

# SOP-702: Optimization Validation Procedure

## Nurise Listing Optimization

### Purpose

Validate that all listing optimization steps have been properly executed, verify the implementation matches DataDive learnings, and confirm measurable results are tracking as expected.

### When to Use

- After completing listing optimization cycle (SOP-301 through SOP-303)
- Before and after major listing changes
- Weekly as part of quality assurance
- When results don't match expectations
- Before presenting results to stakeholders

### Prerequisites

- ☐ All optimization SOPs (301-303) completed
- ☐ Rank Radar set up and tracking (SOP-401/402)
- ☐ Access to DataDive, Seller Central, and analytics
- ☐ At least 7 days of post-optimization data

### Procedure

#### Phase 1: Pre-Optimization Validation Checklist

Before making any listing changes, verify these foundations are in place:

PRE-OPTIMIZATION VALIDATION
<div><div><input type="checkbox"/> MKL QUALITY CHECK</div><div><div><div>└ Brand names removed ("B" button clicked)</div><div>└ Irrelevant keywords filtered out</div><div>└ Relevancy threshold set (450+)</div><div>└ All buckets checked (Cloud, Outlier, Residue)</div></div></div></div>
<div><div><input type="checkbox"/> COMPETITOR VALIDATION</div><div><div><div>└ All 10-15 competitors are same product type</div><div>└ Same format (6-pack vs 2-pack consistency)</div><div>└ No unrelated categories mixed in</div><div>└ Browse nodes verified as matching</div></div></div></div>
<div><div><input type="checkbox"/> BASELINE DOCUMENTED</div><div><div><div>└ Current organic ranks recorded</div><div>└ SEO Leaderboard position noted</div><div>└ Current CTR and CVR captured</div><div>└ Rank Radar highlight set for "Pre-optimization"</div></div></div></div>

Phase 2: Listing Builder Validation

Verify the listing optimization meets DataDive standards:

Step 1: Keyword Coverage Audit

Check	Target	Your Status
Root keywords in title (exact match)	All high-volume roots	<input type="checkbox"/>
"hot tub filter" exact match	In title	<input type="checkbox"/>
"type vi" or "type 6" exact match	In title or bullets	<input type="checkbox"/>
"spa filter" exact match	In title or bullets	<input type="checkbox"/>
Broad matches converted to exact	Priority keywords	<input type="checkbox"/>

Step 2: Match Type Verification

For each priority keyword, verify in Listing Builder:

MATCH TYPE VERIFICATION			
Keyword	Expected	Actual	Pass/Fail
type vi filter	Exact		
hot tub filter	Exact		
spa filter	Exact		
bestway filter	Exact		
coleman saluspa	Exact		
lay-z-spa filter	Exact		
inflatable hot tub	Exact		

Step 3: SEO Leaderboard Position

Metric	Target	Actual	Status
Leaderboard position	Top 5		<input type="checkbox"/>
Gap to #1 (ranking juice)	<10,000		<input type="checkbox"/>
Indexed keywords (%)	95%+		<input type="checkbox"/>

Phase 3: Implementation Validation

Verify changes were implemented correctly in Seller Central:

Step 1: Live Listing Check

LIVE LISTING VERIFICATION

☐ Title matches optimized version exactly

☐ Bullets match optimized version exactly

☐ Description matches (if applicable)

☐ Backend search terms populated

☐ No Amazon auto-corrections occurred

☐ Browse node is correct (Hot Tub Accessories > Filters)

Step 2: Amazon Override Detection

Amazon sometimes auto-corrects listings. Check for:

Field	Optimized Version	Live Version	Match?
Title			<input type="checkbox"/>
Bullet 1			<input type="checkbox"/>
Bullet 2			<input type="checkbox"/>
Bullet 3			<input type="checkbox"/>
Bullet 4			<input type="checkbox"/>
Bullet 5			<input type="checkbox"/>

If mismatch found: Submit flat file update to restore optimized copy.

Phase 4: Tracking Validation

Verify monitoring is properly configured:

Step 1: Rank Radar Setup Verification

RANK RADAR VALIDATION

☐ Product ASIN added to tracking

☐ Auto-dive scheduled (frequency: \_\_\_\_\_)

☐ Keywords highlighting configured

☐ Date highlights set for optimization events

☐ Weekly monitoring cadence established

Step 2: Key Metrics Tracking

Metric	Tracking Location	Frequency	Status
Organic rank (hero keywords)	Rank Radar	Daily	<input type="checkbox"/>
Sessions	Seller Central	Weekly	<input type="checkbox"/>
Unit session % (CVR)	Seller Central	Weekly	<input type="checkbox"/>
Click-through rate	Brand Analytics	Weekly	<input type="checkbox"/>
Search query performance	Brand Analytics	Weekly	<input type="checkbox"/>

Phase 5: Results Validation

Measure actual results against expected outcomes:

Step 1: Indexing Verification (24-48 hours post-change)

INDEXING CHECK

☐ Run new Dive on product

☐ Check MKL for updated positions

☐ Verify gaps from Phase 2 now show positions

☐ Document any keywords still not indexed

Step 2: Rank Movement Verification (7-14 days post-change)

Keyword	Pre-Opt Rank	Current Rank	Movement	Target Met?
type vi filter				<input type="checkbox"/>
hot tub filter				<input type="checkbox"/>
spa filter				<input type="checkbox"/>
bestway filter				<input type="checkbox"/>
inflatable spa filter				<input type="checkbox"/>

