

# SOP-304: Listing Builder Complete Guide

## Nurise Listing Optimization

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### Purpose

Master DataDive's Listing Builder to create fully optimized Amazon listings with maximum keyword coverage, proper match types, and top SEO Leaderboard positioning through systematic competitor analysis and strategic keyword placement.

### When to Use

- Creating a new listing from scratch (pre-launch)
- Optimizing an existing listing for better keyword coverage
- Analyzing keyword gaps vs competitors
- Maximizing SEO Leaderboard position
- Researching new product opportunities through keyword data

### Prerequisites

- ☐ DataDive account with active subscription
  - ☐ Completed Niche Dive or manual competitor selection
  - ☐ Understanding of your product's sub-niche
  - ☐ Access to Seller Central for implementation
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## PART 1: UNDERSTANDING THE FOUNDATION

### 1.1 The Core Formula for Amazon Ranking

ORGANIC RANK = RELEVANCY × PERFORMANCE

**Relevancy** = How well your listing matches search terms (SEO) **Performance** = How well your listing converts (CTR, CVR, sales velocity)

*"A lot of times people think as soon as you write your listing, you're gonna rank, but you have to have a combination of performance times that relevancy in order to rank."*

The Listing Builder focuses on **maximizing relevancy** through proper keyword placement.

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### 1.2 The Ranking Juice System

#### What is Ranking Juice?

Ranking Juice is DataDive's proprietary metric that measures your listing's SEO strength. It combines:

- Search volume of keywords
- Match type quality
- Position in listing

**RANKING JUICE = Search Volume × Match Type Multiplier × Position Multiplier**

### Match Type Multipliers

Match Type	Description	Multiplier	Example
<b>Exact Match</b>	Perfect phrase in exact order	Highest	"type vi hot tub filter"
<b>Exact Plural</b>	Exact phrase with plural	High	"type vi hot tub filters"
<b>Broad Match</b>	All words present, not exact order	Medium	"filter for type vi hot tub"
<b>Broad Plural</b>	All words present, plural, not exact	Lower	"filters for type vi hot tubs"

*"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."*

### Position Multipliers

Listing Location	Multiplier	Implication
<b>Title</b>	<b>3x</b>	Highest priority - put your best keywords here
<b>Bullets</b>	<b>2x</b>	Second priority - supporting keywords
<b>Description</b>	<b>1x</b>	Third priority - long-tail variations
<b>Backend Search Terms</b>	1x	Hidden keywords, overflow
<b>Subject Matter</b>	1x	Category relevance

### Critical Rule: Single Credit Only

*"I can't have a keyword in my title and then also in my bullets because I can only get credit for a keyword one time."*

#### Example:

- "hot tub filter" in title = 3x ranking juice ✓
- "hot tub filter" also in bullets = 0 additional credit ✗

**Strategic Implication:** Don't waste bullet space repeating title keywords. Use bullets for NEW keyword roots.

## 1.3 The SEO Leaderboard

The Leaderboard shows your ranking juice position vs all competitors:

SEO RANKING JUICE LEADERBOARD					
Rank	Product	Title	Bullets	Desc	Overall
1	Competitor A	7.5M	4.2M	1.8M	13.5M

2	Fabreeze	6.9M	4.0M	1.5M	12.4M
3	YOUR PRODUCT	5.4M	3.1M	1.2M	9.7M
4	Competitor C	4.2M	2.8M	1.0M	8.0M
...	...	...	...	...	...
25	Low Performer	3.2M	1.5M	0.6M	5.3M

**Goal:** Position #1-3 in Overall Ranking Juice

### Leaderboard Column Breakdown

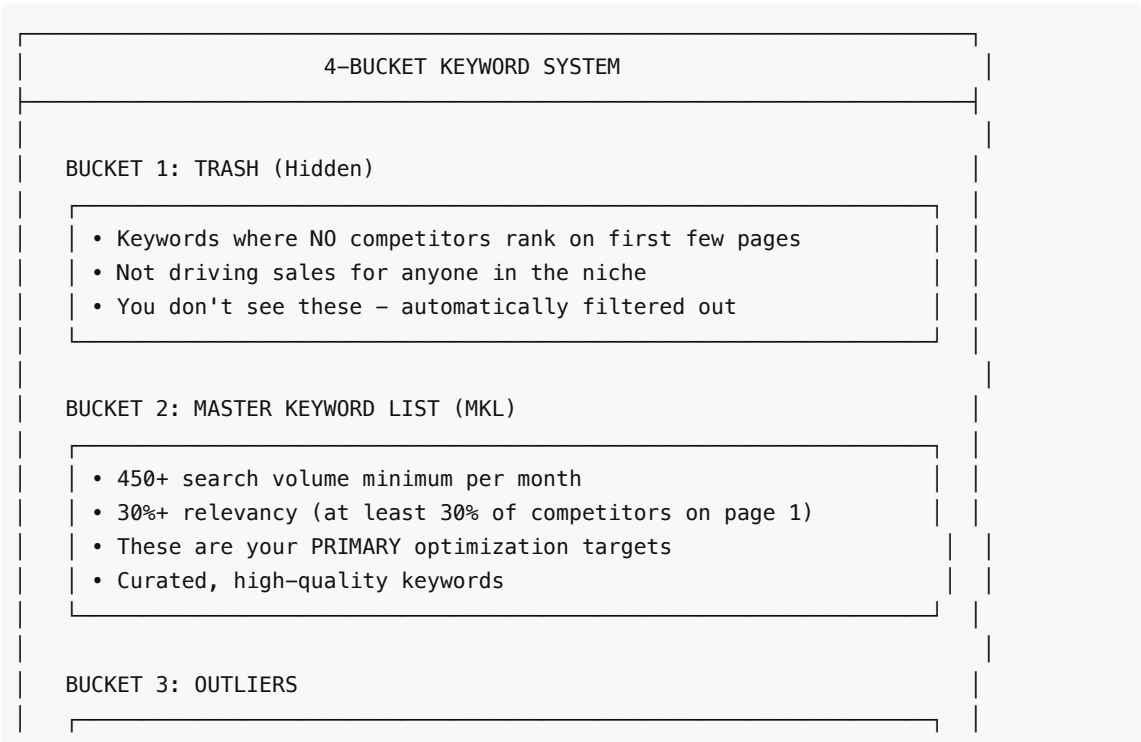
Column	Abbreviation	What It Measures
<b>Titles</b>	TTL	Analysis of title optimization for SEO and clarity
<b>Bullets</b>	BLT	Breakdown of bullet point effectiveness in conversions
<b>Descriptions</b>	DSC	Evaluation of description quality with improvement suggestions
<b>Overall</b>	OVR	Combined ranking considering all properties and optimization

#### What the Leaderboard Tells You:

- Where you rank vs competitors for SEO
- Which section needs the most work (title, bullets, description)
- Gap to #1 position
- **Net Ranking Juice for Current Title** - displays total strength based on match quality

## 1.4 The 4-Bucket Keyword System

DataDive organizes thousands of keywords into 4 buckets:



- 2,000+ search volume
- Under 30% relevancy (only 1-4 competitors on page 1)
- HIGH POTENTIAL – competitors getting sales others miss
- Review and MOVE relevant ones to MKL

#### BUCKET 4: RESIDUE

- Under 2,000 search volume
- Lower relevancy keywords
- Long-tail variations
- Review for hidden gems with high intent

## Why Outliers Matter

"These outlier keywords and search volume mean that these competitors are getting sales from keywords that only them and maybe one other guy are taking advantage of. So we're gonna wanna dig into those and see if there's gold there for us to harvest."

