

# SOP-301: Listing Analysis

## Nurise Listing Optimization

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### Purpose

Import an existing listing into DataDive Listing Builder, analyze keyword coverage gaps, and compare your listing's SEO strength against competitors.

### When to Use

- Optimizing an existing Amazon listing
- Checking why a listing isn't ranking well
- Preparing for keyword optimization
- Competitor benchmarking

### Prerequisites

- ☐ DataDive account with Listing Builder access
  - ☐ Product ASIN ready
  - ☐ Dive completed on the product (or create new one)
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### Procedure

#### Step 1: Create or Open a Dive

1. Go to **Niche Pipeline**
2. If dive exists: Open it
3. If new: Create dive with your ASIN
4. Wait for research to complete

#### Step 2: Clean the Master Keyword List

Before analyzing, ensure MKL is relevant:

##### 2a. Remove Brand Names

- Click the **"B"** button
- Excludes branded search terms

##### 2b. Set Search Volume Threshold

- Set minimum to **450**
- Moves low-volume to Residue

##### 2c. Filter for Product Type Use filters if needed:

Contains: "hot tub filter"

Not Contains: "pool pump"

#### Step 3: Navigate to Listing Builder

1. From your dive, click **Listing Builder**

2. Select **Populate with ASIN**
3. Enter your product's ASIN
4. Click **Import**
5. Wait for current listing copy to load

#### Step 4: Review SEO Leaderboard

The Leaderboard shows your ranking vs competitors:

Position	Interpretation
#1-3	Strong keyword coverage
#4-7	Average coverage, room to improve
#8+	Significant gaps exist

Note your current position for tracking improvement later.

#### Step 5: Analyze Coverage by Section

Review each listing section:

Column	What It Shows
Title	Keywords found in title
Bullets	Keywords in bullet points
Description	Keywords in product description
Backend	Keywords in search terms

#### Color Coding:

- **Green** = Exact match found
- **Gray** = Not in copy

#### Step 6: Identify High-Priority Gaps

Look for keywords where:

1. High search volume (1,000+)
2. Competitors have coverage (green)
3. You don't have coverage (gray)

#### Gap Priority Matrix:

Search Volume	Competitors Have	Your Priority
High (5,000+)	Yes	CRITICAL
High (5,000+)	Some	HIGH
Medium (1,000-5,000)	Yes	MEDIUM
Low (<1,000)	Yes	LOW

## Step 7: Check Match Types

For keywords you DO have, verify match type:

Match Type	Meaning	Value
Exact Match	Perfect phrase in copy	Best
Exact Plural	Plural form found	Good
Broad Match	Words present, not exact	Weak
Broad Plural	Plural words, scattered	Weakest

### Focus Areas:

- Convert "Broad" to "Exact" for top keywords
- Broad match for high-volume = Quick win opportunity

## Step 8: Review Root Usage

Check the **Root Usage** section:

1. Shows which root words are in your copy
2. Indicates match type for each root
3. Reveals coverage gaps at the root level

### Example Analysis:

Root: "type vi filter"  
Expected: Exact match in title  
Found: Broad plural in bullets  
Action: Add exact phrase to title

## Step 9: Document Gap Findings

Create a list of gaps to address:

HIGH PRIORITY GAPS:

1. "hot tub filter type vi" – 8,500 SV – Missing from Title
2. "bestway saluspa filter" – 3,200 SV – Broad match, needs exact

MEDIUM PRIORITY:

3. "coleman hot tub filter" – 2,100 SV – Not in title
4. "lay-z-spa filter replacement" – 1,800 SV – Missing entirely

## Step 10: Compare Competitor Listings

Review top competitors' coverage:

1. Click on competitor ASINs
  2. Note where they have exact matches
  3. Identify patterns in their keyword placement
  4. Learn from their title structures
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### Success Criteria

- ☐ Listing imported successfully
- ☐ SEO Leaderboard position noted
- ☐ Coverage gaps identified and documented
- ☐ Match types reviewed for top keywords
- ☐ Priority list of gaps created
- ☐ Ready for optimization (SOP-302)

### Common Issues

Problem	Solution
Listing shows all green (not indexed)	Check browse node, stock, suppression
Coverage looks good but not ranking	May be browse node issue (SOP-501)
Can't import listing	Verify ASIN is correct, listing is active
Competitors have wrong products	Clean competitor selection, regenerate

### Red Flags During Analysis

Sign	What It Means
All keywords "not indexed"	Browse node mismatch or stock issue
Zero positions for main keywords	Indexing problems
Competitors at 101+ for all	May be new/restricted niche

### Related SOPs

- Previous: [SOP-203: Pipeline Management](#)
- Next: [SOP-302: Keyword Optimization](#)
- Related: [SOP-501: Diagnose Performance Issues](#)

**Time Estimate:** 20 minutes **Difficulty:** Intermediate