

Amazon Listing Bullet Points Template

Purpose

Guide for constructing optimized 5 bullet points (500 chars each) following SOP-304 methodology.

Critical Rules

Single Credit Rule

NEVER repeat title keywords in bullets - you only get credit once per keyword.

- Good: Title has "hot tub filter", bullets use "spa filtration", "pool cartridge", "water cleaning"
- Bad: Title has "hot tub filter", bullets repeat "hot tub filter" (zero additional credit)

Strategy

Each bullet targets **DIFFERENT keyword root** from title to maximize keyword coverage.

Universal Structure

[KEYWORD-RICH HEADING IN CAPS]: [Benefit statement] [Supporting details] [Social proof]

Bullet Distribution Formula

Bullet 1: PRIMARY BENEFIT + MAIN FEATURE

Keywords: Second-most important root (not in title) **Hook:** Strongest value proposition
Social proof: "Trusted by X customers" or rating mention

Example:

SUPERIOR FILTRATION TECHNOLOGY: Our advanced 50-micron pleated design captures hair, dust, sand, and microscopic debris that standard filters miss. Engineered with trilobal fabric and dirt-locking technology for crystal-clear water every time. Trusted by over 10,000 spa owners for cleaner, healthier hot tub experiences.

Characters: 324/500 ✓

Keywords: "filtration technology", "50-micron", "pleated", "crystal-clear water"

Ranking Juice: ~640,000 (2x multiplier)

Bullet 2: COMPATIBILITY + EASE OF USE

Keywords: Compatibility-related terms **Content:** Specific model numbers **Benefit:** Perfect fit / easy installation

Example:

UNIVERSAL COMPATIBILITY WITH TOP BRANDS: Works perfectly with Bestway, Coleman SaluSpa, Lay-Z-Spa inflatable hot tubs and spas. Compatible with models 90352E, Vegas, Miami, Monaco, Coronado, and any spa using PRB25-IN, Unicel C-4326, or Filbur FC-2375 filters. Installs in seconds - simply remove old filter and snap in replacement. Guaranteed perfect fit or full refund.

Characters: 386/500 ✓

Keywords: "universal compatibility", "inflatable hot tubs", "spas", model numbers

Ranking Juice: ~580,000 (2x multiplier)

Bullet 3: DURABILITY + COST-EFFECTIVENESS

Keywords: Longevity, quality, value terms **Content:** Materials, construction quality **Benefit:** Cost savings vs OEM or competitors

Example:

LONG-LASTING PREMIUM CONSTRUCTION: Built with heavy-duty 4 oz. polyester fabric, reinforced ABS end caps, and strengthened integrated core for maximum durability. Unlike cheap aftermarket filters that fall apart after one use, ours last 50+ cleaning cycles. Save \$200+ annually vs buying OEM replacements. Each filter lasts 2-4 weeks between cleanings depending on usage.

Characters: 398/500 ✓

Keywords: "long-lasting", "premium construction", "heavy-duty", "durable"
Ranking Juice: ~520,000 (2x multiplier)

Bullet 4: SAFETY + QUALITY MATERIALS

Keywords: Safety, certification, family-friendly **Content:** Certifications (NSF, BPA-free, etc.)
Benefit: Peace of mind

Example:

SAFE FOR YOUR FAMILY: Made from 100% BPA-free, non-toxic materials that are safe for children and sensitive skin. NSF/ANSI certified for pool and spa use. Rigorously tested to meet North American safety standards. Anti-bacterial coating prevents mold and mildew growth. Enjoy your spa worry-free knowing your water is filtered through certified, family-safe materials.

Characters: 391/500 ✓

Keywords: "safe", "family", "BPA-free", "non-toxic", "certified"
Ranking Juice: ~480,000 (2x multiplier)

Bullet 5: WARRANTY + SUPPORT + VALUE

Keywords: Warranty, guarantee, customer service **Content:** Satisfaction guarantee **Benefit:** Multi-pack value / cost per unit

Example:

100% SATISFACTION GUARANTEE + PREMIUM SUPPORT: We stand behind our filters with a 90-day satisfaction guarantee and lifetime customer support. Get 6 premium filters for the price of 3 OEM replacements - that's just \$X per filter with free shipping. Questions? Our USA-based support team responds within 24 hours. Order risk-free today and experience the difference quality filtration makes.

Characters: 408/500 ✓

Keywords: "satisfaction guarantee", "premium support", "warranty", "value"
Ranking Juice: ~440,000 (2x multiplier)

Character Limits

- **Maximum:** 500 characters per bullet
- **Optimal:** 350-450 characters (leaves room for edits)

- **Minimum:** 200 characters (too short = wasted opportunity)

Formatting Rules

DO:

Start with keyword-rich heading in CAPS Use benefits-focused language ("You get..." not "This has...") Include specific numbers and data Add social proof where relevant End with call-to-action or reinforcement

DON'T:

Repeat title keywords Use all caps for entire bullet (heading only) Include promotional claims without substance Exceed 500 characters Use emojis or special characters (Amazon may reject)

Ranking Juice Calculation

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Bullet Ranking Juice = Σ (Search Volume × 2.0 × Match Type Multiplier)
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Position Multiplier: 2.0 (bullets)

Match Type Multipliers:

- Exact: 3.0
- Exact Plural: 2.5
- Broad: 1.5
- Broad Plural: 1.0

Example:

Keyword: "universal compatibility"

Search Volume: 8,000

Match Type: Exact (in bullet heading)

Ranking Juice = 8,000 × 2.0 (bullet position) × 3.0 (exact match) = 48,000

Optimization Checklist

Before finalizing bullets:

- [] All 5 bullets present
- [] Each bullet ≤ 500 characters
- [] Each bullet has CAPS heading with keywords
- [] NO repetition of title keywords (Single Credit Rule)
- [] Each bullet targets different keyword root
- [] Benefits-focused language throughout
- [] Specific features and numbers included
- [] Social proof or credibility

markers present - [] Call-to-action or reinforcement in Bullet 5 - [] Total bullet ranking juice >2.5M

Common Mistakes to Avoid

✗ Repeating Title Keywords: Title: "Type VI Hot Tub Filter" Bullet: "TYPE VI HOT TUB FILTER QUALITY" ← Zero credit!

✗ Feature Lists Without Benefits: "Made with polyester, has ABS caps, 50 micron" ← So what? Better: "Lasts 50+ cycles thanks to heavy-duty polyester and reinforced caps"

✗ All Caps Everything: "PREMIUM FILTER WITH BEST QUALITY EVER MADE" ← Looks spammy

✗ Vague Claims: "High quality filter" ← Not specific Better: "4 oz. polyester with reinforced ABS caps"

✗ Exceeding Character Limits: 501+ characters = Amazon may truncate or reject

Category-Specific Tips

Pool Equipment

- Emphasize compatibility (model numbers critical)
- Technical specs important (micron size, dimensions)
- Durability and cost savings resonate
- Safety certifications boost trust

Inflatables

- Age range keywords high-volume
- Safety features absolutely critical
- Size comparisons helpful
- Weather resistance important

Camping/Outdoor

- Weight and portability keywords
- Multi-season use valuable

- Setup/teardown ease important
- Durability against elements critical

Air Mattresses/Pumps

- Comfort features (memory foam, etc.)
- Inflation speed very important
- Noise level for pumps
- Leak-proof guarantees critical

Related Resources

- SOP-304: Listing Builder Complete Guide
- title-template.md (for title construction)
- description-template.md (for description optimization)
- category-specific/ (for niche-specific guidance)