DataDive Listing Builder Complete Training Guide

Version: 1.0 **Last Updated:** 2026-01-22 **Presenter:** Bryant Mangum (Data Dive) **Sources:** 2 Listing Builder Training Videos Combined **Topics Covered:** Creating Listings from Scratch & Optimizing Existing Listings

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1. Overview

Two Main Use Cases

Scenario	Approach
New Listing (Launch)	Create from scratch using AI copywriter
Existing Listing	Optimize incrementally with targeted changes

Critical Rule

> *"Don't copy and paste all of these changes over into an existing listing… you only want to do maybe one or two changes at a time and then wait a couple of days."*

Prerequisites

Before entering Listing Builder: 1. Curate your Master Keyword List (MKL) 2. Remove irrelevant competitors 3. Filter for market-fit keywords 4. Remove brand names

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2. Creating a Listing from Scratch

Step 1: Prepare Your MKL

Before writing, ensure your keyword list is clean:

Filter for product type:

```
Contains: "powder" (if product is powder)
Not Contains: "capsule" (remove non-relevant)
```

Check all keyword buckets: - Master Keyword List (main) - Outliers - Residue

> *"Make sure that you invest the time to clean this list up or you might have issues later on."*

Step 2: Navigate to Listing Builder

From your dive: 1. Click on Listing Builder 2. Select AI Copywriter mode

Step 3: Choose AI Mode

Mode	Description
Cosmo/Rufus	New Amazon algorithm optimized
Classic	Traditional keyword-focused approach

> *"Cosmo and Rufus and then the classic - the classic is always going to be my favorite."*

Step 4: Generate Content

Click generate and the AI will create: - Title - Bullet Points - Description

Speed: Results come back in seconds > "You can see how fast the results came back - it wrote everything for us."

Step 5: Review Coverage

After generation: - Check SEO Leaderboard ranking - Review exact match vs broad match - Verify keyword coverage indicators

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3. Using the AI Copywriter

What It Creates

- Optimized title with keywords
- Keyword-rich bullet points
- Backend-friendly description
- Proper keyword distribution

Benefits

> *"If you're not a copywriter or you don't like writing a lot of stuff, this used to be kind of painful to write all this and get all the keywords in there."*

Recent Updates

- 10x usage increase for large catalogs
- Cosmo/Rufus mode for new algorithm
- Faster generation times

Toggle Feature

If you have existing copy: - Toggle between AI-generated and existing - Compare coverage differences - Hybrid approach possible

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4. Keyword Filtering Techniques

Contains Filter

Use to find specific keywords:

```
Contains: "powder"
Contains: "organic"
Contains: "women"
```

Not Contains Filter

Use to remove irrelevant keywords:

```
Not Contains: "capsule"
Not Contains: "tincture"
Not Contains: "liquid"
```

Practical Example

Looking for mushroom powder product:

```
Contains: "powder"
Not Contains: "capsule"
```

Result: Only powder-related keywords shown

Finding Blend Keywords

> *"This is a good indication of maybe blends people like to have - these could be tied to some variations."*

5. Avoiding Keyword Skewing

The Problem

Adding irrelevant high-volume keywords skews your data: - Inflates your SEO score falsely - Shows you as #1 when you're not - Misleads optimization decisions

Example: Turkey Keyword

> *"We went from last place to now first place just by putting Turkey in there… just be mindful of the keywords you're putting in."*

How Skewing Happens

1. High search volume keyword added
2. Not relevant to your product
3. Score jumps dramatically
4. But won't help actual ranking

Prevention

- Verify keywords match your product
- Check search results for keyword
- Remove if SERP shows different products
- Exclude irrelevant keywords

The Fix

When you exclude a keyword from scoring: > "It's not gonna count as points in the system so it's gonna go back to where it was."

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6. Optimizing an Existing Listing

Key Difference from New Listings

New listing: Can make wholesale changes **Existing listing:** Must make incremental changes

> *"In the videos when we're doing an optimization we don't want to go through and make a lot of changes cause that can cause issues with your listing."*

Recommended Approach

1. Identify 1-2 gaps
2. Make targeted changes
3. Wait a few days
4. Monitor with Rank Radar
5. Repeat

Importing Existing Copy

1. Go to Listing Builder
2. Populate with ASIN
3. Current copy imports automatically
4. Coverage analysis begins

Red Flags to Investigate

If you see: - All green (not indexed) for main keywords - Lots of zeros in coverage - Inconsistent positions

Check: - Wrong competitor selection? - Out of stock? - Suppressed listing? - Wrong product type?

