

SOP-201: Product Research & Discovery

Nurise Listing Optimization

Purpose

Find potential products to validate by searching Amazon categories with specific criteria, preparing the initial keyword list for deeper analysis.

When to Use

- Starting new product research
- Expanding into new categories
- Looking for higher-margin opportunities

Prerequisites

- DataDive account set up (SOP-101)
 - Amazon Seller Central connected
 - Target category or niche identified
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Procedure

Step 1: Select Search Strategy

Choose your approach based on goals:

Strategy	Best For	Example
Price Point	Higher margins	Supplements > \$40
Category Browse	Exploring niches	Sports Nutrition
Competitor ASIN	Copying success	Top seller's catalog

Step 2: Search Amazon with Filters

1. Go to Amazon and select your target category
2. Apply price filters:
 - **Recommended:** \$30+ for better margins
 - Avoid \$5-8 range (low margin)
3. Sort by "Avg. Customer Review" or "Best Sellers"
4. Scroll through results looking for:
 - Products with good reviews but not overwhelming (1,000-10,000)
 - Clear product differentiation opportunity
 - Price points that suggest profitability

Step 3: Select Products to Validate

As you browse, open interesting products in new tabs:

- Look for 5-10 candidates per research session
- Note variety (don't pick all the same type)
- Consider seasonality and trends

Quick Assessment Questions:

- Is this a consumable or repurchase product?
- Can I source this reliably?
- Is there room for differentiation?

Step 4: Launch DataDive on Product

1. Copy the ASIN from the product page
2. Go to DataDive → **Niche Pipeline**
3. Click **New Dive**
4. Paste the ASIN
5. Click **Start Dive**
6. Wait for research to complete (1-2 minutes)

Step 5: Initial MKL Cleanup

Once dive completes, prepare the Master Keyword List (MKL):

5a. Remove Brand Names

1. Click the "**B**" button (brand filter)
2. This excludes branded search terms
3. Focus remains on generic keywords

5b. Set Search Volume Threshold

1. Find the **Minimum Relevancy** slider
2. Set to **450** (recommended starting point)
3. Low-volume keywords move to Residue bucket

5c. Remove Inconsistent Product Types If you see keywords for different products:

Example: Diving "Omega 3 Capsules"
 Remove keywords containing: "powder", "liquid", "gummy"

Use **Not Contains** filter to clean

Step 6: Quick Relevancy Check

Scroll through the filtered MKL:

- Do keywords match your intended product?
- Are there enough keywords (100+ is good)?
- Note the search volume distribution

Red Flags:

- Less than 50 relevant keywords
- All keywords very low volume
- Keywords don't match product type

Step 7: Name and Save the Dive

1. Click the dive name to edit

2. Use naming convention:

[Category] – [Product Type] – [Date]

Example: Supplements – Omega 3 Capsules – 2026-01

3. Assign to appropriate Space

4. Add initial label: To Validate

Step 8: Repeat for Multiple Products

- Aim for 5-10 dives per research session
- Build a pool of candidates
- Validate the best ones using SOP-202

Success Criteria

- Found 5-10 potential products
- Each product has a dive created
- MKL cleaned (brands removed, threshold set)
- Dives named and organized
- Ready for validation (SOP-202)

Common Issues

Problem	Solution
Too few keywords after filtering	Lower threshold to 300, check Residue bucket
Wrong product types in MKL	Remove bad competitors, regenerate list
Dive taking too long	Check internet connection, try again
Can't find products in category	Try broader category, different price range

Related SOPs

- Previous: [SOP-101: DataDive Account Setup](#)
- Next: [SOP-202: Product Validation Complete](#)

Time Estimate: 15 minutes per product **Difficulty:** Beginner

Nurise Listing Optimization SOP v1.0