

SOP-402: Weekly Monitoring Routine

Nurise Listing Optimization

Purpose

Regularly monitor keyword positions, identify issues early, and find opportunities for optimization using Rank Radar's heat map and data views.

When to Use

- 2-3 times per week (recommended)
- After listing changes (3-5 days later)
- When investigating performance drops
- To identify new campaign opportunities

Prerequisites

- Rank Radar set up (SOP-401)
 - At least 1 week of tracking data
 - Access to DataDive
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Procedure

Step 1: Open Rank Radar

1. Navigate to **Niche Pipeline**
2. Select your product's Dive
3. Open **Rank Radar**

Step 2: Review the Heat Map

The heat map shows keyword positions over time:

Reading the Colors:

- **Green shades** = Better positions (closer to 1)
- **Red/Orange** = Worse positions (higher numbers)
- **Gray gaps** = No data for that period

What to Look For:

- Overall color trend (improving or declining?)
- Keywords slipping from green to red
- Position changes > 10 spots
- Keywords stuck at 101+

Step 3: Check for Warning Signs

Warning Sign	Action Needed
Keyword dropped 10+ spots	Investigate immediately

Position at 46+	Getting pushed off page 1
Stuck at 101+	Check browse node/indexing
Gradual upward trend	Add campaign support

Step 4: Enable Roots View

Toggle on **Roots** to group keywords:

1. Click "Roots" toggle
2. Keywords group by root words
3. Review each root group:
 - o Are all variations performing?
 - o Any gaps in coverage?
 - o Root groups stuck at high positions?

Example:

```
Root: "hot tub filter"
└─ hot tub filter type vi → Position 8 ✓
└─ hot tub filter cartridge → Position 15 ✓
└─ hot tub filter replacement → Position 67 △
└─ hot tub filters for spa → Position 101+ ✗
```

Step 5: Check Impression Rank

Enable Impression Rank view:

IR + Organic Combination	Interpretation
Low IR + Low Organic	Excellent - dominating
Low IR + High Organic	PPC working, organic lagging
High IR + Low Organic	Running out of budget
No IR + Good Organic	Needs campaign coverage

Step 6: Review PPC Data

Check campaign coverage:

1. Look for keywords with no campaign
2. Identify "Blind Spend" keywords
3. Note high-converting keywords needing more budget

Opportunity Checklist:

- Good organic rank + no campaign = Add exact match
- High CVR + low spend = Increase budget
- Root group gaps = Add to campaigns

Step 7: Check SQP Performance

Review Search Query Performance data:

Key Metrics:

- Clicks on your listing
- Add to Cart rate
- Purchase conversion
- Your CVR vs market

CTR Benchmarks:

CTR Range	Assessment
Below 0.3%	Needs work immediately
0.3% - 0.4%	Baseline acceptable
0.4% - 0.7%	Common range
Above 0.7%	Good

Step 8: Identify Opportunities

Look for these patterns:

Opportunity 1: Organic Rank + No Campaign

- Good position (top 45)
- No ad support
- Action: Create exact match campaign

Opportunity 2: High CVR + Low Spend

- 30-40%+ conversion rate
- Low ad spend
- Action: Increase budget

Opportunity 3: Position Slipping

- Was top 10, now dropping
- Still salvageable
- Action: Add PPC support before it's lost

Step 9: Interpret Performance Patterns

Excellent Performance:

- All keywords holding steady
- Mostly top 10 positions
- Minimal fluctuation

Normal (Launching/Optimizing):

- Positions fluctuating
- Some improving, some testing
- Gradual downward trend = Good

Bad Performance:

- Stuck at 50+, 101+
- No improvement despite effort
- May need troubleshooting (SOP-501)

Step 10: Document Findings

Log your monitoring session:

MONITORING LOG

Date: [Date]

ASIN: [ASIN]

Position Changes:

- [Keyword]: [Old] → [New]
- [Keyword]: [Old] → [New]

Issues Found:

- [Description]

Opportunities:

- [Description]

Actions Taken:

- [Action]

Next Review: [Date]

Weekly Checklist

Every Monitoring Session:

- Heat map reviewed for 10+ spot changes
- Roots view checked for gaps
- Impression rank correlation reviewed
- Campaign coverage verified
- CTR benchmarks checked
- Opportunities documented
- Issues flagged for action

Monthly Deep Dive:

- Compare to baseline positions
- Track progress on optimization work
- Review competitor positions
- Update strategy based on trends

Success Criteria

- Positions reviewed and understood

- Warning signs identified
- Opportunities documented
- Issues escalated if needed
- Log updated

Monitoring Frequency Guide

Situation	Frequency
Stable product	2-3x per week
Post-optimization	Daily for first week
New launch	Daily
Performance issues	Daily until resolved

What NOT to Do

- Panic at short-term fluctuations (algorithm testing is normal)
- Ignore gradual position slips
- Skip monitoring during holidays/peak seasons
- Forget to document changes and results

Related SOPs

- Previous: [SOP-401: Rank Radar Setup](#)
- Previous: [SOP-303: Listing Update Process](#)
- Next: [SOP-501: Diagnose Performance Issues](#)

Time Estimate: 15-20 minutes per session **Difficulty:** Intermediate

Nurise Listing Optimization SOP v1.0