### Example from Training:

- "plug in air freshener" = 280,000 search volume
- Only in Outliers because <30% of competitors ranked
- Moving to MKL dramatically changes optimization strategy

## 1.5 Understanding Color Codes

Color	Meaning	Action
<b>Green Cell</b>	Not indexed (not on first 4-6 pages)	OPPORTUNITY - add keyword
<b>Red/Position</b>	Currently ranking at that position	Already indexed
<b>Light positions</b>	Weak ranking (30s, 40s+)	Improve match type

"Green is our opportunity. It's our opportunity to improve our listing. Or if it's a competitor and it's green, it's our opportunity to beat them."

# PART 2: NICHE DIVE - FINDING COMPETITORS

## 2.1 The Niche Dive Feature

Niche Dive automatically discovers the best-selling competitors across multiple keywords and subcategories.

### Why Automated Discovery Matters

*"If you try to find the best sellers of a product with only one keyword, a lot of times, there are a lot of good sellers that are getting their sales from other keywords that are not ranked well for that keyword. And that becomes an issue because then you're missing out on their data."*

## Step-by-Step: Running a Niche Dive

### Step 1: Navigate to Niche Dive

1. Go to DataDive dashboard
2. Click **Niche Dive** button
3. Enter your product ASIN or main keyword

**Step 2: Review Auto-Selected Competitors** The algorithm selects top 15 competitors automatically based on:

- Sales volume
- Keyword relevance
- Category alignment

**Step 3: Check FIT Score** FIT Score = DataDive's proprietary relevance metric

- Higher FIT = More relevant competitor
- Review each competitor manually

### Step 4: Verify Sub-Niche Match

*"Diffuser is such a big type of category that there are several niches within the diffuser niche. What you need to do is go do a dive with only those guys that are in the sub niche."*

### Critical Verification Questions:

- Is this the SAME product type? (e.g., plug-in vs countertop)
- Same format? (e.g., 6-pack vs 2-pack)
- Same use case? (e.g., hot tub vs pool)
- Same price tier? (e.g., \$20 vs \$60)

### Step 5: Add/Remove Competitors

#### To Remove Non-Relevant:

1. Click the competitor row
2. Deselect checkbox
3. Repeat for all non-matches

#### To Add More Competitors:

1. Click **Add to Tray** for good matches
2. Search different keywords to find more
3. Competitors stored in tray for later dive

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## 2.2 Manual Competitor Discovery

### Using the Dive Box

#### Step 1: Search Main Keyword

1. Go to Amazon search

2. Enter your primary keyword (e.g., "type vi hot tub filter")
3. Open DataDive Dive Box extension

#### Step 2: Load Multiple Pages

1. Scroll results
2. Click "Load Page 2" to capture more
3. Results auto-sort by sales

#### Step 3: Add to Tray

1. Check boxes for relevant competitors
2. Click "Add to Tray"
3. Continue searching other keywords

#### Step 4: Cross-Check Keywords Search multiple relevant keywords:

```
Primary: "type vi hot tub filter"
Secondary: "spa filter cartridge"
Secondary: "bestway filter replacement"
Secondary: "coleman saluspa filter"
```

### The ASIN Tray

The tray stores competitors until you're ready to dive:

#### ASIN TRAY

```
☒ B0D9YXVSHK – Type VI Filter 6-Pack
☒ B08XXXXX – Bestway Compatible Filter
☒ B09XXXXX – SaluSpa Replacement 4-Pack
☒ B07XXXXX – Coleman Hot Tub Filter
... (up to 120+ ASINs)
```

[Create New Dive] [Override Existing]

## 2.3 Executing the Dive

#### Step 1: Name Your Dive

```
Example: "Type VI Hot Tub Filter – Jan 2026"
```

#### Step 2: Click Dive Process takes 30-60 seconds:

- Reverse engineers all competitor data
- Extracts keywords they rank for
- Aggregates into buckets
- Calculates ranking juice

#### Step 3: Pin Your Product

1. Find your ASIN in the list
2. Click the **Pin** icon
3. Your product now shows in comparison columns

# PART 3: MASTER KEYWORD LIST MANAGEMENT

## 3.1 MKL Interface Overview

MASTER KEYWORD LIST VIEW						
COLUMNS (Left to Right):						
Keyword	Search Vol	Relevancy	Your Pos	Comp1	Comp2	...
type vi hot tub filter	8,100	89%	GREEN	#3	#7	
YOUR PRODUCT (Pinned):						
- Variations: 1						
- Outlier Search Volume: 45,000						
- MKL Strength: WEAK / MODERATE / STRONG / VERY STRONG						

## 3.2 Reading Competitor Data

Each competitor row shows:

Column	Meaning
Variations	Number of child ASINs (important for conversion)
Outlier Search Volume	Keywords they rank for that aren't in MKL
MKL Strength Rating	How well they cover the MKL keywords

### Understanding Why Competitors Win

Example Analysis:

Fabreeze Analysis:
<ul style="list-style-type: none"><li>• 38 variations (lots of options = higher conversion)</li><li>• 58,000 branded search volume (people searching their name)</li><li>• 1,300,000 outlier search volume (ranking for keywords others miss)</li><li>• Very Strong MKL coverage</li></ul>
CONCLUSION: They win because:
1. More variations

2. Brand awareness
3. Ranking for MORE keywords than competitors

*"The story makes sense. Why are they by far the best seller? Because they're ranked well for more keywords with more search volume, and people are specifically looking for their brand."*

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## 3.3 Filtering and Searching MKL

### Search by Keyword Root

#### Step 1: Type in Search Box

Search: "large"  
Results: 35 keywords containing "large"

#### Step 2: Analyze Coverage

- How many are you indexed for?
- What positions?
- Where are the gaps?

### Filter by Relevancy

Relevancy Filter:  
└─ 90%+ = Almost all competitors ranked  
└─ 70-89% = Most competitors ranked  
└─ 50-69% = About half ranked  
└─ 30-49% = Minimum MKL threshold  
└─ <30% = Outlier territory

### Sort by Search Volume

1. Click "Search Volume" column header
  2. Highest volume keywords at top
  3. Prioritize these for title placement
- 

## 3.4 Moving Keywords Between Buckets

### From Outliers to MKL

#### When to Move:

- Keyword is relevant to YOUR product
- High search volume (opportunity)
- Competitors are missing it (advantage)

#### Step 1: Go to Outliers Tab

Example Outliers:

- "plug in air freshener" – 280,000 vol – RELEVANT ✓



- "air freshener for home" – 120,000 vol – RELEVANT ✓
- "car air freshener" – 180,000 vol – NOT RELEVANT ✗

## Step 2: Select Relevant Keywords

1. Check boxes for relevant keywords
2. Review each for product fit

## Step 3: Click "Move to MKL"

*"Let's move these 53 keywords over, and it's gonna drastically change that master keyword list now."*

## From Residue to MKL

### When to Move:

- Long-tail with high buyer intent
- Specific model compatibility
- Niche use cases

### Example for Hot Tub Filters:

#### Residue Keywords to Consider:

- "helsinki saluspa filter replacement" – 890 vol
- "miami hot tub type vi filter" – 720 vol
- "lay-z-spa paris filter 6 pack" – 540 vol

## 3.5 Excluding Irrelevant Keywords

### Why Exclude?

Irrelevant keywords skew your data and waste optimization effort.

