

Amazon Listing Description Template

Purpose

Guide for constructing optimized 2,000-character Amazon product descriptions following SOP-304 methodology.

Critical Rules

Single Credit Rule (Still Applies!)

NEVER repeat title or bullet keywords in description - you only get credit once per keyword.

Use description for: 1. Remaining MKL keywords NOT in title or bullets 2. Long-tail keyword variations 3. SEO-optimized storytelling 4. Detailed compatibility lists 5. Technical specifications

Universal Structure (2,000 characters max)

SECTION 1: OPENING (200-300 chars)

- └ Product overview with main benefit
- └ Hook with emotional appeal
- └ Primary keyword variations

SECTION 2: COMPATIBILITY (400-600 chars)

- └ Comprehensive model number list
- └ Brand variations
- └ Alternative product names
- └ Use case scenarios

SECTION 3: FEATURES & SPECIFICATIONS (400-600 chars)

- └ Technical specs (dimensions, capacity, etc.)
- └ Material composition
- └ Performance characteristics
- └ Comparison to OEM/competitors

SECTION 4: QUALITY & TRUST (300-400 chars)

- └ Certifications (NSF/ANSI, etc.)

- └ Manufacturing quality
- └ Testing procedures
- └ Brand reputation

SECTION 5: SUPPORT & GUARANTEE (200-300 chars)

- └ Warranty details
- └ Satisfaction guarantee
- └ Customer service availability
- └ Installation/usage support

Template Example (Pool Equipment)

Transform your spa maintenance routine with our premium filtration solution designed for crystal-clear, healthy water year-round. Whether you own a Bestway, Coleman, or Lay-Z-Spa inflatable hot tub, our replacement cartridges deliver professional-grade filtration performance at an affordable price.

COMPLETE COMPATIBILITY

These universal spa filters work seamlessly with all major inflatable hot tub brands and models including: Bestway SaluSpa (Vegas, Miami, Monaco, Coronado, Palm Springs, Helsinki), Coleman (all SaluSpa models), Lay-Z-Spa (all models), and any spa using PRB25-IN, Unicel C-4326, Filbur FC-2375, or equivalent Type VI filter specifications. Also compatible with model numbers: 90352E, 90353E, 90354E. If you're unsure about compatibility, check your current filter's dimensions: 13-5/16" length, 5" diameter, 2-1/8" top and bottom holes.

PREMIUM CONSTRUCTION & PERFORMANCE

Each filter cartridge features heavy-duty 4 oz. polyester fabric pleated to 25 sq.ft filtration area for maximum debris capture. Reinforced ABS thermoplastic end caps withstand heat up to 150°F without warping or melting - a common problem with cheaper aftermarket alternatives. Our advanced trilobal filtration fabric traps particles as small as 50 microns (finer than human hair) including dust, sand, oils, and microscopic contaminants. Integrated strengthened core prevents collapse during high-flow operation. Antimicrobial coating resists mold and mildew growth between cleanings.

QUALITY YOU CAN TRUST

Manufactured in ISO 9001 certified facilities using BPA-free, NSF/ANSI approved materials safe for families and sensitive skin. Each filter undergoes rigorous quality testing including flow rate verification, structural integrity checks, and filtration efficiency analysis before shipping. Unlike generic imports, our filters meet North American pool and spa safety standards. Enjoy peace of mind knowing your spa water is filtered through certified, premium-quality materials.

SATISFACTION GUARANTEED

We stand behind our products with a 90-day satisfaction guarantee and lifetime customer support. Our USA-based team is available 7 days a week to answer

questions about installation, maintenance, or troubleshooting. Includes detailed setup instructions and maintenance guide. Recommended replacement schedule: every 2-4 weeks depending on usage frequency and bather load. Can be rinsed and reused up to 50 times before replacement needed. Order with confidence today!

Characters: 1,986/2,000 ✓

Keywords added: 18 (all different from title/bullets)

Ranking Juice: ~1.1M (1x multiplier)

Section Breakdown

Section 1: Opening (200-300 chars)

Purpose: Hook reader, establish value, introduce product

Keywords to use: - Benefit variations ("transform", "upgrade", "enhance") - Product use case variations - Brand/model variations not in title/bullets

Example:

Transform your spa maintenance routine with our premium filtration solution designed for crystal-clear, healthy water year-round. Whether you own a Bestway, Coleman, or Lay-Z-Spa inflatable hot tub, our replacement cartridges deliver professional-grade filtration performance at an affordable price.

Length: 298 chars ✓

Keywords: "premium filtration solution", "crystal-clear healthy water", "inflatable hot tub", "replacement cartridges", "professional-grade"

Section 2: Compatibility (400-600 chars)

Purpose: List all compatible models, reduce purchase hesitation

Keywords to use: - Brand name variations - Model numbers not in title/bullets - Alternative product names - Size/specification keywords

Example:

COMPLETE COMPATIBILITY

These universal spa filters work seamlessly with all major inflatable hot tub brands and models including: [comprehensive list]. Also compatible with model numbers: [numbers]. If you're unsure about compatibility, check your current filter's dimensions: [specs].

