

# SEO SOP: QA Checklist for Copywriting

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**Who is this for?** This document is for individuals who are involved in copywriting and quality assurance of product listing optimization



**Objective:** This SOP provides guidelines and best practices for optimizing the title, bullet points, & description for Amazon listings while adhering to Amazon's terms and conditions.

## QA Checklist

- Check the product listing page to make sure that the optimizations written are about the product.
- Does the listing read in flowing English while applying top SEO terms?
- Are the grammar and spelling free of any mistakes? (Utilize Grammarly as a tool, but don't rely on it for all the answers)
- Is the brand name spelled correctly and follows the same capitalization?
- Are the listings optimized for SEO based on our [recommended best practices](#)?
  - Titles utilizing 150-200 characters with high-volume & relevant keyword phrases
  - Unique bullet points utilizing SEO with most high ranking in the first 2-3 bullets
  - The description is at least 500 characters (even if there is A+ content)
  - Redundancy and keyword repetition reduced or removed
- Does the copy speak to the brand demographic that the client has portrayed?
- Does the copy use the client's preferred language (funny, persuasive, emotional, etc.)?
- There are no prohibited copy terms ([see this SOP](#))
  - Putting down competitor listings (including indirectly, such as "unlike others")
  - Sexual terms
  - Competitor brand names
  - Prohibited gifting language
  - Warranties or guarantees
  - External references (websites)
  - Medical claims (not using support language) or mention of Covid, cancer, disease, etc
  - Any mention of drugs, alcohol, tobacco, CBD, etc
  - Copyrighted terms

**Below is an example of a well-optimized listing:**

### Title

- ✓ Starts with the brand name for brand awareness and is followed by specific identification of the type of product
- ✓ Contains specific product-identifying information

- ✓ Ends with the variation, such as the size or color of that ASIN.
- ✓ The first letters of each word are capitalized (except for the prepositions, conjunctions, & articles)
- ✓ Contains highly relevant keywords and phrases that are in compliance with Amazon's writing style and policies
- ✓ Does not contain promotional phrases and subjective commentaries
- ✓ Has 150-200 characters



Roll over image to zoom in

### Age of Sage Natural Bar Soap Gift Set for Men - Vegan Bath Handmade Cold Process Artisan Soap with Essential Oil, Aromatic All Moisturizing Wash Soaps, Fragrant Masculine Scent (4 Pack)

[Visit the Age of Sage Store](#)

4.4 ★★★★★ 1,191 ratings | 15 answered questions

Amazon's Choice for "age of sage"

50+ bought in past week

Price: **\$16.99** (\$4.25 / Count) Get Fast, Free Shipping with Amazon Prime

FREE Returns

Get \$60 off instantly: Pay \$0.00 upon approval for the Amazon Store Card.

Scent: Masculine

\$16.99 (\$4.25 / Count)	\$16.99 (\$4.25 / Count)	\$16.99 (\$4.25 / Count)	\$16.99 (\$4.25 / Count)
\$17.99 (\$4.50 / Count)	<b>\$16.99</b> (\$4.25 / Count)	\$15.99 (\$4.00 / Count)	\$16.99 (\$4.25 / Count)

#### Bullet Points

- ✓ The beginning of each bullet has an introduction / headline
- ✓ Each bullet point contains relevant information that supports the headline
- ✓ Contains highly relevant keywords and phrases that are in compliance with Amazon's writing style and policies
- ✓ Product details, including dimensions, quantity uses, etc. are specific and correct
- ✓ Sentences are clear, short, and to the point
- ✓ Does not contain sales pitch, promotional phrases, or subjective commentaries
- ✓ Each bullet point has 200-300 characters



