2,100 SV - Not in title
4. "lay-z-spa filter replacement" - 1,800 SV - Missing entirely

Step 10: Compare Competitor Listings

Review top competitors' coverage:

1. Click on competitor ASINs
2. Note where they have exact matches
3. Identify patterns in their keyword placement
4. Learn from their title structures

Success Criteria

- Listing imported successfully
- SEO Leaderboard position noted
- Coverage gaps identified and documented
- Match types reviewed for top keywords
- Priority list of gaps created
- Ready for optimization (SOP-302)

Common Issues

Problem	Solution
Listing shows all green (not indexed)	Check browse node, stock, suppression
Coverage looks good but not ranking	May be browse node issue (SOP-501)
Can't import listing	Verify ASIN is correct, listing is active
Competitors have wrong products	Clean competitor selection, regenerate

Red Flags During Analysis

Sign	What It Means
All keywords "not indexed"	Browse node mismatch or stock issue
Zero positions for main keywords	Indexing problems
Competitors at 101+ for all	May be new/restricted niche

Related SOPs

- Previous: [SOP-203: Pipeline Management](#)
- Next: [SOP-302: Keyword Optimization](#)
- Related: [SOP-501: Diagnose Performance Issues](#)

Time Estimate: 20 minutes **Difficulty:** Intermediate

Nurise Listing Optimization SOP v1.0