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7. Identifying SEO Gaps

SEO Leaderboard View

Shows keyword coverage ranking vs competitors: - Your position among competitors - Coverage percentage - Missing keywords

Recognizing Gaps

When competitors have coverage but you don't:

```
 Keyword: "lions mane powder"
Competitor A: Exact match in title
Competitor B: Exact match in bullets
Your listing: Broad plural only
```

Gap Indicators in MKL

Indicator	Meaning
Green cell	Not indexed/not showing
Position shown	Currently ranking
High position (80+)	Weak ranking

Common Gap Pattern

> *"Lions mane powder - they actually have this in a broad plural in the title. These little things do actually make a significant difference when you're talking to the algorithm."*

8. Exact Match vs Broad Match

Definitions

Match Type	Description	Example
Exact Match	Perfect keyword phrase	"lions mane powder"
Exact Plural	Plural form exact	"lions mane powders"
Broad Match	Words present, not exact	"powder of lions mane"
Broad Plural	Plural words, not exact	"powders for lions mane"

Impact on Ranking

> *"If you have a broad match you might be in like the 30s or 40s position. This might actually move several positions just by doing an exact match."*

Viewing Match Types

In Listing Builder: - Title column shows title matches - Bullets column shows bullet matches - Green = exact match present - Gray = not in copy

Converting Broad to Exact

Before:

```
Title: "Organic Powder from Lion's Mane Mushroom"
Match: Broad
```

After:

```
Title: "Lions Mane Powder - Organic Mushroom..."
Match: Exact
```

9. Root Usage and Hits

What Root Usage Shows

Confirms assumptions about keyword coverage: - Which root words are in copy - Match type for each root - Coverage gaps

Example Analysis

Product: Lions Mane Powder

```
 "lions mane powder" - Should be exact match
"lions mane" - Should be exact match
"mushroom powder" - Should be in copy
```

Reading the Data

> *"This root usage and hits is just confirming that assumption. Even lions mane powder which this IS lions mane powder - they have this in a broad plural in the title."*

Taking Action

If root shows broad when it should be exact: 1. Locate the phrase in your copy 2. Rearrange to create exact match 3. Update and monitor

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10. Making Safe Changes

The Golden Rule

> *"I only recommend doing maybe one or two changes at a time and then waiting a few days and monitoring it with Rank Radar."*

Why Incremental Changes

Risk	Consequence
Too many changes	Listing suppression
Algorithm confusion	Rank drops
Indexing issues	Visibility loss

Safe Change Process

1. **Identify** single highest-impact gap
2. **Make** targeted edit
3. **Update** in Seller Central
4. **Wait** 3-5 days minimum
5. **Monitor** Rank Radar positions
6. **Evaluate** before next change

What NOT to Do

- Copy/paste entire new listing over existing
- Change title, bullets, and description at once
- Make dramatic keyword additions
- Remove large amounts of copy

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11. SEO Leaderboard

Purpose

Compare your listing's keyword coverage against competitors.

How to Read It

- Ranked list of competitors
- Your position indicated

- Coverage score shown
- Gap analysis available

Coverage Indicators

Position	Interpretation
#1	Best keyword coverage
Top 3	Strong coverage
Middle	Average coverage
Bottom	Significant gaps

Using Leaderboard

> *"This is gonna be your title, bullets, description - these are gonna be your keyword search terms. If it's green, it just means you have an exact match. If it's grayed out, it means it's not picking it up in the copy."*

12. Point System Explained

How Points Work

- Based on curated MKL keywords
- Exact matches = more points
- Relevant keywords only count
- Irrelevant keywords can inflate

Testing Keyword Value

Remove text and watch point score: - **Score changes** = Text had SEO value - **Score unchanged** = No SEO association

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

Example Test

Before removing:

```
"100% grass fed pasture raised cattle"
Score: 122
```

After removing:

```
Score: 122 (unchanged)
```

Conclusion: Phrase has no SEO value for your keywords

Strategic Implications

- Keep SEO-valuable text
- Move non-SEO text to images/A+
- Prioritize keyword-rich language
- Test before removing

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13. Best Practices & Warnings

Do's

- Clean MKL before building listing
- Verify competitors are same product type
- Check all keyword buckets (Outliers, Residue)
- Make incremental changes to existing listings
- Monitor changes with Rank Radar
- Test keyword value before removing text

Don'ts

- Add irrelevant high-volume keywords
- Copy/paste entire new listing over existing
- Make multiple changes at once
- Ignore warning signs (all green, zeros)
- Skip competitor verification
- Include variations you don't sell

Competitor Selection Red Flags

> *"If I'm seeing a listing that's all green like this I'd want to go do a little bit of investigation because it might not be a specific product that we want as a comparable."*

Identifying Wrong Competitors

Signs of wrong competitor selection: - All green (not indexed) - Zeros in coverage - Keywords don't match product type - Inconsistent positions

> *"They didn't have powder in their listings because they're capsules."*

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14. Quick Reference Checklists

New Listing Checklist

☐

MKL curated and cleaned

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Brand names removed

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Irrelevant keywords filtered

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Competitors verified as same product type

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All keyword buckets checked

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AI copywriter generated content

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Coverage reviewed

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Keywords verified as relevant

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No skewing from irrelevant terms

Optimization Checklist

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Current listing imported

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Gaps identified

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1-2 changes selected

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Changes match exact keyword phrases

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Changes implemented in Seller Central

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Rank Radar tracking set up

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Wait 3-5 days before next change

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Results monitored and documented

Troubleshooting Checklist

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All green cells? Check stock/suppression

☐

Wrong keywords? Verify competitors

☐

Score not changing? Keywords not in MKL

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Positions dropping? Too many changes?

Appendix: Video Source References

Video	Topic	URL
1	Creating Listing from Scratch	https://www.youtube.com/watch?v=YhzAZbtS8Ho
2	Optimizing Existing Listing	https://www.youtube.com/watch?v=hQstdFt67kA

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