### Common Exclusions

#### Brand Names:

##### Exclude as PHRASES:

- "febreze"
- "glade"
- "air wick"
- "gain"

Result: Removes all keywords containing these brands

#### Wrong Product Types:

##### Exclude:

- "spray" (if you're not a spray)
- "automatic" (if you're plug-in only)
- "car" (if you're home only)
- "outdoor" (if you're indoor only)

### How to Exclude

#### Step 1: Go to Excluded Keywords

- 1. Click "Excluded" tab
- 2. Add keywords or phrases

#### Step 2: Add Phrase

Add: "spray"  
Impact: 47 keywords with 320,000 search volume removed

#### Step 3: Verify Data Cleans Up

- Leaderboard recalculates
- Irrelevant competitors no longer skewing
- Focus on YOUR relevant niche

## 3.6 Roots Analysis

### What Are Roots?

Roots = Repeated words and phrases across all MKL keywords

### Why Roots Matter

"This data is super important because it literally lets us know what we should be prioritizing, how we position the product based on how people are searching."

### Reading the Roots Tab

ROOTS ANALYSIS			
Root Phrase	Keywords	Total Search Vol	Relevancy
air freshener	94	950,000	87%
plug in	67	720,000	92%
diffuser	45	380,000	78%
home	89	890,000	85%
scent	34	210,000	71%

### Using Roots for Positioning

"If someone, right off the bat, just did 'air freshener for' or 'plug in air freshener for home, scent diffuser', that alone would capture a massive amount of search volume as far as roots go."

### For Hot Tub Filters:

PRIORITY ROOTS (by search frequency):

1. "hot tub filter" – 156 keywords – 1.2M search vol
2. "spa filter" – 89 keywords – 680K search vol

3. "type vi" or "type 6" – 67 keywords – 420K search vol
4. "replacement" – 124 keywords – 890K search vol
5. "cartridge" – 78 keywords – 340K search vol

## Roots Usage and Hits View

Shows which roots are covered in each listing section:

### ROOTS USAGE AND HITS

Root	Title	Bullets	Description	Backend	Total
hot tub	Exact	Exact	Exact	–	3
filter	Exact	Exact	Exact	Exact	4
type vi	Exact	Broad	–	Exact	3
spa	Exact	Exact	Broad	–	3
cartridge	Broad	Exact	–	–	2
bestway	Exact	–	Exact	Exact	3
saluspa	–	Exact	–	Exact	2

#### Legend:

- Exact = Perfect match phrase present
- Broad = Words present, not exact order
- – = Not in this section

## PART 4: LISTING BUILDER - CREATING FROM SCRATCH

### 4.1 Pre-Flight Checklist

Before entering Listing Builder:

#### ☐ MKL QUALITY CHECK

- |— Brand names removed ("B" button or manual exclusion)
- |— Irrelevant keywords filtered out
- |— Relevancy threshold set (450+ volume, 30%+ relevancy)
- |— All buckets checked (MKL, Outlier, Residue)
- |— Roots analyzed for positioning strategy

#### ☐ COMPETITOR VALIDATION

- |— All 10–15+ competitors are same product type
- |— Same format (6-pack vs 2-pack consistency)
- |— No unrelated categories mixed in
- |— Browse nodes verified as matching
- |— Sub-niche focus confirmed

#### ☐ STRATEGY DEFINED

- |— Top 3–5 keyword roots identified
- |— Position in niche understood

- └─ Differentiation points clear
- └─ Pricing tier validated

## 4.2 Listing Builder Interface

LISTING BUILDER INTERFACE

LEFT SIDE: EDITING FIELDS

TITLE (200 chars)

[Optimize] [AI Writer]

[Your title text here...]

123/200

BULLET 1 (500 chars)

[Optimize] [Generate]

[Bullet point text...]

BULLET 2-5 (same format)

...

DESCRIPTION (2000 chars)

[Optimize] [AI Writer]

[Description text...]

SEARCH TERMS (249 chars total across 5 fields)

[+Add Keywords]

Field 1: [search terms...]

Field 2: [search terms...]

Field 3: [search terms...]

Field 4: [search terms...]

Field 5: [search terms...]

SUBJECT MATTER (5 fields)

[+Add Keywords]

Subject 1: [category keyword...]

Subject 2: [category keyword...]

Subject 3: [category keyword...]

Subject 4: [category keyword...]

Subject 5: [category keyword...]

GENERIC KEYWORDS (Hidden from listing)

[Misspellings, translated terms, synonyms...]

RIGHT SIDE: LEADERBOARD & ANALYSIS

RANKING JUICE LEADERBOARD

Overall: #3 (9.7M juice) – Gap to #1: 3.8M

Title: #1 (7.5M juice) ✓

Bullets: #4 (3.1M juice)

Description: #6 (1.2M juice)

[Roots Usage & Hits] [Battle of the Listings]

### 4.2.1 Interface Elements Detail

#### Niche Management Panel

NICHE MANAGEMENT PANEL

NICHE NAME: [Type VI Hot Tub Filter – 6 Pack]

EXCLUSIONS (Non-Relevant Terms):

Excl. 1: [intex]

Excl. 2: [hayward]

Excl. 3: [sand]

NICHE SETTINGS:

Min Search Volume: [450]

Min Relevancy: [30%]

#### Workflow Tracking Panel

WORKFLOW TRACKING

ASSIGNEE: [Team Member Name ▼]

RESEARCHED: [2026-01-22] (Date of recent niche analysis)

POPULATE: [Select ASIN ▼] or [Enter Product Title]

## Collaboration Features

### COLLABORATION TOOLS

- **Announcement Notifications:** System alerts for team updates
- **Research Task Notifications:** Standardized task alerts
- **Comments Section:** Add notes with @tagging for team members
- **Screenshot Attachments:** Attach visuals to comments
- **Custom Labels:** Organize niches with tags (e.g., "Q1 2026", "Priority")
- **Spaces:** Group related niches by category or project

## Admin Settings

### ADMIN SETTINGS

- **Organization Email:** [info@nurise.com]
- **Custom Spaces:** [Hot Tub Filters] [Pool Products] [...]
- **Custom Labels:** [High Priority] [In Progress] [Completed]