Expected Outcomes:

EXPECTED RESULTS TIMELINE

24-48 Hours Post-Change:

└─ New keywords begin indexing

└─ Exact match keywords show improvement

└─ SEO Leaderboard position may shift

7-14 Days Post-Change:

└─ Organic ranks stabilize at new positions

└─ Gaps should be closed (green → red in MKL)

└─ CTR may begin improving (if images unchanged)

30 Days Post-Change:

└─ Full rank impact visible

└─ Sessions should increase if SEO improved

└─ Ready for next optimization cycle

Phase 6: Performance Validation

Compare before/after metrics:

Step 1: SEO Performance Metrics

Metric	30-Day Before	30-Day After	Change	Target
Avg. organic rank (hero keywords)				Improved by 5+ positions
Keywords in top 10				+2 or more
Keywords indexed				95%+ of MKL
SEO Leaderboard position				Top 5

Step 2: Business Performance Metrics

Metric	30-Day Before	30-Day After	Change	Notes
Sessions				
Unit session %				
Total orders				
Total revenue				

Phase 7: Issue Detection & Escalation

If results don't match expectations, investigate:

TROUBLESHOOTING DECISION TREE

Keywords not indexing after 48 hours?

Check: Is listing active and in stock?

Check: Browse node correct?

Check: Listing suppressed?

Action: See SOP-501 (Diagnose Performance Issues)

Ranks not improving after 14 days?

Check: Was change actually implemented?

Check: Did Amazon override your copy?

Check: Is PPC supporting the keywords?

Action: See SOP-502 (Fix Common Problems)

Sessions/revenue declining despite rank improvement?

Check: Seasonality impact?

Check: Competitor pricing changes?

Check: Review rating changes?

Action: Focus on CTR/CVR optimization next

Hot Tub Filter Validation Specifics

Category-Specific Checks

Check	Requirement	Status
Browse node	"Patio, Lawn & Garden > Pools, Hot Tubs & Supplies > Hot Tub Accessories > Filters"	<input type="checkbox"/>
Compatibility keywords	SaluSpa, Bestway, Coleman, Lay-Z-Spa, Miami, Helsinki, Paris	<input type="checkbox"/>
Format keywords	Type VI, Type 6, cartridge, replacement	<input type="checkbox"/>
Seasonality awareness	Inventory aligned with May-August peak	<input type="checkbox"/>

Competitor Benchmark Validation

For Type VI hot tub filter niche, verify:

Metric	Niche Leader	Our Target	Current
Ranking juice position	#1	Top 3	
Reviews	1,000+	Comparable	
Rating	4.5+	4.5+	
Main image quality	Professional	Match or exceed	

Validation Report Template

After completing all phases, generate a summary:

OPTIMIZATION VALIDATION REPORT

Product: Type VI Hot Tub Filter 6-Pack

ASIN: \_\_\_\_\_

Validation Date: \_\_\_\_\_

Optimization Completed: \_\_\_\_\_

PRE-OPTIMIZATION BASELINE

SEO Leaderboard Position: \_\_\_\_

Keywords Indexed: \_\_\_\_/\_\_\_\_

Avg. Hero Keyword Rank: \_\_\_\_

Monthly Sessions: \_\_\_\_

Unit Session %: \_\_\_\_%

POST-OPTIMIZATION RESULTS (30 Days)

SEO Leaderboard Position: \_\_\_\_ (Change: \_\_\_\_)

Keywords Indexed: \_\_\_\_/\_\_\_\_ (Change: \_\_\_\_)

Avg. Hero Keyword Rank: \_\_\_\_ (Change: \_\_\_\_)

Monthly Sessions: \_\_\_\_ (Change: \_\_%)

Unit Session %: \_\_\_\_% (Change: \_\_\_\_)

#### VALIDATION STATUS

- ☐ PASS – All targets met
- ☐ PARTIAL – Some targets met, issues identified
- ☐ FAIL – Significant issues requiring investigation

#### ISSUES IDENTIFIED

1. \_\_\_\_\_
2. \_\_\_\_\_

#### RECOMMENDED NEXT STEPS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Success Criteria

- ☐ All Phase 1-7 checks completed
- ☐ No critical issues identified
- ☐ Keywords indexing as expected
- ☐ Ranks moving in expected direction
- ☐ Monitoring systems confirmed operational
- ☐ Report generated and documented

## Common Issues

Problem	Likely Cause	Solution
Keywords not indexing	Browse node mismatch	Submit Seller Central case
Amazon overriding copy	Catalog data conflict	Upload flat file
Ranks declining	Too many simultaneous changes	Revert to previous version
No session increase	SEO improved but CTR/CVR issues	Focus on image optimization
Wrong keywords appearing	Competitor selection error	Regenerate competitor list

## Related SOPs

- Previous: SOP-701 – Amazon Product Competitive Analyzer
- Related: SOP-301 – Listing Analysis
- Related: SOP-501 – Diagnose Performance Issues
- Related: SOP-402 – Weekly Monitoring Routine

**Time Estimate:** 30-45 minutes (initial), 15 minutes (subsequent) **Difficulty:** Intermediate **Frequency:** After each optimization cycle + weekly spot checks

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*Nurise Listing Optimization SOP v1.0*