SOP-702: Optimization Validation Procedure

Nurise Listing Optimization

Purpose

Validate that all listing optimization steps have been properly executed, verify the implementation matches DataDive learnings, and confirm measurable results are tracking as expected.

When to Use

- After completing listing optimization cycle (SOP-301 through SOP-303)
- Before and after major listing changes
- Weekly as part of quality assurance
- When results don't match expectations
- Before presenting results to stakeholders

Prerequisites

- ☐ All optimization SOPs (301-303) completed
- ☐ Rank Radar set up and tracking (SOP-401/402)
- ☐ Access to DataDive, Seller Central, and analytics
- ☐ At least 7 days of post-optimization data

Procedure

Phase 1: Pre-Optimization Validation Checklist

Before making any listing changes, verify these foundations are in place:

```
┌─────────────────────────────────────────────────┐
│           PRE-OPTIMIZATION VALIDATION            │
├─────────────────────────────────────────────────┤
│                                                  │
│   □ MKL QUALITY CHECK                            │
│   ├── Brand names removed ("B" button clicked)   │
│   ├── Irrelevant keywords filtered out           │
│   ├── Relevancy threshold set (450+)             │
│   └── All buckets checked (Cloud, Outlier, Residue) │
│                                                  │
│   □ COMPETITOR VALIDATION                        │
│   ├── All 10-15 competitors are same product type │
│   ├── Same format (6-pack vs 2-pack consistency) │
│   ├── No unrelated categories mixed in           │
│   └── Browse nodes verified as matching          │
│                                                  │
│   □ BASELINE DOCUMENTED                          │
│   ├── Current organic ranks recorded             │
│   ├── SEO Leaderboard position noted             │
│   ├── Current CTR and CVR captured               │
```

```
|      └─ Rank Radar highlight set for "Pre-optimization"          |
|                                                                  |
└──────────────────────────────────────────────────────────────┘
```

Phase 2: Listing Builder Validation

Verify the listing optimization meets DataDive standards:

Step 1: Keyword Coverage Audit

Check	Target	Your Status
Root keywords in title (exact match)	All high-volume roots	☐
"hot tub filter" exact match	In title	☐
"type vi" or "type 6" exact match	In title or bullets	☐
"spa filter" exact match	In title or bullets	☐
Broad matches converted to exact	Priority keywords	☐

Step 2: Match Type Verification

For each priority keyword, verify in Listing Builder:

```
┌──────────────────────────────────────────────────────────┐
|            MATCH TYPE VERIFICATION                         |
├──────────────┬──────────┬─────────┬──────────────────────┤
| Keyword      | Expected | Actual  | Pass/Fail            |
├──────────────┼──────────┼─────────┼──────────────────────┤
| type vi filter | Exact  |         |                     |
| hot tub filter | Exact  |         |                     |
| spa filter     | Exact  |         |                     |
| bestway filter | Exact  |         |                     |
| coleman saluspa | Exact |         |                     |
| lay-z-spa filter | Exact|         |                     |
| inflatable hot tub | Exact|       |                     |
└──────────────┴──────────┴─────────┴──────────────────────┘
```

Step 3: SEO Leaderboard Position

Metric	Target	Actual	Status
Leaderboard position	Top 5		☐
Gap to #1 (ranking juice)	<10,000		☐
Indexed keywords (%)	95%+		☐

Phase 3: Implementation Validation

Verify changes were implemented correctly in Seller Central:

Step 1: Live Listing Check

```
LIVE LISTING VERIFICATION
─────────────────────────
□ Title matches optimized version exactly
□ Bullets match optimized version exactly
□ Description matches (if applicable)
□ Backend search terms populated
□ No Amazon auto-corrections occurred
□ Browse node is correct (Hot Tub Accessories > Filters)
```

Step 2: Amazon Override Detection

Amazon sometimes auto-corrects listings. Check for:

Field	Optimized Version	Live Version	Match?
Title			□
Bullet 1			□
Bullet 2			□
Bullet 3			□
Bullet 4			□
Bullet 5			□

If mismatch found: Submit flat file update to restore optimized copy.

