SOP-1101: Ensuring Amazon Indexes All Keywords

Nurise Listing Optimization

Purpose

Verify that Amazon properly indexes your product for all important keywords. This SOP explains browse nodes, backend data, and troubleshooting steps when keywords aren't indexing correctly.

When to Use

- After launching a new listing
- Keywords from PPC not converting (might not be indexed)
- Rankings not improving despite optimization
- Troubleshooting visibility issues
- After category or browse node changes

Prerequisites

- ☐ Listing is live on Amazon
- ☐ Keyword research complete (SOP-201/202)
- ☐ Basic understanding of Amazon's catalog structure
- ☐ Access to Seller Central

Part 1: Understanding Indexing

What is Keyword Indexing?

Indexed: Your product appears in search results for a keyword **Not Indexed:** Your product does NOT appear, regardless of PPC spend

Why Indexing Matters

Scenario	Indexed	Not Indexed
Search visibility	Product appears	Product invisible
PPC effectiveness	Ads can run	Ads won't show
Organic ranking	Can improve	Cannot improve
Sales potential	Full access	Blocked

Three Requirements for Indexing

1. **Keyword in listing** - Title, bullets, description, or backend
2. **Correct browse node** - Product categorized appropriately
3. **Amazon catalog alignment** - Product type matches keywords

Part 2: Browse Nodes Explained

What are Browse Nodes?

Browse nodes are Amazon's category system - a hierarchical tree:

```
Browse Node Hierarchy Example:
==============================
Home & Garden (Root)
└── Patio, Lawn & Garden
     └── Pools, Hot Tubs & Supplies
          └── Hot Tub & Pool Filters
               └── Cartridge Filters (Leaf Node)
```

Types of Nodes

Node Type	Description	Best For
Root Node	Top-level category	Never use for listings
Branch Node	Mid-level category	Broad visibility
Leaf Node	Most specific	Best for ranking

> **Critical:** *Always target the most specific leaf node for your product.*

Finding Your Browse Node

Method 1: Amazon URL

1. Search for competitor product
2. Look at URL: `amazon.ca/s?node=XXXXXXXXX`
3. The number is the browse node ID

Method 2: Browse Tree Guide

1. Download Amazon's Browse Tree Guide (BTG)
2. Available in Seller Central → Help → Browse Tree Guide
3. Search for your category

Method 3: Product Page

1. Scroll down on any product page
2. Find "Best Sellers Rank"
3. Category shown = Browse node path

Part 3: Checking If Keywords Are Indexed

Method 1: ASIN + Keyword Search

Step-by-step:

1. Go to Amazon.ca
2. Search: `B0XXXXXXXXX keyword`
3. Replace with your ASIN and keyword

Results:

Outcome	Meaning
Your product appears	**INDEXED**
"No results" or product doesn't appear	**NOT INDEXED**

Method 2: Brand Analytics (Brand Registered)

1. Go to Seller Central → **Brands** → **Brand Analytics**
2. Select **Search Query Performance**
3. Enter your keywords
4. Check if your ASIN appears

Method 3: Search Term Report (PPC)

1. Download **Search Term Report** from Advertising
2. Look for search terms with impressions
3. Missing impressions = potential indexing issue

Method 4: DataDive Indexing Check

1. Open your product in DataDive
2. Go to **Listing Builder** or **Analysis**
3. Check keyword indexing status
4. Look for "Indexed" vs "Not Indexed" indicators

Part 4: Why Keywords Don't Index

Common Causes

Cause	Why It Happens	Solution
Wrong browse node	Category doesn't match keyword relevance	Change browse node
Keyword not in listing	Not in title, bullets, description, or backend	Add keyword to copy
Listing suppressed	Policy violation or data issue	Fix suppression cause
New listing	Takes 24-48 hours to fully index	Wait and recheck
Catalog data mismatch	Product type vs. keywords conflict	Update product type

Browse Node Mismatch Example

```
PROBLEM:
Product: Hot Tub Filter
Keyword: "pool filter cartridge"
Browse Node: Kitchen > Water Filtration > Pitcher Filters

WHY NOT INDEXING:
Amazon doesn't associate "pool filter" with kitchen products.

SOLUTION:
Change browse node to: Patio > Pools & Hot Tubs > Filters
```

Part 5: Fixing Indexing Issues

Step 1: Verify Browse Node

1. Check your current browse node in Seller Central:

   - Go to **Inventory → Manage All Inventory**
   - Click **Edit** on your product
   - Find category/browse node field

2. Compare to competitors:

   - Search for your main keyword
   - Check top 3 competitors' categories
   - Note their browse node path

3. Determine correct node:

   - Is your node aligned with competitors?
   - Is it specific enough (leaf node)?