## 4.2.2 Search Terms, Subject Matter & Generic Keywords

### Search Terms Fields

**Purpose:** Improve search visibility and ranking for additional keywords not in visible copy.

### SEARCH TERMS SPECIFICATIONS

- **Total Limit:** 249 characters (bytes) across ALL 5 fields combined
- **Separate with spaces (NOT commas)**
- **Do NOT repeat keywords from title/bullets/description**
- **No brand names (Amazon policy violation)**
- **No ASIN or competitor names**
- **Include misspellings, synonyms, Spanish/other languages**

#### EXAMPLE FOR TYPE VI HOT TUB FILTER:

Field 1: "typ typvi typevi tipo sei sechs vi6 filtro"

Field 2: "cartouche cartucho filtration inflable piscina"

Field 3: "bathtub whirlpool jacuzzi replacement spare"

Field 4: "compatible fits works with portable outdoor"

Field 5: "6pack sixpack multipack pump antimicrobial"

### Subject Matter Fields

**Purpose:** Product category selection that affects browse node placement and category-based searches.

## SUBJECT MATTER OPTIMIZATION

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- 5 separate fields available
  - Choose accurate category-relevant keywords
  - Affects which browse nodes product appears in
  - Influences "customers also bought" suggestions
- 

### EXAMPLE FOR TYPE VI HOT TUB FILTER:

Subject 1: "Hot Tub Filters"

Subject 2: "Spa Accessories"

Subject 3: "Pool Filter Cartridges"

Subject 4: "Inflatable Hot Tub Parts"

Subject 5: "Hot Tub Replacement Parts"

## +Add Keywords Feature

Available for: Title, Search Terms, and Subject Matter

### How It Works:

1. Click **+Add Keywords** next to any field
2. DataDive shows relevant keywords from MKL sorted by volume
3. Displays only keywords NOT already used elsewhere
4. Click to add keyword directly to field

*"The +Add Keywords button identifies relevant, high-volume keywords that aren't already in your listing."*

## Generic Keywords Field

**Purpose:** Terms you want to rank for but prefer NOT to display publicly in your listing.

### GENERIC KEYWORDS BEST USES

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- Common misspellings (typ vi, type 6, typevi)
  - Translated keywords (filtro, cartucho, spa filtre)
  - Competitor model numbers (if you're compatible)
  - Synonyms you don't want in visible copy
  - Long-tail variations that don't fit title/bullets
- 

*"Use the Generic Keywords field for terms you prefer not to display in your visible listing - misspellings, translated keywords, etc."*

## 4.3 Title Optimization

### The Optimize Button

#### What It Does:

- Keyword-stuffs title up to 60% of character limit
- For 200 char limit → fills ~120 characters with keywords
- Automatically selects highest ranking juice keywords

- Places in optimal order

### Step 1: Click Optimize

Before: [Empty title field]

Ranking Juice: 0

Leaderboard: Not ranked

After: "type vi hot tub filter spa filter cartridge  
replacement bestway coleman saluspa lay-z-spa  
inflatable hot tub filter pool pump cartridge..."

Ranking Juice: 7.5M

Leaderboard: #1

### Step 2: Check Roots Coverage

Go to "Roots Usage and Hits" view:

- Verify high-volume roots have "Exact" in Title column
- Count how many exact matches generated

### Step 3: Make Human-Readable

*"You might be looking at this title and saying 'I can't upload this title into Amazon, there's still more work that needs to be done' and you would be right."*

#### Before (keyword-stuffed):

type vi hot tub filter spa filter cartridge replacement  
bestway coleman saluspa lay-z-spa inflatable hot tub filter  
pool pump cartridge 6 pack

#### After (readable + branded):

Nurise Type VI Hot Tub Filter 6-Pack | Spa Filter Cartridge  
Replacement for Bestway Coleman SaluSpa | Lay-Z-Spa  
Inflatable Hot Tub & Pool Pump Filter

#### Formatting Tips:

- Add brand name at beginning
- Add pipes (|) or dashes (-) between phrases
- Keep all keywords in optimized order
- You have ~80 characters free for formatting
- Stay within 200 character limit

### Manual Title Optimization

If you prefer not to use Optimize button:

#### Step 1: Identify Top Keywords by Remaining Ranking Juice

REMAINING RANKING JUICE		
Keyword	Remaining RJ	Per Character



type vi hot tub filter	2,400,000	120,000
spa filter cartridge	1,800,000	100,000
hot tub filter replacement	1,200,000	60,000

*"This is just a great way to chew through the data and figure out what are the keywords, the keyword roots that have the most potential ranking juice that's still left on the table."*

#### Step 2: Add Keywords One by One

1. Copy highest remaining RJ keyword
2. Paste into title
3. Check leaderboard position change
4. Repeat until title full

#### Step 3: Use "Per Character" for Efficiency

*"Sometimes you're going to see that you can actually go and use shorter keywords and get a larger impact."*

## 4.4 AI Copywriter for Bullets & Description

### Why Use AI Copywriter?

*"We can't apply the same strategy for bullets and description. We actually do need these bullets and descriptions to be natural like they were written by a human."*

### How AI Copywriter Works

1. Analyzes keywords already used in title
2. Identifies remaining keyword roots with highest search volume
3. Creates human-readable copy incorporating those roots
4. Avoids duplicating keywords already used

### Step-by-Step: AI Copywriter

**Step 1: Complete Title First** Ensure title is optimized before generating bullets.

**Step 2: Click AI Copywriter** Two modes available:

- **Cosmo/Rufus Mode:** Optimized for Amazon's new algorithm
- **Classic Mode:** Traditional keyword-focused approach

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

**Step 3: Wait for Generation** Takes 10-30 seconds to generate:

- 5 bullet points
- Full description
- Backend search terms

**Step 4: Review Coverage** Check leaderboard positions:

Before AI Copywriter:

- Title: #1 (7.5M)
- Bullets: Not ranked

- Description: Not ranked
- Overall: #8

After AI Copywriter:

- Title: #1 (7.5M)
- Bullets: #1 (4.2M)
- Description: #4 (1.5M)
- Overall: #1 (13.2M)

## 4.5 AI Bullets - Individual Control

### The AI Bullets Panel

Shows breakdown of each bullet:

AI BULLETS ANALYSIS			
Bullet #	Input Keyword	AI Output	Rank Juice
1	spa filter replacement	[Text...]	245,000
2	[EMPTY – needs keyword]	[Empty]	0
3	inflatable hot tub filter	[Text...]	186,000
4	type 6 cartridge	[Text...]	122,000
5	pool pump filter	[Text...]	98,000

### Fixing Empty Bullets

#### Option 1: Click Optimize

- Auto-fills with next best keyword
- May not always work

#### Option 2: Manual Selection

1. Go to Roots tab in MKL
2. Find unused high-volume root
3. Copy the root phrase
4. Paste into Input Keyword field
5. Click Generate

*"Sometimes this is the nature of working with AI so one of the things I can do is click this optimize button... in this case it didn't so I'm actually just going to go back to my master keyword list and go to the roots tab and manually grab another keyword."*

### Use in Listing

After reviewing AI output:

1. Review generated text
2. Click "Use in Listing" for each bullet
3. Bullets populate in main editor

## 4.6 Battle of the Listings View

### What It Shows

Side-by-side comparison of your listing vs competitors:

BATTLE OF THE LISTINGS		
Filter: [Title] [Bullets] [Description] [All]		
Keyword: "type vi hot tub filter"		
YOUR LISTING	Exact Match ✓	Position: N/A (new)
Competitor 1	Exact Match ✓	Position: #3
Competitor 2	Broad Match	Position: #12
Competitor 3	Not Indexed	Position: N/A
Competitor 4	Exact Match ✓	Position: #7

### Using Battle View

#### Find Competitive Advantages:

- Keywords where competitors are "Not Indexed"
- Keywords where you have "Exact" but they have "Broad"
- Keywords where you rank higher

#### Find Weaknesses:

- Keywords where competitors have "Exact" but you're "Broad"
- Keywords where you're not indexed but they are
- High-volume keywords you're missing

## PART 5: OPTIMIZING AN EXISTING LISTING

### 5.1 The Critical Rule

*"We don't want to go and change everything all at once when we're doing listing optimization... you only want to do maybe one or two changes at a time and then wait a couple of days."*

#### The Scalpel vs Machete Approach:

- New listings: Can use the machete (wholesale changes)
- Existing listings: Must use the scalpel (surgical precision)

### 5.2 Importing Existing Listing

#### Step 1: Go to Listing Builder

#### Step 2: Click "Populate with ASIN"

Enter ASIN: B0D9YXVSHK  
[Import]

### Step 3: Current Copy Loads

- Title populates
- Bullets populate
- Description populates
- Coverage analysis begins automatically

### Step 4: Review Starting Position

#### CURRENT STATE

Overall Position: #5 (5.4M ranking juice)

Gap to #1: 8.0M

Title Position: #3

Bullets Position: #8

Description Position: #12

TOP GAPS (Green cells – not indexed):

- "large cat tree" – 35 keywords – 0 coverage
- "extra large cat tower" – 22 keywords – 0 coverage
- "cat condo for large cats" – 18 keywords – 0 coverage

## 5.3 Identifying Gaps

### Method 1: MKL Search

#### Step 1: Search Root Word

Search: "large"  
Results: 35 keywords with "large"

#### Step 2: Check Your Coverage

#### KEYWORD ANALYSIS FOR "LARGE"

Keyword	Volume	Your Position
large cat tree	8,100	GREEN (gap)
cat tree for large cats	6,200	GREEN (gap)
large cat tower	4,800	GREEN (gap)
extra large cat tree	3,200	GREEN (gap)

TOTAL GAPS: 35 keywords with ~180,000 search volume

"If I go here and type in 'large' I can see that there's 35 keywords in my master keyword list related to large and in almost all of them I have very low ranks or I'm not indexed at all."

### Method 2: Remaining Ranking Juice Sort

**Step 1: Sort MKL by "Remaining Ranking Juice"** Highest potential gains at top.

**Step 2: Review Top 10 Keywords**

TOP REMAINING RANKING JUICE		
Keyword	Remaining RJ	Per Char
large cat tree tower	2,400,000	133,333
cat tower scratching post	1,800,000	72,000
tall cat tree	1,200,000	100,000

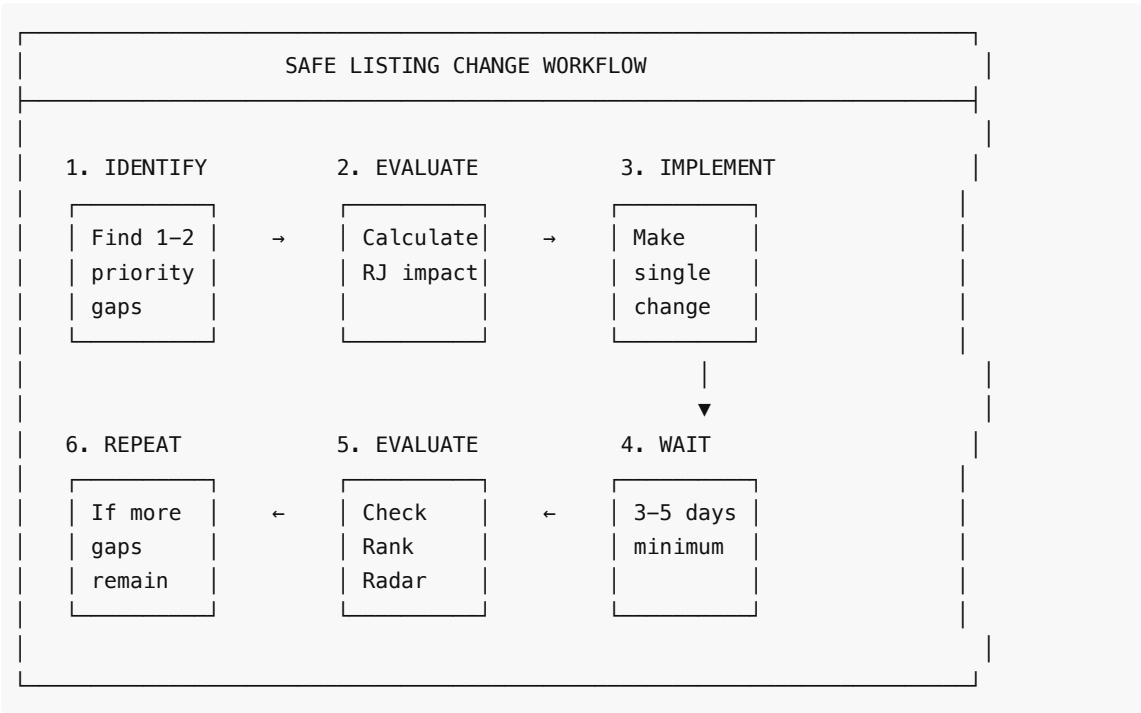
**Method 3: Competitor Comparison**

**Step 1: Find High-Performing Competitor** Look at leaderboard - who's #1 in title/bullets?

**Step 2: Compare Their Coverage to Yours** What keywords do they have "Exact" that you have "Green"?

**5.4 Making Safe Changes**

**The Safe Change Workflow**



**Example: Single Title Change**

**Current Title:**

"TS Common Green Cat Scratching Post with 3.12 Inch Hang Ball and Leaf Shape Cat Furniture Pet..."