Phase 4: Tracking Validation

Verify monitoring is properly configured:

Step 1: Rank Radar Setup Verification

```
RANK RADAR VALIDATION
─────────────────────
□ Product ASIN added to tracking
□ Auto-dive scheduled (frequency: _____)
□ Keywords highlighting configured
□ Date highlights set for optimization events
□ Weekly monitoring cadence established
```

Step 2: Key Metrics Tracking

Metric	Tracking Location	Frequency	Status
Organic rank (hero keywords)	Rank Radar	Daily	□
Sessions	Seller Central	Weekly	□
Unit session % (CVR)	Seller Central	Weekly	□
Click-through rate	Brand Analytics	Weekly	□

Search query performance	Brand Analytics	Weekly	□

Phase 5: Results Validation

Measure actual results against expected outcomes:

Step 1: Indexing Verification (24-48 hours post-change)

```
INDEXING CHECK
───────────────

□ Run new Dive on product
□ Check MKL for updated positions
□ Verify gaps from Phase 2 now show positions
□ Document any keywords still not indexed
```

Step 2: Rank Movement Verification (7-14 days post-change)

Keyword	Pre-Opt Rank	Current Rank	Movement	Target Met?
type vi filter				□
hot tub filter				□
spa filter				□
bestway filter				□
inflatable spa filter				□

Expected Outcomes:

```
┌────────────────────────────────────────────┐
│            EXPECTED RESULTS TIMELINE         │
├────────────────────────────────────────────┤
│                                              │
│   24—48 Hours Post—Change:                   │
│   ├── New keywords begin indexing            │
│   ├── Exact match keywords show improvement  │
│   └── SEO Leaderboard position may shift     │
│                                              │
│   7—14 Days Post—Change:                     │
│   ├── Organic ranks stabilize at new positions │
│   ├── Gaps should be closed (green → red in MKL) │
│   └── CTR may begin improving (if images unchanged) │
│                                              │
│   30 Days Post—Change:                       │
│   ├── Full rank impact visible               │
│   ├── Sessions should increase if SEO improved │
│   └── Ready for next optimization cycle      │
│                                              │
└────────────────────────────────────────────┘
```

Phase 6: Performance Validation

Compare before/after metrics:

Step 1: SEO Performance Metrics
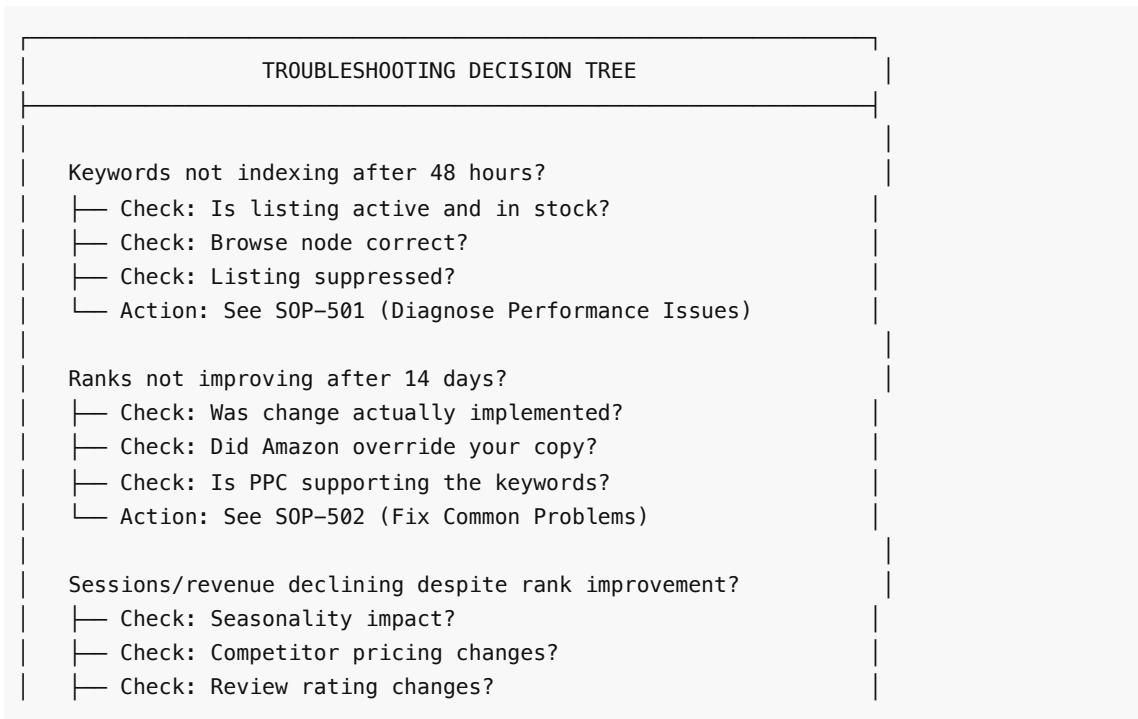
Metric	30-Day Before	30-Day After	Change	Target
Avg. organic rank (hero keywords)				Improved by 5+ positions
Keywords in top 10				+2 or more
Keywords indexed				95%+ of MKL
SEO Leaderboard position				Top 5

