

SOP-101: DataDive Account Setup

Nurise Listing Optimization

Purpose

Configure your DataDive account from scratch, including Amazon Seller Central connection, team access, and workspace organization.

When to Use

- Setting up DataDive for the first time
- Adding a new brand or Amazon marketplace
- Onboarding new team members

Prerequisites

- DataDive subscription active
 - Amazon Seller Central admin access
 - Team member email addresses (if adding users)
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Procedure

Step 1: Initial Login

1. Navigate to DataDive login page
2. Click "Login with Google" (Gmail authentication)
3. Select your business Gmail account
4. Accept permissions when prompted

Step 2: Navigate the Dashboard

After login, familiarize yourself with the main areas:

| Section | Purpose |
|-----------------|----------------------------------|
| Niche Pipeline | Product validation and research |
| Rank Radar | Keyword tracking over time |
| Listing Builder | SEO optimization |
| Usage | Subscription limits and tracking |

Step 3: Check Subscription Status

1. Click on **Usage** in the left sidebar
2. Review your current plan limits:
 - Number of dives remaining
 - Keywords tracked in Rank Radar
 - Team seats available
3. Note renewal date and usage patterns

Step 4: Connect Amazon Seller Central

1. Go to **Settings** → **Amazon Connections**
2. Click **Add Connection**
3. Select your marketplace (US, UK, etc.)
4. Log into Seller Central when prompted
5. Authorize DataDive access
6. Wait for confirmation (may take a few minutes)

For Multi-Brand Setup:

- Repeat Step 4 for each brand/marketplace
- Use clear naming conventions: [Brand] – [Marketplace]

Step 5: Create Spaces for Organization

Spaces help organize products and projects:

1. Go to **Spaces** in the left sidebar
2. Click **Create Space**
3. Name it descriptively:
 - By brand: "Nurise Products"
 - By status: "Under Review", "Ready to Launch"
 - By marketplace: "US Products", "UK Products"
4. Create 3-5 initial spaces for your workflow

Step 6: Set Up Labels

Labels add another layer of organization:

1. Go to **Settings** → **Labels**
2. Create labels for your workflow stages:
 - Getting Quotes
 - Pre-Launch
 - Active
 - Needs Review
 - Archived
3. Assign colors for quick visual identification

Step 7: Add Team Members (If Applicable)

1. Go to **Settings** → **Team**
2. Click **Invite Member**
3. Enter team member email
4. Select access level:

| Level | Capabilities |
|--------|---|
| Admin | Full access, billing, team management |
| Editor | Create/edit dives, Rank Radar, listings |
| Viewer | View-only access to all data |

5. Click **Send Invitation**

6. Team member receives email to accept

Step 8: Verify Setup

Run a quick test to confirm everything works:

1. Go to **Niche Pipeline**
2. Create a test dive on any product
3. Verify dive completes successfully
4. Check that Amazon data is pulling correctly
5. Delete test dive when confirmed

Success Criteria

- Can log in without issues
- Amazon Seller Central connected and showing data
- At least one Space created
- Labels configured for workflow
- Team members invited (if applicable)
- Test dive completed successfully

Common Issues

| Problem | Solution |
|--------------------------|--|
| Amazon connection fails | Re-authorize in Seller Central, check permissions |
| Team invite not received | Check spam folder, resend invitation |
| Usage limits hit quickly | Review subscription, consider upgrade |
| Data not loading | Wait 24 hours for initial sync, then contact support |

Related SOPs

- Next: [SOP-201: Product Research & Discovery](#)
- Next: [SOP-401: Rank Radar Setup](#)

Time Estimate: 30 minutes **Difficulty:** Beginner

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