Ranking Juice: 5.4M  
Position: #5

**Step 1: Identify What to Remove** Test what gives NO ranking juice:

Remove: "Green Cat Scratching Post"  
Score change: 5.9M → 5.8M (only -70K)  
Conclusion: Low SEO value, safe to remove

**Step 2: Identify What to Add**

Add: "Cat Tree for Large Cats"  
Score change: 5.8M → 6.1M (+300K)  
Coverage: 35 "large" keywords now have matches

**Step 3: Final Result**

"TS Common Cat Tree for Large Cats with 3.12 Inch Hang Ball  
and Leaf Shape Cat Furniture Pet..."  
Ranking Juice: 6.1M  
Position: #3  
Change: +700K juice, from #5 to #3

*"Just with one change in my listing I've gone from being like position 25 now I'm mid pack in position 14."*

---

## 5.5 Testing Keyword Value

### The Point System Test

Before removing ANY text, verify its SEO value:

**Step 1: Note Current Score**

Current Ranking Juice: 5,900,000

**Step 2: Remove the Text**

Remove: "fits Coleman SaluSpa and Lay-Z-Spa models"

**Step 3: Check Score Change**

After removal: 5,900,000 (unchanged)

**Step 4: Interpretation**

- **Score dropped** = Text had SEO value (keep it!)
- **Score unchanged** = Text has no SEO value (can modify)

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

---

## 5.6 What NOT to Do

## Avoid These Mistakes

### ✗ Copy/Paste Entire New Listing

WRONG: Replace all title + bullets + description at once  
RISK: Listing suppression, rank drops, indexing issues

### ✗ Make Multiple Simultaneous Changes

WRONG: Change title AND bullet 1 AND bullet 3 at same time  
RISK: Can't identify what caused problems

### ✗ Remove High-Value Text Without Testing

WRONG: Delete phrases without checking ranking juice  
RISK: Losing indexed keywords, rank drops

### ✗ Add Irrelevant High-Volume Keywords

WRONG: Adding "pool pump" to a hot tub filter listing  
RISK: Keyword skewing, false SEO scores

---

## PART 6: SPECIAL FEATURES

### 6.1 Avoiding Keyword Skewing

#### What is Skewing?

Adding irrelevant high-volume keywords falsely inflates your SEO score.

#### Example:

Product: Cat Tree  
Adding: "Turkey" (high search volume in November)  
Result: Score jumps from #25 to #1  
Reality: Won't help actual ranking for cat trees

*"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 to Detect Skewing

##### Warning Signs:

- Score jumps dramatically with one keyword
- Keyword doesn't match your product type
- SERP for keyword shows different products

#### How to Fix Skewing

**Step 1: Go to Excluded Keywords Step 2: Add the Irrelevant Keyword Step 3: Score Recalculates Correctly**

"It's not gonna count as points in the system so it's gonna go back to where it was."

## 6.2 Export Features

### Export Formats Available

DataDive supports exporting your optimized listing data in multiple formats:

#### EXPORT OPTIONS

Format	Best Use Case
Excel (.xlsx)	Analysis, review, sharing with team
CSV (.csv)	Flat file upload, bulk operations
Flat File	Direct Seller Central catalog upload

### How to Export

**Step 1:** Complete your listing optimization in Listing Builder **Step 2:** Click the **Export** button (top right) **Step 3:** Select format (Excel or CSV) **Step 4:** Choose fields to include **Step 5:** Download file

### Flat File Export Columns

#### FLAT FILE FORMAT STRUCTURE

Column Name	Description
Title	Main product name (200 chars)
Item_name	Detailed product name for SKU
Key_product_features	Important specifications
Bullet_point1	First bullet (500 chars)
Bullet_point2	Second bullet (500 chars)
Bullet_point3	Third bullet (500 chars)
Bullet_point4	Fourth bullet (500 chars)
Bullet_point5	Fifth bullet (500 chars)
Product_description	Full description (2000 chars)
Search_terms	Generic keywords (249 bytes)
Subject_matter1-5	Category keywords (5 fields)

### When to Use Export

Scenario	Recommended Format
Bulk listing updates	CSV / Flat File
Catalog management	Flat File
Brand Registry uploads	Flat File



Variation management	Flat File
Team review	Excel
Client presentation	Excel
Backup before changes	Excel or CSV

## 6.3 Niche Settings

### Customizing Your Analysis

NICHE SETTINGS

Niche Name: "Type VI Hot Tub Filter"

FILTERS:

- Minimum Search Volume: 450
- Minimum Relevancy: 30%

EXCLUSIONS:

- Excl. 1: [spray]
- Excl. 2: [automatic]
- Excl. 3: [glade]

ASSIGNEE: [Team member]

ORGANIZATION: [Nurise]

LABELS: [Hot Tub, Filters, Q1 2026]

# PART 7: HOT TUB FILTER OPTIMIZATION SPECIFICS

## 7.1 Priority Keywords by Tier

### Tier 1: Must Be Exact Match in Title

HIGHEST PRIORITY (Title – 3x multiplier)

- type vi hot tub filter
- spa filter cartridge
- type 6 filter
- hot tub filter replacement
- spa filter replacement

Target: ALL exact match in title

### Tier 2: Exact Match in Title or Bullets

HIGH PRIORITY (Title or Bullets)

---

- bestway saluspa filter
  - coleman spa filter
  - lay-z-spa filter
  - inflatable hot tub filter
  - pool pump filter cartridge
  - type vi replacement cartridge
- 

Target: Exact match somewhere in listing

### Tier 3: Coverage in Bullets or Description

SUPPORTING KEYWORDS

---

- spa filter type vi
  - hot tub cartridge replacement
  - inflatable spa filter
  - miami saluspa filter
  - helsinki hot tub filter
  - paris spa filter
  - monaco spa filter
  - hawaii spa filter replacement
- 

Target: Broad or exact in bullets/description

---

## 7.2 Compatibility Keywords

### Model Compatibility

Models to Include:

- Miami
- Helsinki
- Paris
- Monaco
- Honolulu
- Palm Springs
- Vegas
- Havana

### Brand Compatibility

Brands to Include:

- Bestway
- Coleman
- SaluSpa / Saluspa
- Lay-Z-Spa / Lay Z Spa

### Format Variations

- Format Keywords:
- Type VI / Type 6 / Type-VI / Type-6
  - 6-pack / 6 pack / 6pk / six pack
  - 4-pack / 4 pack
  - 2-pack / 2 pack
  - cartridge / cartridges
  - replacement / replacements

### 7.3 Keywords to Exclude

EXCLUSIONS FOR TYPE VI HOT TUB FILTER

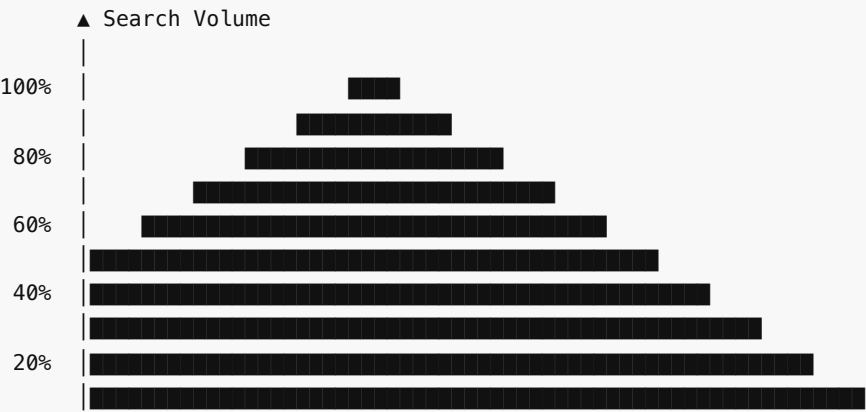
- Brand Names (competitors):
- intex (different filter type)
  - hayward (pool filters)
  - pentair (pool equipment)

- Wrong Product Types:
- pool pump (if not applicable)
  - sand filter
  - DE filter
  - cartridge cleaner

