

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 =  $\sum$  (Search Volume  $\times$  3.0  $\times$  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 \times 3.0 (title position) \times 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)