Step 2: Request Browse Node Change

Method A: Edit Listing

1. Edit product in Seller Central
2. Change category/browse node
3. Save changes
4. Wait 24-48 hours

Method B: Support Case If listing won't allow change:

```
CASE TEMPLATE FOR BROWSE NODE CHANGE
====================================
Subject: Request Browse Node Change for ASIN [B0XXXXXXXXX]

Hello,

I need to change the browse node for my product as it's
currently incorrectly categorized.

ASIN: B0XXXXXXXXX
Product Name: [Your Product Name]

Current Browse Node: [Current category path]
Requested Browse Node: [Desired category path]
Browse Node ID: [XXXXXXXXX]

Reason: The current browse node prevents my product from
appearing in relevant searches. My product is a [product type]
and should be listed under [correct category].

Supporting Evidence:
- Competitor ASIN [B0XXXXXXXX] is correctly listed in [category]
- My product matches the browse node requirements
```

```
Please update my browse node accordingly.

Thank you,
[Your Name]
```

Step 3: Optimize Listing for Indexing

Ensure keywords appear in priority order:

Location	SEO Weight	Action
Title	Highest	Include top 2-3 keywords
Bullet Points	High	Include supporting keywords
Backend Search Terms	Medium	Add overflow keywords
Description	Low	Include long-tail variations

Step 4: Verify Backend Data

Check these backend fields in Seller Central:

Field	What to Check
Product Type	Matches your category
Item Type	Specific to product
Subject Matter	Related keywords (5 fields)
Search Terms	Keywords filled (249 chars total)
Target Audience	If applicable

Part 6: Advanced Troubleshooting

Using Amazon's Backend Data

Key Backend Fields:

Field	Code	Purpose
GL	general_ledger	Main category
Product Type	product_type	Specific product classification
Item Type	item_type_name	Item category
DoW	display_on_website	Where product shows

AJAX URL Method (Advanced)

You can verify backend data using Amazon's AJAX calls:

Format:

```
https://www.amazon.ca/gp/product/features/dp-detail-ajax/B0XXXXXXXXX
```

What to Look For:

- Product type classification
- Category assignments
- Attribute matches

"Winning Contributor" Issue

Sometimes multiple sellers contribute data to a listing, causing conflicts.

Symptoms:

- Your changes don't stick
- Listing reverts to old data
- Unable to update certain fields

Solution:

1. Open Seller Central case
2. Ask: "Who is the winning contributor for ASIN [B0XXXXXXXXX]?"
3. Request to become the winning contributor
4. Provide product documentation (invoices, brand authorization)

Case Template for Winning Contributor

```
Subject: Request Winning Contributor Status for ASIN [B0XXXXXXXXX]

Hello,

I am the brand owner/authorized seller for [Product Name].
My listing changes are not being accepted because another
contributor has priority.

ASIN: B0XXXXXXXXX
Brand: [Your Brand]

I need to:
1. Confirm who is the current winning contributor
2. Request winning contributor status be transferred to my account
3. Update the product data accordingly

I have attached:
- Brand Registry confirmation
- Authorized seller documentation
- Product invoices

Please assist with this request.

Thank you,
[Your Name]
```

Part 7: Monitoring Indexing

Weekly Indexing Check

Process:

1. Identify your top 10 keywords
2. Test each using ASIN + keyword search
3. Document results
4. Address any not-indexed keywords

Tracking Template:

Keyword	Search Volume	Indexed?	Date Checked	Notes
type vi hot tub filter	2,400	Yes	2026-01-23	In title
bestway filter	1,800	Yes	2026-01-23	In bullets
saluspa replacement	900	No	2026-01-23	Adding to backend

Using Rank Radar (DataDive)

1. Set up Rank Radar tracking (SOP-401)
2. Monitor keyword positions
3. "Not Found" results may indicate indexing issues
4. Cross-reference with manual indexing checks

Part 8: Prevention Best Practices

At Listing Creation

- ☐ Research competitor browse nodes FIRST
- ☐ Choose most specific leaf node
- ☐ Include top keywords in title
- ☐ Fill all backend search term fields
- ☐ Set correct product type

Ongoing Maintenance

- ☐ Weekly indexing spot-checks
- ☐ Monitor ranking changes (may indicate node changes)
- ☐ Review after any listing updates
- ☐ Check after Amazon catalog updates

Red Flags to Watch

Warning Sign	Possible Issue
Sudden ranking drop	Browse node changed
PPC impressions dropped	Keyword de-indexed
Category changed automatically	Amazon recategorization

Can't rank for obvious keywords	Indexing problem

Success Criteria

- ☐ Top 10 keywords verified as indexed
- ☐ Browse node confirmed as correct
- ☐ Backend search terms fully utilized
- ☐ Regular indexing monitoring scheduled
- ☐ Process for addressing issues established

Related SOPs

- Previous: SOP-1001 – PPC Launch and Optimization
- Keyword Optimization: SOP-302 – Keyword Optimization
- Troubleshooting: SOP-501 – Diagnose Performance Issues
- Next: SOP-1102 – Post-Launch A/B Testing

Time Estimate: 30-60 minutes for verification, varies for fixes **Difficulty:** Intermediate-Advanced **Last Updated:** 2026-01-23

Nurise Listing Optimization SOP v1.0