- Wrong Formats:
- type s1 (different size)
  - type a/c (different size)
  - hot tub chemicals

### 7.4 Seasonality Considerations

HOT TUB FILTER SEASONALITY





#### IMPLICATIONS:

- Peak season keywords may show higher search volume
- Monitor MKL monthly for volume changes
- Don't remove year-round keywords for seasonal ones
- Plan inventory for May–August surge

## PART 8: WORKFLOW CHECKLISTS

### 8.1 New Listing Checklist

#### NEW LISTING CREATION CHECKLIST

##### PHASE 1: COMPETITOR DISCOVERY

- ☐ Run Niche Dive or manual search
- ☐ Select 15+ relevant competitors
- ☐ Verify all are same product type
- ☐ Verify same format (pack size)
- ☐ Add to ASIN tray
- ☐ Execute dive

##### PHASE 2: MKL PREPARATION

- ☐ Remove brand names (click "B" button)
- ☐ Review Outliers – move relevant to MKL
- ☐ Review Residue – move high-intent to MKL
- ☐ Exclude irrelevant keywords
- ☐ Analyze Roots for positioning
- ☐ Document top 5 root priorities

##### PHASE 3: TITLE OPTIMIZATION

- ☐ Click Optimize button
- ☐ Review Roots Usage – verify exact matches
- ☐ Check Leaderboard position
- ☐ Add brand name
- ☐ Add formatting (pipes, dashes)
- ☐ Verify within 200 characters
- ☐ Confirm readable

##### PHASE 4: BULLETS & DESCRIPTION

- ☐ Click AI Copywriter
- ☐ Review AI Bullets panel
- ☐ Fill any empty bullets manually
- ☐ Click "Use in Listing" for each

- ☐ Check Leaderboard for bullets
- ☐ Check Leaderboard for description
- ☐ Review Roots Usage for coverage

#### PHASE 5: BACKEND & FINALIZATION

- ☐ Add backend search terms
  - ☐ Verify no keyword duplication
  - ☐ Final Leaderboard check
  - ☐ Export or copy for Seller Central
  - ☐ Document final scores
- 

## 8.2 Existing Listing Optimization Checklist

### EXISTING LISTING OPTIMIZATION CHECKLIST

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#### PHASE 1: IMPORT & ANALYZE

- ☐ Click "Populate with ASIN"
- ☐ Note starting Leaderboard position
- ☐ Note starting ranking juice
- ☐ Identify major gaps (green cells)
- ☐ Search top root words for gaps

#### PHASE 2: PRIORITIZE CHANGES

- ☐ Sort by Remaining Ranking Juice
- ☐ Identify top 2-3 opportunities
- ☐ Test current text for SEO value
- ☐ Select ONE change to make

#### PHASE 3: IMPLEMENT

- ☐ Make single targeted change
- ☐ Verify ranking juice improved
- ☐ Check no keywords de-indexed
- ☐ Confirm copy readable
- ☐ Document the change

#### PHASE 4: DEPLOY & MONITOR

- ☐ Update in Seller Central
  - ☐ Set Rank Radar tracking
  - ☐ Wait 3-5 days minimum
  - ☐ Review positions
  - ☐ Plan next change (if needed)
- 

## 8.3 Weekly Optimization Routine

## WEEKLY LISTING OPTIMIZATION ROUTINE

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### MONDAY: ANALYSIS

- ☐ Review Rank Radar for position changes
- ☐ Check any new gaps emerged
- ☐ Note any rank improvements from last change

### WEDNESDAY: PLANNING

- ☐ If positions improved, identify next gap
- ☐ If positions dropped, investigate cause
- ☐ Prepare next optimization change

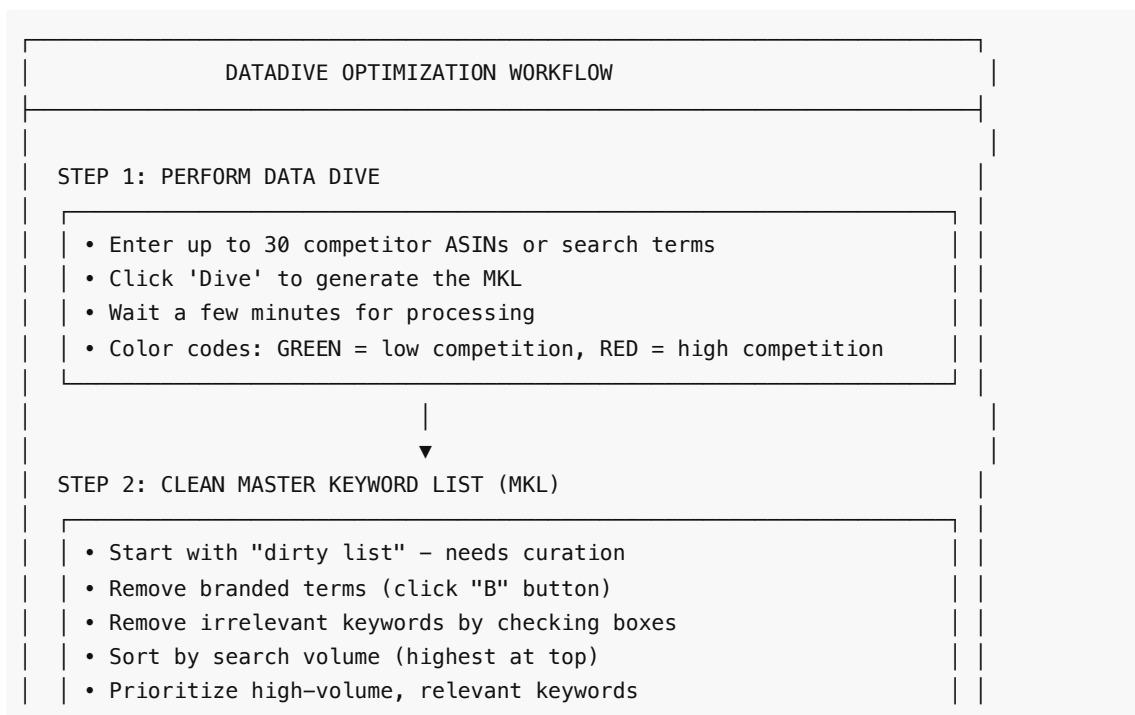
### FRIDAY: IMPLEMENTATION (if ready)

- ☐ Implement next single change
  - ☐ Document in change log
  - ☐ Update Seller Central
  - ☐ Set monitoring alerts
- 

## PART 8.5: COMPLETE DATADIVE OPTIMIZATION WORKFLOW

This section integrates all steps into the official DataDive optimization workflow.

