

SOP-502: Fix Common Problems

Nurise Listing Optimization

Purpose

Apply the appropriate fix based on diagnosed issues from SOP-501, including browse node corrections, indexing gap resolution, and competitor selection cleanup.

When to Use

- After completing diagnosis (SOP-501)
- Root cause has been identified
- Ready to implement fix

Prerequisites

- ☐ Diagnosis complete (SOP-501)
 - ☐ Root cause documented
 - ☐ DataDive and Seller Central access
 - ☐ Listing Builder access
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Procedure

Problem 1: Browse Node Mismatch

Diagnosis Confirmed: Your product is in different browse node than competitors

Fix Steps:

Step 1: Identify Correct Node

1. Document majority node from competitors
2. Note the full path (e.g., "Patio, Lawn & Garden > Pools, Hot Tubs & Supplies > Hot Tub Accessories > Filters")
3. Identify most specific appropriate node

Step 2: Submit Seller Central Case

1. Go to **Seller Central** → **Help**
2. Open case for "Product Page" issue
3. Include:
 - Your ASIN
 - Current browse node
 - Requested browse node
 - Competitor ASINs as examples
 - Reason for request

Step 3: Monitor After Change

- Wait 24-72 hours for update
- Re-run Dive to verify
- Check if positions start appearing

- Monitor Rank Radar for improvements

Expected Outcome: Keywords that showed green should start showing positions within 1-3 days.

Problem 2: Indexing Gaps (Missing Keywords)

Diagnosis Confirmed: High-value keywords not in your listing copy

Fix Steps:

Step 1: Open Listing Builder

1. Navigate to your Dive
2. Open **Listing Builder**
3. Import current listing (if not already)

Step 2: Identify Missing Keywords From your diagnosis, list the gaps:

Missing Keywords:

- [Keyword 1] - [Search Volume]
- [Keyword 2] - [Search Volume]

Step 3: Add Keywords to Copy

Keyword Priority	Placement
Highest volume	Title (if space)
High volume	Bullets 1-2
Medium volume	Bullets 3-5
Lower volume	Description or backend

Step 4: Verify Match Type After adding, check Listing Builder shows:

- Exact match (best)
- Exact plural (good)
- Broad match (acceptable)

Step 5: Follow Safe Update Process

- See SOP-303 for implementation
- Make 1-2 changes at a time
- Wait 3-5 days between changes

Expected Outcome: Keywords should start indexing within 24-48 hours of listing update.

Problem 3: Wrong Competitor Selection

Diagnosis Confirmed: Competitors include unrelated products

Fix Steps:

Option A: Manual Cleanup

1. Go to your Dive
2. Access competitor list

3. Remove unrelated ASINs
4. Add appropriate competitors
5. Regenerate keyword data

Option B: Auto-Generate New List

1. In Dive, click **Find Competitors**
2. DataDive selects 15 relevant competitors
3. Review selection before proceeding
4. Confirm all match your product type

Option C: Filter Existing Data If regenerating isn't practical:

1. Open Master Keyword List
2. Use filters:
 - Contains: "[your product type]"
 - Not Contains: "[wrong product type]"
3. Focus analysis on filtered results

Expected Outcome: MKL should show consistent, relevant keywords after cleanup.

Problem 4: Out of Stock / Visibility Issues

Diagnosis Confirmed: Product was out of stock or has visibility problems

Fix Steps:

Step 1: Verify Stock Status

1. Check Seller Central inventory
2. Ensure units are available
3. Confirm listing is active (not suppressed)

Step 2: Check for Suppression

1. Go to **Manage Inventory**
2. Look for suppression warnings
3. Address any compliance issues

Step 3: Re-Index After Restock After restocking:

- Positions may take 24-72 hours to return
- Consider PPC support during recovery
- Monitor Rank Radar for position restoration

Step 4: Prevent Future Stock-Outs

- Set inventory alerts
- Monitor sales velocity
- Plan for lead times

Expected Outcome: Positions should begin recovering within 48-72 hours of restock.

Problem 5: Ranking Decline (Gradual Slip)

Diagnosis Confirmed: Keywords slowly dropping positions

Fix Steps:

Step 1: Add Campaign Support

1. Identify slipping keywords
2. Create or update PPC campaign:
 - Exact match for top keywords
 - Phrase match for variations
3. Increase budget if already running

Step 2: Check Listing Copy

Amazon sometimes changes your copy:

1. Compare current live listing to your optimized version
2. If different, submit flat file update
3. Monitor for changes

Step 3: Review Competition

1. Check competitor positions in Rank Radar
2. Are they improving?
3. Review their listings for changes
4. Consider differentiation strategy

Step 4: Optimize Further

If copy is unchanged:

- Convert broad matches to exact (SOP-302)
- Add supporting keywords
- Improve backend keywords

Expected Outcome: Decline should stabilize within 1-2 weeks with campaign support.

Problem 6: Branded Search Skewing Data

Diagnosis Confirmed: Brand name keywords distorting analysis

Fix Steps:

Step 1: Filter Brand Terms

1. In MKL, click "B" button
2. Removes branded search terms
3. Re-analyze without distortion

Step 2: Track Separately (If Needed)

For your own brand:

1. Create separate tracking
2. Monitor brand keyword positions
3. Don't include in competitive analysis

Step 3: PPC Strategy for Competitor Brands

If targeting competitor brand keywords:

- Don't add to copy
- Target in PPC campaigns only
- Test market response before scaling

Expected Outcome: Analysis should show accurate competitive positioning after filtering.

Quick Fix Reference Table

Problem	Primary Fix	Time to Results
Wrong browse node	Seller Central case	1-3 days
Indexing gaps	Add to listing copy	24-48 hours
Wrong competitors	Regenerate dive	Immediate
Out of stock	Restock	48-72 hours
Ranking decline	Campaign support	1-2 weeks
Branded skewing	Filter keywords	Immediate

Prevention Checklist

Prevent Browse Node Issues:

- ☐ Check competitor nodes before launch
- ☐ Document your node choice
- ☐ Monitor for Amazon changes

Prevent Indexing Gaps:

- ☐ Complete optimization before launch
- ☐ Regular listing audits
- ☐ Monitor Listing Builder coverage

Prevent Bad Competitor Data:

- ☐ Verify competitors before diving
- ☐ Use consistent product types
- ☐ Clean brand names from MKL

Prevent Stock Issues:

- ☐ Set inventory alerts
- ☐ Plan for lead times
- ☐ Monitor sales velocity

Prevent Ranking Decline:

- ☐ Regular Rank Radar monitoring
 - ☐ Maintain campaign support
 - ☐ Watch for listing changes
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Success Criteria

- ☐ Fix implemented for identified problem
- ☐ Change documented
- ☐ Monitoring set up for results
- ☐ Prevention measures in place

Escalation

If fixes don't work after reasonable time:

- Browse node: Submit follow-up case
- Indexing: Check for listing suppression
- Rankings: Consider product relaunch

Related SOPs

- Previous: SOP-501 - Diagnose Performance Issues
- Related: SOP-302 - Keyword Optimization
- Related: SOP-303 - Listing Update Process
- Related: SOP-401 - Rank Radar Setup

Time Estimate: Varies by fix (15 minutes - 1 hour) **Difficulty:** Intermediate to Advanced

Nurise Listing Optimization SOP v1.0