Product Listing Optimization and Creation

(Amazon, eBay, Shopify, Walmart, Newegg, Jet)

**1. Product listings**

-Creation of listings

-Cross syncing listing copy/images

-Product catalog database

-product descriptions / copy

-conversion optimization

-keyword ranking and optimization

**2. Product images**

-Product photo audits

-High-quality photography services for e-commerce

-Editing photos for e-commerce

-Realistic product renders

**3. Increase Product Reviews / Feedback management (Systematize / Automate)**

-Customer follow-up for increased reviews & feedback

-Manage and track bad customer reviews

**4. Pricing**

-Market and competition research

-Brand pricing

-Profit analysis with Max / Min pricing tiers

**5. Diagnose slow moving products**

-Product listing analysis

-Price

-Images

-Competition

-Demand

**Advertising**

1. Amazon PPC Management

-Keyword research

-Competitor keyword tracking & ranking

-Keyword ranking

-Campaign management & fine-tune optimization

-Campaign creation with goals

-Increase sales and organic ranking

-Lower ACoS

**2. Google Ad Words - to Shopify or any eCommerce Platform**

-Drive ready to shop traffic

-Keyword research

-Campaign management & fine tune optimization

-Campaign creation with goals

-Increase conversion and organic ranking

-Improve conversion / spend

**Customer Service / Brand loyalty**

(Only coaching and consulting at this time)

-Systematize customer service & automate

-Analyze current policies and suggest improvements

-Increase customer loyalty and word of mouth

-Brand compliance (hijacking and counterfeit sellers)

**Automation**

-Multichannel inventory syncing

-Dropshipping

-Syncing reviews to Shopify for Amazon

-Shipping and Order management

**Marketplace Applications (get you onboard and set up)**

-Amazon Brand Registry / (A+ Pages)

-Amazon Vendor Central

-Amazon Vendor Express

-Amazon Seller Central

-Amazon Marketing Service (AMS)

-Jet

-Walmart

-Newegg

**Product Development / Private Labeling**

**1. Branding / Packaging**

-Product packaging

-Packaging design

-UPC bar codes / FNSKU labels

**2. Freight Forwarding & Shipping Logistics**

-EXW, FOB

-DHL, FedEx, UPS

- Land / Sea Freight forwarding (over 150kgs)

-Arrangement for delivery to FBA via UPS or Amazons Freight (less than truckload)

-Carton labeling and FBA box labeling

If you think I may be a good fit for your project, I look forward to a casual discussion on how I can accelerate your efforts going forward.