### 8.5.1 The 7-Step Optimization Process



- Optional: Set auto-update via Auto Dives
- CRITICAL: Clean MKL before generating Rank Radar



#### STEP 3: ANALYZE MKL FOR RANKING GAPS

- Review organic rank average and top-10 keywords
- Identify gaps using color codes:
  - LARGE GREEN GAPS = Low/no indexing (TOP PRIORITY)
  - SMALLER YELLOW GAPS = Indexed but high rank (secondary)
- Compare to competitors to spot weaknesses



#### STEP 4: USE LISTING BUILDER TAB

- Input/rewrite title, bullets, description, search terms
- Check "Root Usage & Hits" tab for current usage and match types
- Evaluate draft for quality score (ranking juice)
- Remember multipliers: Title (3x), Bullets (2x), Description (1x)
- Prioritize exact match roots in title
- Test variations and track changes



#### STEP 5: REWRITE AND OPTIMIZE LISTING

- Fill gaps by adding high-volume keywords not indexed
- If keyword in title but NOT exact match → rewrite as exact
- Move high-ranking juice keywords from bullets → title
- Change match types: Broad/Plural → Exact
- Use Generic Keywords field for hidden terms
- For "perfect" listings, add outlier/residue keywords
- Remove redundancies or apply PPC to boost weak keywords



#### STEP 6: SET UP RANK TRACKING (RANK RADAR)

- Track selected keywords post-rewrite
- Monitor organic growth via heat maps
- Track top-10 positions movement
- Connect PPC data for per-keyword rank/sales insights
- Use before holidays or for PPC reduction on strong organics



#### STEP 7: ITERATIVE TESTING AND MONITORING

- Test listing versions over time
- Track improvements via Rank Radar highlights

- Re-dive if needed, tweak 1-5 keywords
- Push underperformers or scale winners
- Repeat cycle for continuous improvement

## 8.5.2 Quick 3-Step Gap Analysis Method

From DataDive support article "How should I optimize my listing":

### QUICK GAP ANALYSIS (3 Steps)

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#### STEP 1: ANALYZE YOUR MKL

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- Sort/prioritize keywords by search volume (highest at top)
- Focus on high search volume keywords first – they drive most impact

#### STEP 2: IDENTIFY RANKING GAPS

---

- After sorting MKL by search volume, scan for gaps:
  - LARGE GREEN GAPS = Very low/no rank or not indexed (TOP PRIORITY)
  - SMALLER YELLOW GAPS = Indexed but suboptimal rank (SECONDARY)

#### STEP 3: CROSS-REFERENCE WITH LISTING BUILDER

---

- Check "Root Usage & Hits" tab by inputting current title
- See keyword roots and match types used
- Decision tree:

IF keyword root in title but NOT exact match:

→ REWRITE title for exact match root

IF keyword already exact match in title:

→ Keep it / shift focus to another gap

→ OR apply extra PPC pressure on that root

---

## 8.5.3 Match Type Conversion Priority

When optimizing existing listings, prioritize these conversion actions:

### MATCH TYPE CONVERSION PRIORITY

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#### HIGHEST PRIORITY CONVERSIONS:

---

1. Move high-ranking juice keywords FROM bullets/description → TO title
2. Change Broad Match → Exact Match (any location)



3. Change Broad Plural → Exact Match (any location)
4. Change Exact Plural → Exact Match (if possible)

**EXAMPLE:**

Before: "Our filter is for Type VI hot tub spa" (Broad match)

After: "Type VI Hot Tub Filter – Spa..." (Exact match)

Result: 30s/40s position → Top 10 potential

## PART 9: TROUBLESHOOTING

### 9.1 Common Problems & Solutions

Problem	Likely Cause	Solution
All competitors show green	Wrong product type selected	Redo dive with correct sub-niche
Score not improving with changes	Keyword not in MKL	Move from Outliers/Residue to MKL
AI Copywriter bullet empty	No unused roots available	Manually select root from MKL
Title too long	Over-optimized	Remove lower-value keywords
Wrong leaderboard position	Keyword skewing	Exclude irrelevant high-volume keywords
Competitor all green	Out of stock or suppressed	Remove from competitor list
Ranking juice drops after change	Removed indexed keyword	Revert change, test first

### 9.2 Red Flags to Investigate

**WARNING SIGNS**

- All competitors showing "GREEN" (not indexed)
  - Likely wrong product type or out of stock
- Your score shows #1 but sales are low
  - Check for keyword skewing
- Score unchanged after adding keywords
  - Keywords not in MKL, need to move from buckets
- Competitor has very high outlier volume

→ Investigate their keywords, may find opportunities

- AI copywriter generates irrelevant text
    - MKL may contain wrong keywords, clean up
- 

## Success Criteria

- ☐ Niche Dive or manual competitor selection complete
- ☐ MKL cleaned (brands removed, irrelevant excluded)
- ☐ All buckets reviewed (MKL, Outliers, Residue)
- ☐ Roots analyzed for positioning
- ☐ Title optimized with top keywords (exact match)
- ☐ All 5 bullets have unique keyword roots
- ☐ Description covers remaining keywords
- ☐ Leaderboard position #1-3 overall
- ☐ No keyword skewing from irrelevant terms
- ☐ Changes documented for tracking
- ☐ Rank Radar monitoring configured

## Related SOPs

- Related: [SOP-301: Listing Analysis](#)
  - Related: [SOP-302: Keyword Optimization](#)
  - Next: [SOP-303: Listing Update Process](#)
  - Related: [SOP-401: Rank Radar Setup](#)
  - Related: [SOP-702: Optimization Validation](#)
- 

### Time Estimate:

- New listing from scratch: 60-90 minutes
- Existing listing optimization: 30-45 minutes
- Weekly maintenance: 15-20 minutes

**Difficulty:** Intermediate to Advanced

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## Sources

### Video Training

Video	Title	Duration	URL
1	Listing Builder Quick Start Guide	16 min	<a href="https://www.youtube.com/watch?v=zY5o9UO2tAk">https://www.youtube.com/watch?v=zY5o9UO2tAk</a>
2	SEO Masterclass with Mina Elias	60+ min	<a href="https://www.youtube.com/watch?v=Ts2yCCOw_A">https://www.youtube.com/watch?v=Ts2yCCOw_A</a>

### DataDive Help Articles

Article	Description	URL
Listing Builder	Main tool documentation	<a href="https://support.datadive.tools/hc/en-us/articles/4414623848857-Listing-Builder">https://support.datadive.tools/hc/en-us/articles/4414623848857-Listing-Builder</a>
How to Optimize	Quick 3-step optimization guide	<a href="https://support.datadive.tools/hc/en-us/articles/18666128244377-How-should-I-optimize-my-listing">https://support.datadive.tools/hc/en-us/articles/18666128244377-How-should-I-optimize-my-listing</a>
Optimize Workflow	Full optimization workflow	<a href="https://support.datadive.tools/hc/en-us/articles/38476449280793-Data-Dive-Workflow-OPTIMIZE-Listing-Optimization-SEO">https://support.datadive.tools/hc/en-us/articles/38476449280793-Data-Dive-Workflow-OPTIMIZE-Listing-Optimization-SEO</a>
How to Rewrite	Listing rewrite instructions	<a href="https://support.datadive.tools/hc/en-us/articles/20918301286041-How-to-Rewrite-Your-Listing">https://support.datadive.tools/hc/en-us/articles/20918301286041-How-to-Rewrite-Your-Listing</a>

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*Nurise Listing Optimization SOP v1.0*