

Amazon Listing Title Template

Purpose

Guide for constructing optimized 200-character Amazon listing titles following SOP-304 methodology.

Universal Formula

```
{Brand} {Product Type} {Size/Qty} | {Feature 1} {Feature 2} |  
{Compatibility 1}, {Compatibility 2} | {Differentiator}
```

Construction Rules

1. Front-Load High-Volume Keywords (First 50 chars)

- First 50 characters carry most weight
- Place highest search volume exact match keywords first
- Brand name typically goes first (unless keyword volume dictates otherwise)

2. Use Exact Match Keywords

 Good: "type vi hot tub filter"  Bad: "filter for hot tub type vi"

Exact match = 3.0x multiplier Broad match = 1.5x multiplier **Gain: 2x more ranking juice**

3. Include Top 5-7 Keyword Roots

- Don't just use variations of one keyword
- Spread across different roots for broader coverage
- Example roots:
 - Root 1: "type vi"
 - Root 2: "hot tub filter"

- Root 3: "spa filter cartridge"
- Root 4: "bestway"
- Root 5: "coleman saluspa"

4. Character Limit

- Amazon.ca: 200 characters max
- Amazon.com: 250 characters max
- Truncate lowest-value keywords if exceeded

5. Readability Check

- Must flow naturally to human readers
- No obvious keyword stuffing
- Benefits should be clear
- Use pipes "|" to separate sections for scannability

Title Components Priority

| Component | Priority | Example | Notes |
|-----------------|----------|---------------------------------|----------------------------|
| Brand | Required | "Nurise" or "Bestway" | First word typically |
| Product Type | Required | "Hot Tub Filter Cartridges" | Must be exact product type |
| Size/Quantity | High | "6-Pack" or "XXL 10ft" | If applicable, helps CTR |
| Feature 1 | High | "Type VI" or "Commercial Grade" | Primary differentiator |
| Feature 2 | Medium | "50 Micron Filtration" | Secondary feature |
| Compatibility 1 | High | "for Bestway Coleman SaluSpa" | Critical for search |
| Compatibility 2 | Medium | "Lay-Z-Spa Inflatable" | Additional models |
| Differentiator | Low | "Premium Quality" | Only if space permits |

Examples by Category

Pool Equipment

Premium Type VI Hot Tub Filter Cartridges 6-Pack | Spa Filter Replacement
for Bestway Coleman SaluSpa | Lay-Z-Spa Inflatable Hot Tub & Pool Pump
Cartridge Filters | 50 Micron Fine Filtration

Length: 197/200 ✓

Exact matches: 8

Ranking juice: 5.4M - 7.2M

Inflatables

H2OGO Bouncy Castle XXL Inflatable Water Slide for Kids 6-12 | Commercial Grade Outdoor Summer Fun | Heavy-Duty Splash Pool with Safety Net | Backyard Party Entertainment

Length: 194/200 ✓

Exact matches: 7

Ranking juice: 6.8M - 8.5M

Camping/Outdoor

Ultra-Lite Self-Inflating Sleeping Pad Queen Size | Camping Mattress for Tent & Car | 3-Inch Thick Memory Foam | Lightweight Portable Outdoor Gear for Hiking Backpacking

Length: 197/200 ✓

Exact matches: 6

Ranking juice: 4.2M - 5.8M

Optimization Checklist

Before finalizing title:
- [] Character count ≤200 (Amazon.ca) or ≤250 (Amazon.com)
- [] Top 5-7 keyword roots included
- [] Exact match keywords (not broad)
- [] Highest volume keywords in first 50 characters
- [] Flows naturally when read aloud
- [] No keyword stuffing appearance
- [] Brand name included
- [] Product type clear and specific
- [] Size/quantity mentioned if applicable
- [] Compatibility keywords if relevant
- [] Differentiator included if space permits

Common Mistakes to Avoid

✗ Keyword Stuffing: "Filter Hot Tub Pool Spa Filter Tub Filters Hot Tubs Spas Pools Replacement..."

✗ Broad Match Instead of Exact: "Filter for Hot Tub Type VI Coleman" instead of "Type VI Hot Tub Filter for Coleman"

✗ Wasting Characters on Fluff: "Amazing Premium High Quality Best..." (use specific features instead)

✖ Ignoring Search Volume: Placing low-volume keywords first instead of high-volume keywords

✖ Missing Product Type: "6-Pack Replacement for Bestway Coleman" (what product??)

Ranking Juice Calculation

```
Title Ranking Juice = Σ (Search Volume × 3.0 × Match Type Multiplier)
```

Match Type Multipliers:

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

Example:

Keyword: "type vi hot tub filter"

Search Volume: 12,000

Match Type: Exact (in title)

Ranking Juice = 12,000 × 3.0 (title position) × 3.0 (exact match) = 108,000

Related Resources

- SOP-304: Listing Builder Complete Guide
- SOP-305: Amazon Indexing Mechanics
- bullet-template.md (for bullet point construction)
- description-template.md (for description optimization)