Step 2: Business Performance Metrics

Metric	30-Day Before	30-Day After	Change	Notes
Sessions				
Unit session %				
Total orders				
Total revenue				

Phase 7: Issue Detection & Escalation

If results don't match expectations, investigate:

```
┌───────────────────────────────────────────────┐
│           TROUBLESHOOTING DECISION TREE        │
├───────────────────────────────────────────────┤
│                                                │
│   Keywords not indexing after 48 hours?        │
│   ├── Check: Is listing active and in stock?   │
│   ├── Check: Browse node correct?              │
│   ├── Check: Listing suppressed?               │
│   └── Action: See SOP-501 (Diagnose Performance Issues) │
│                                                │
│   Ranks not improving after 14 days?           │
│   ├── Check: Was change actually implemented?  │
│   ├── Check: Did Amazon override your copy?    │
│   ├── Check: Is PPC supporting the keywords?   │
│   └── Action: See SOP-502 (Fix Common Problems) │
│                                                │
│   Sessions/revenue declining despite rank improvement? │
│   ├── Check: Seasonality impact?               │
│   ├── Check: Competitor pricing changes?       │
│   ├── Check: Review rating changes?            │
```

```
|      └── Action: Focus on CTR/CVR optimization next        |
|                                                            |
└────────────────────────────────────────────────────────────┘
```

Hot Tub Filter Validation Specifics

Category-Specific Checks

Check	Requirement	Status
Browse node	"Patio, Lawn & Garden > Pools, Hot Tubs & Supplies > Hot Tub Accessories > Filters"	□
Compatibility keywords	SaluSpa, Bestway, Coleman, Lay-Z-Spa, Miami, Helsinki, Paris	□
Format keywords	Type VI, Type 6, cartridge, replacement	□
Seasonality awareness	Inventory aligned with May-August peak	□

Competitor Benchmark Validation

For Type VI hot tub filter niche, verify:

Metric	Niche Leader	Our Target	Current
Ranking juice position	#1	Top 3	
Reviews	1,000+	Comparable	
Rating	4.5+	4.5+	
Main image quality	Professional	Match or exceed	

Validation Report Template

After completing all phases, generate a summary:

```
OPTIMIZATION VALIDATION REPORT
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Product: Type VI Hot Tub Filter 6-Pack
ASIN: _____
Validation Date: _____
Optimization Completed: _____

PRE-OPTIMIZATION BASELINE
─────────────────────────
SEO Leaderboard Position: ___
Keywords Indexed: ___/___
Avg. Hero Keyword Rank: ___
```

```
Monthly Sessions: ___
Unit Session %: ___%

POST-OPTIMIZATION RESULTS (30 Days)
─────────────────────────────────

SEO Leaderboard Position: ___ (Change: ___)
Keywords Indexed: ___/___ (Change: ___)
Avg. Hero Keyword Rank: ___ (Change: ___)
Monthly Sessions: ___ (Change: __%)
Unit Session %: ___% (Change: ___)

VALIDATION STATUS
─────────────────

□ PASS - All targets met
□ PARTIAL - Some targets met, issues identified
□ FAIL - Significant issues requiring investigation

ISSUES IDENTIFIED
─────────────────

1. _____
2. _____

RECOMMENDED NEXT STEPS
──────────────────────

1. _____
2. _____
3. _____

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```

Success Criteria

- ☐ All Phase 1-7 checks completed
- ☐ No critical issues identified
- ☐ Keywords indexing as expected
- ☐ Ranks moving in expected direction
- ☐ Monitoring systems confirmed operational
- ☐ Report generated and documented

Common Issues

Problem	Likely Cause	Solution
Keywords not indexing	Browse node mismatch	Submit Seller Central case
Amazon overriding copy	Catalog data conflict	Upload flat file
Ranks declining	Too many simultaneous changes	Revert to previous version
No session increase	SEO improved but CTR/CVR issues	Focus on image optimization

| Wrong keywords appearing | Competitor selection error | Regenerate competitor list |

Related SOPs

- Previous: [SOP-701: Amazon Product Competitive Analyzer](#)
- Related: [SOP-301: Listing Analysis](#)
- Related: [SOP-501: Diagnose Performance Issues](#)
- Related: [SOP-402: Weekly Monitoring Routine](#)

Time Estimate: 30-45 minutes (initial), 15 minutes (subsequent) **Difficulty:** Intermediate **Frequency:** After each optimization cycle + weekly spot checks

Nurise Listing Optimization SOP v1.0