

SOP-302: Keyword Optimization

Nurise Listing Optimization

Purpose

Add missing keywords to your listing copy, convert broad matches to exact matches, and improve overall keyword coverage while maintaining readability.

When to Use

- After completing listing analysis (SOP-301)
- Addressing specific keyword gaps
- Improving SEO Leaderboard position
- Preparing listing updates

Prerequisites

- Listing analysis complete (SOP-301)
 - Gap list documented with priorities
 - Access to Listing Builder
 - Understanding of current listing structure
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Procedure

Step 1: Review Your Gap List

Open your documented gaps from SOP-301:

- HIGH priority gaps (tackle first)
- MEDIUM priority gaps (if time allows)
- Focus on 1-2 changes per optimization session

Critical Rule:

Make only 1-2 keyword changes at a time, then wait 3-5 days before making more changes.

Step 2: Understand Keyword Placement Value

Where you place keywords matters:

Location	SEO Weight	Best For
Title	Highest	Top 2-3 keywords
Bullets	High	Supporting keywords
Description	Medium	Long-tail variations
Backend	Low	Overflow keywords

Step 3: Convert Broad to Exact Match

For keywords showing "Broad Match":

Before (Broad):

```
Title: "Replacement Cartridge Filter for Type VI Hot Tub Spa"  
Keyword: "type vi hot tub filter" = Broad match
```

After (Exact):

```
Title: "Type VI Hot Tub Filter – Replacement Cartridge for Spa..."  
Keyword: "type vi hot tub filter" = Exact match
```

Technique:

1. Identify the exact keyword phrase needed
2. Rearrange existing words to create exact phrase
3. Maintain readability and compliance

Step 4: Add Missing Keywords

For keywords not in copy at all:

4a. Find Natural Placement

- Read current copy
- Identify where keyword fits naturally
- Don't force awkward phrasing

4b. Example Addition:

```
GAP: "bestway saluspa filter replacement"
```

Original Bullet:

```
"Premium hot tub filter cartridge with trilobal filtration"
```

Updated Bullet:

```
"Premium Bestway SaluSpa filter replacement cartridge with trilobal filtration"
```

Step 5: Use the AI Copywriter (Optional)

If making larger changes or creating from scratch:

1. In Listing Builder, click **AI Copywriter**
2. Select mode:
 - **Cosmo/Rufus** - New algorithm optimized
 - **Classic** - Traditional keyword-focused
3. Generate content
4. Review coverage automatically

When to Use AI:

- Creating new listings from scratch
- Major overhaul needed
- Want to see optimal keyword placement

When NOT to Use AI:

- Minor tweaks to existing listing
- Just adding 1-2 keywords
- Want to preserve brand voice

Step 6: Test Keyword Value

Before finalizing, verify keyword matters:

Point System Test:

1. Note current point score
2. Remove the text you're considering
3. Check if score changes:
 - **Score drops** = Text has SEO value (keep it)
 - **Score unchanged** = Not SEO-relevant (can modify)

Example:

```
Text: "fits Coleman SaluSpa and Lay-Z-Spa models"
Before removal: 122 points
After removal: 122 points
Conclusion: Phrase has no SEO value for your MKL
```

Step 7: Avoid Keyword Skewing

Don't add irrelevant high-volume keywords:

Warning Signs:

- Score jumps dramatically after adding keyword
- Keyword doesn't match your product type
- SERP for keyword shows different products

Example of Skewing:

```
Product: Type VI Hot Tub Filter
Bad addition: "pool pump" (high volume but wrong product)
Result: False #1 SEO ranking, won't help actual sales
```

Step 8: Review Final Copy

Before saving, verify:

- Exact matches for priority keywords
- Copy still reads naturally
- No compliance issues
- Within character limits
- Brand voice maintained

Character Limits:

Field	Limit
Title	200 characters

Bullets	500 characters each
Description	2,000 characters
Backend	250 bytes

Step 9: Document Changes Made

Record what you changed:

Date: [Date]

ASIN: [ASIN]

Changes Made:

1. Title: Added "type vi hot tub filter" as exact match
2. Bullet 1: Added "bestway saluspa" phrase

Keywords Addressed:

- type vi hot tub filter (Broad → Exact)
- bestway saluspa filter replacement (Missing → Added)

SEO Score: [Before] → [After]

Leaderboard: #[X] → #[Y]

Step 10: Prepare for Implementation

Your optimized copy is ready for:

- SOP-303: Listing Update Process
- Implementation in Seller Central
- Monitoring with Rank Radar

Success Criteria

- Priority gaps addressed (1-2 per session)
- Broad matches converted to exact
- Copy reads naturally
- Point system verified changes have value
- No keyword skewing introduced
- Changes documented
- Ready for Seller Central update

Common Issues

Problem	Solution
Can't fit keyword naturally	Try bullets instead of title
Keyword too long for title	Use in description or backend
Score didn't improve	Keyword may not be in MKL, verify

Copy sounds awkward

Rewrite for flow, keep keywords

Keyword Optimization Checklist

For Each Priority Keyword:

- Identified current match type
- Found natural placement location
- Added/rearranged for exact match
- Verified with point system
- Checked readability
- Documented change

Related SOPs

- Previous: [SOP-301: Listing Analysis](#)
- Next: [SOP-303: Listing Update Process](#)
- Related: [SOP-402: Weekly Monitoring Routine](#)

Time Estimate: 30 minutes **Difficulty:** Intermediate

Nurise Listing Optimization SOP v1.0