#### About this item

- **MEN'S SOAP BAR MASCULINE SCENT:** Rejuvenate your mind, body, and soul as Age of Sage lets you feel an excellent bathing shower experience with its Handmade Masculine Scent men's bar soap. Each body bar soap is made with a distinctive natural soap for men or a masculine-inspired fragrance that cleanses your skin while keeping it moisturized and nourished.
- **PERFECT VALENTINE'S GIFT:** Make your man feel like royalty with our set of 4 vegan soap bar care package for him. Enjoy the sudsy indulgence from all natural ingredients like olive oil, shea butter, and essential oils for a heavenly scent. This Valentine gift for him is sure to elevate his shower game and leave him feeling fresh, clean, and smelling like a king. Give the gift of clean with this Valentine's Day mens soap sets.
- **UNIQUE GIFTS IDEAS:** Our 4 individually wrapped soft soap bars in a classic box is for anyone. Just add a ribbon, ready to go as a gift. Have this on Mother's Day, Birthday, Christmas, New Year's, Thanks Giving, House Warming, Holiday Gifts for Men and vegan gifts for women, or just-because pampering items to make that special person in your life feel special after a long work day.
- **COLD PRESSED ARTISAN SOAP:** Stay fresh and find pleasure with our Charcoal Aloe, Cool Water, Mountain Air and Dead Sea Scrub Soap. We employ the cold process soap making method mixed by hand in small batches to ensure the quality of the product.
- **ALL-NATURAL BODY SOAP BAR:** Our handmade soap collection is infused with handcrafted vegan ingredients, including Coconut Oil, Canola Oil, Soybean Oil, Shea Butter, Water, Sodium Hydroxide (Lye) Olive Pomace Oil, Sunflower Oil, and Fragrance. This is nature in a bar!

#### Product Description / A+ Content

- ✓ Provides a summary of the product
- ✓ The infographic texts are relevant and appropriate to the images
- ✓ The crawlable texts (highlightable text separate from the photos) are relevant and support / describe the accompanying images.
- ✓ The crawlable texts contain highly relevant keywords and phrases that are in compliance with Amazon's writing style and policies
- ✓ Product details are specific and accurate
- ✓ Sentences are clear, short, and to the point
- ✓ Does not contain sales pitch, promotional phrases, or subjective commentaries
- ✓ Contains 500 words of crawlable text



Masculine Set

Macho Set

Good and Evil Set

## MASCULINE SET

Enjoy the earthy fragrance of our Eucalyptus Aloe, Nag Champa, Sandalwood Rose, and Cedarwood Tea Tree Artisan soaps.



### SOFT SCENT

Indulge yourself with a mild-scented soap that leaves your skin soft and feeling fresh straight out of the shower.



### EASY ON SKIN

Handmade to perfection using gentle, 100% natural ingredients that cleanse your skin while keeping it moisturized and nourished at the same time.



Rejuvenate your mind, body, and soul as Age of Sage lets you enjoy an excellent bathing experience with our Handmade Scented Bath Soaps. You deserve to be surrounded by items as beautiful and dynamic as you, rather than wasting your hard-earned money on cheap disposable things.



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### Fantastic Gift Idea

Four of our individually wrapped soap bars are presented in a classic box - all you need to do is add a ribbon and it's ready to go as practical gift.



### 100% Natural Ingredients

Made with all-natural, organic ingredients including Coconut Oil, Canola Oil, Soybean Oil, Shea Butter, Water, Sodium Hydroxide (Lye), and more.



### Cold Process Soapmaking

Our artisanal soaps are mixed and custom-made with premium ingredients. We expertly handcraft each soap down to the luxurious scents and color story.



### Variety of Soap Scents

Stay fresh and find pleasure with Age of Sage in a variety of men's and women's scents.

## Utilizing The Power of Nature In Every Bar of Soap

Find pleasure in every handcrafted bar of our unique and richly scented natural soaps. We combine the powerful blends of essential oils, herbs, and flowers to create a one-of-a-kind aroma that will wash away your stresses after a long day.

We believe in the power of self-care and want to help you live a more balanced life. Our mild-scented soap nourishes your body and provides rejuvenating moisture for softer, plumper skin all day.



## Additional QA Checklist for Medical and Nutritional Listings

Confirm that there are no prohibited claims, health terms, or identifying of diseases:

- There are no names, terms, or phrases of any medical conditions
- Everything that is in the listing is a fact and can be backed with government documentation
- There is no reference to anything sexual, including symptoms
- There is no mention of CBD, Nicotine, or Cannabis
- There is no use of anti-symptoms, including antibacterial, antifungal, or anti-inflammatory
- There is no body shaming (lose weight, get rid of it)
- There are only commonly required certifications, such as GMP Certified

- It is not listed as Vegan if there are animal bi-products or contains Gelatin (all supplement listings are required to have an ingredient list)
- There is no direct mention of pain areas, such as joint pain or back pain
- There is no mention of anxiety, insomnia, emotions, or moods (aside from happy)
- There is no mention of relief, cure, or prevention
- There are no claims of medical or professional backing/recommendations
- There are no trademarked terms such as Keto and Paleo unless it is “Keto Friendly”

#### Document Control

Date	Log	Auditor
5/13/2024	All information updated	FMCS - Paul Santiago

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