Amazon SEO: How to Optimize and Rank Amazon Product Listings (2019 Edition)

Google and Amazon use different algorithms but don't let that scare you away. When people are on Google they are at the top of the funnel. Once they get to Amazon it's towards the bottom and they're ready to buy! Amazon SEO is



- [ ] Research your competitors to see what keywords they're using
- [ ] Do keyword research using Merchant words for Amazon specific keywords
- [ ] Do research using Uber Suggest using Google Specific keywords
- [ ] Compare the Google keyword list to the Amazon keyword list
- [ ] Understand that Google is about Intent and Amazon is about sales
- [ ] Read Amazons standards for titles, bullets, enhanced brand content, and product descriptions
- [ ] Create a primary keyword list (10 keywords), secondary keyword list (20 keywords), and tertiary keyword list (30-40 keywords)
- [ ] Write a title using primary keywords and this formula as a baseline (Brand + Line + Size+ Product Type)
- [ ] For the bullets use a mix of primary, secondary, and tertiary keywords
- [ ] Keep bullets short, informative, concise, with all the major features or important product information
- [ ] For the product description elaborate on the bullets but also include any important keywords or information you missed while addressing important features
- [ ] Take professional images that show all important angles of the product (you can include up to 9 so you should utilize ALL 9)
- [ ] Have someone review the copy and the images before publishing
- [ ] Publish the product page but track the progress using Data Hawk

- [ ] Repeat the above steps and optimize along the way

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