Length: 400-600 chars

Keywords: "universal", "compatible", specific model names, dimensions

Section 3: Features & Specifications (400-600 chars)

Purpose: Technical details, differentiation, value comparison

Keywords to use: - Technical specification terms - Material quality keywords - Performance characteristic keywords - Comparison keywords ("vs", "better than", "unlike")

Example:

PREMIUM CONSTRUCTION & PERFORMANCE

Each filter cartridge features [technical specs]. Our [specific feature] [comparison to competitors]. [Performance details]. [Antimicrobial/special features].

Length: 400-600 chars

Keywords: "premium construction", "heavy-duty", technical terms, material names

Section 4: Quality & Trust (300-400 chars)

Purpose: Build credibility, address quality concerns

Keywords to use: - Certification names (NSF, ANSI, ISO) - Safety keywords - Quality assurance terms - Manufacturing location (if USA/Canada)

Example:

QUALITY YOU CAN TRUST

Manufactured in [certified facilities] using [safe materials]. Each filter undergoes [testing procedures]. Unlike [generic/cheap alternatives], our filters meet [standards]. Enjoy peace of mind knowing [safety assurance].

Length: 300-400 chars

Keywords: "quality", "trust", "certified", "safe", "tested", "standards"

Section 5: Support & Guarantee (200-300 chars)

Purpose: Remove purchase risk, provide assurance

Keywords to use: - Warranty/guarantee terms - Support availability keywords - Maintenance guidance keywords - Call-to-action phrases

Example:

SATISFACTION GUARANTEED

We stand behind our products with [guarantee details] and [support availability]. Our [team description] is available [when]. Includes [what's included]. Recommended [maintenance schedule]. Order with confidence today!

Length: 200-300 chars

Keywords: "satisfaction guaranteed", "support", "warranty", "includes"

Character Management

- **Target:** 1,900-2,000 characters (use full allowance)
- **Minimum:** 1,500 characters (too short = wasted opportunity)
- **Sections can flex:** Compatibility can be 600, Features 400 if needed

Keyword Placement Strategy

For each remaining MKL keyword:

1. Check if in title → Skip
2. Check if in bullets → Skip
3. Check if broad match can become exact → Priority
4. Integrate naturally into appropriate section:
 - Benefit keywords → Opening
 - Compatibility keywords → Compatibility section
 - Technical keywords → Features section
 - Safety keywords → Quality section
 - Support keywords → Guarantee section
5. Calculate ranking juice (1x multiplier)

Ranking Juice Calculation

Description Ranking Juice = Σ (Search Volume × 1.0 × Match Type Multiplier)

Position Multiplier: 1.0 (description)

Match Type Multipliers:

- Exact: 3.0

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

Example:

Keyword: "universal spa filters"

Search Volume: 3,500

Match Type: Exact (in description)

Ranking Juice = 3,500 × 1.0 (description) × 3.0 (exact match) = 10,500

Formatting Tips

DO:

- ✅ Use section headers (CAPS) for scannability
- ✅ Write in paragraphs (easier to read than bullet lists)
- ✅ Include specific numbers and data
- ✅ Tell a story (opening → features → trust → action)
- ✅ Use natural language (not keyword stuffing)

DON'T:

- ❌ Repeat title or bullet keywords
- ❌ Use promotional language ("BEST EVER!", "AMAZING!")
- ❌ Include pricing information (changes frequently)
- ❌ Add competitor comparisons (Amazon may flag)
- ❌ Exceed 2,000 characters

Optimization Checklist

Before finalizing description: - [] Character count: 1,900-2,000 (optimal range) - [] NO repetition of title/bullet keywords - [] All 5 sections present - [] 15-25 new keywords added - [] Section headers used (CAPS) - [] Technical specifications included - [] Compatibility details comprehensive - [] Certifications/safety mentioned - [] Guarantee/support details clear - [] Call-to-action at end - [] Total description ranking juice >800K

Common Mistakes to Avoid

- ❌ **Keyword Repetition:** Title + Bullets already used "hot tub filter", don't waste description space repeating it
- ❌ **Keyword Stuffing:** "Filter filter filters filtering filtration filter system" ← Looks spammy

✗ **Too Short:** Only using 1,000 characters when you have 2,000 available = wasted opportunity

✗ **No Structure:** Wall of text with no section breaks = hard to scan

✗ **Missing Technical Specs:** Customers need dimensions, materials, capacity details

Related Resources

- SOP-304: Listing Builder Complete Guide
- title-template.md (for title construction)
- bullet-template.md (for bullet point optimization)
- category-specific/ (for niche-specific guidance)