

# SOP-202: Product Validation Complete

Nurise Listing Optimization

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## Purpose

Complete the full 10-minute product validation using the DataDive scorecard to determine if a product is worth pursuing.

## When to Use

- After creating a dive (SOP-201)
- Evaluating whether to pursue a product
- Comparing multiple product opportunities

## Prerequisites

- Dive created and MKL cleaned (SOP-201)
  - Minimum 100 relevant keywords in MKL
  - Understanding of your target market
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## Procedure

### Step 1: Open the Product Scorecard

1. From your dive, click **Product Scorecard**
2. The scorecard will guide you through each question
3. Keep the MKL and dive open in another tab for reference

### Step 2: Analyze Root Keywords

Navigate to the **Roots** tab to count keyword roots:

1. Look for 2+ word phrases that describe the product
2. Count how many relevant root keywords exist:

Root Count	Score
7+ roots	Excellent
4-6 roots	Good
2-3 roots	Fair
<2 roots	Poor

**Example for "Beef Liver Supplements":**

- ✓ beef liver
- ✓ liver supplements
- ✓ organ supplements
- ✓ beef organs

✓ desiccated liver  
= 5 roots (Good)

3. **Important:** Note the percentage shown (e.g., 64%) - you'll need this for the scorecard

### Step 3: Count Relevant Keywords

Check your filtered MKL count:

Keyword Count	Assessment
200+ keywords	Large market
100-199 keywords	Good market
50-99 keywords	Smaller market
<50 keywords	Niche/risky

### Step 4: Assess Profitability

Answer the scorecard questions about profitability:

#### 4a. Product Longevity

- Will this product be relevant in 5+ years?
- Hair products, supplements = typically yes
- Trend-based products = be cautious

#### 4b. Estimated ROI

- Default to 100% if unsure
- Get manufacturer quotes for accuracy
- Consider: unit cost, shipping, Amazon fees

#### Quick Quote Method:

1. Search Alibaba for product
2. Note price ranges
3. Compare to Amazon selling price
4. Rough margin calculation

### Step 5: Score Product Potential

Answer these scorecard questions:

Factor	Yes = Points	No = 0
Can save on packaging?	+	0
Can save on fulfillment?	+	0
Have a patent/proprietary?	+	0
Unique design possible?	+	0
Can add features/blend?	+	0

**Competition Factor:**

- 4+ competitors selling same product = Higher risk
- Adjust scoring if you're aware of competition level

**Step 6: Evaluate Competitiveness****6a. Review Count Analysis** Go back to MKL and check competitor reviews:

Pattern	Risk Level
Most have <1,000 reviews	Lower barrier
Several have 1,000-10,000	Moderate
Many have 10,000+	High barrier
Some have 50,000+	Very established

Count how many of top 10 have 1,000+ reviews.

**6b. Calculate SEO Strength** Look at the 60% and 80% columns in MKL:

1. Add together: 60% count + 80% count
2. This shows how many competitors dominate page 1

Combined Score	Meaning
10+	Very competitive
6-9	Moderately competitive
<6	Opportunity exists

**6c. Check for 1P (Amazon) Sellers** Look for "AMZ" in the seller column:

- 0 Amazon sellers = Normal for niche
- 1-2 Amazon sellers = Amazon sees opportunity
- 3+ Amazon sellers = Established market

**Step 7: Review Market Trends****7a. Google Trends** Check the Google Trends section in the dive:

Trend	Interpretation
Going up	Growing demand
Flat/stable	Consistent market
Seasonal spikes	Plan inventory accordingly
Declining	Caution

**7b. Seasonality**

- Is this a year-round product?
- Note any Q4/holiday spikes

- Adjust if highly seasonal

## Step 8: Check Variations & Brands

**Variations:** Look at variation counts in MKL:

- 1-3 variations = Simple market
- 4-5 variations = Some complexity
- 6+ variations = Complex, may need multiple SKUs

**Major Brands:** Count recognizable brands in top 10:

- 0-2 major brands = Lower competition
- 3-4 major brands = Moderate
- 5+ major brands = Brand-dominated

## Step 9: Review Listing Builder Coverage

1. Go to **Listing Builder**
2. Check how many competitors have exact match keywords
3. Question: Do 5+ have 3+ top keywords in exact match?

**Warning Sign:** If Listing Builder shows empty coverage for main keywords, the product may be restricted or competitors are avoiding certain terms.

## Step 10: Save and Score

1. Complete all scorecard questions
2. Review the final score:

Score	Recommendation
Positive (high)	Strong candidate
Positive (low)	Worth considering
Negative	Higher risk, investigate further
Very negative	Likely pass

3. Save the dive with updated label:
  - **Validated – Go**
  - **Validated – Maybe**
  - **Validated – Pass**

## Success Criteria

- All scorecard questions answered
- Root keywords counted
- Competitiveness assessed
- Market trends reviewed
- Final score recorded
- Dive labeled appropriately

## Common Issues

Problem	Solution
Score seems too high	Check for keyword skewing from irrelevant terms
Can't find root keywords	Product may be too niche or MKL needs cleaning
Conflicting data	Verify competitor selection is correct
Very new product category	Grade conservatively, watch for restrictions

## Quick Reference: 10-Minute Validation Checklist

- Roots: 7+ keywords? Note percentage
- Keywords: 100+ after filtering?
- Longevity: 5+ years?
- ROI: 100%+ potential?
- Reviews: How many with 1,000+?
- SEO: 60%+80% combined score?
- 1P: Amazon selling?
- Trends: Up, flat, or down?
- Variations: How many?
- Brands: Major brand count?
- Listings: Good exact match coverage?

## Related SOPs

- Previous: [SOP-201: Product Research & Discovery](#)
- Next: [SOP-203: Pipeline Management](#)

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**Time Estimate:** 10 minutes **Difficulty:** Intermediate

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*Nurise Listing Optimization SOP v1.0*