

# SEO SOP: Phase 2 SEO - Incremental Indexing

09/25/2024 9:17 am CDT

## Phase 2 SEO - Incremental Indexing



**Who is this for?** For individuals who want to conduct incremental indexing on their listings.



**Objective:** Your objective is to detect, eliminate, and replace repeat keywords (*pink terms*) from the search terms using **H10's Scribbles Listing Optimizer**.

### NOTE:

- Phase 2 SEO is done at least 30 days after [Phase 1 SEO](#) is completed. If titles, bullets, and descriptions (TBD) are not implemented on the backend, do not proceed with Phase 2 yet. Also, make sure that the listing has a **200+ organic keyword count**. Otherwise, Phase 2 must not be done.
- If you are doing a **Phase 2 redo**, you need to do another competitor research. This is to ensure that we have relevant competitors with good BSR, which will help make phase 2 more successful.
- The Phase 2 process can be skipped as long as the requirements for Phase 3 SEO are met:
  - The listing is more than 6 months old
  - Organic KW (Keyword) Count is 800+
  - Must have 50 words in ranks 20 -50

### STEPS:

#### I. Prepare your SEO phase 2 worksheet.

- Access the client's folder in Google Drive and look for an existing phase 1 SEO worksheet. This is usually found in the "SEO Work" folder within the client's folder.
- Make a copy of the Phase 1 SEO worksheet within the SEO Work folder and name it using the format "(Client Name) - Phase 2 SEO."
- Add another column after the phase 1 search terms column, then label the header "New Search Terms." Change the header of the existing phase 1 search terms column to "Current Search Terms."
- Insert a row after the header and put the current date.

**NOTE:** Phase 1 SEO is the prerequisite of Phase 2 SEO. We cannot simply move forward with Phase 2 without establishing the search terms from the previous phase. It will defeat the purpose of Phase 1 SEO in so doing.

Phase 2 SEO

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F13 flower seeds pot planting annual fall plants garden seed packets individual pots variety pack outdoor snapdragon live summer daisy tulip seeds spring seedlings indoor flowe w

	A	B	C	D	E	F	G
1	Seller SKU	Product ID	Product ID Type	Product Name	Item Type Keyw	Current Search Terms	New Search Terms
2	item_sku	external_product	external_product	item_name	item_type		
3	01/25/2022						
4	ME-OY2P-UESZ		UPC	250 Count Favor	flowering-plants	flower seeds pot planting annual fall plants garden	
5	051588 253012		UPC	Bee Feed Flower	flowering-plants	flower seeds pot planting annual fall plants garden	
6	WJ-KR5M-879Q		UPC	In Our Hearts Fo	flowering-plants	flower seeds pot planting annual fall plants garden	
7	RH-0301-FIT1		UPC	Monarch Butterf	flowering-plants	flower seeds pot planting annual fall plants garden	
8	4Q-J8J0-5IBL		UPC	Oh Baby Seed Pa	flowering-plants	flower seeds pot planting annual fall plants garden	
9	AC-O3LQ-GXIT		UPC	Oh Baby Seed Pa	flowering-plants	flower seeds pot planting annual fall plants garden	
10	DQ-0PHF-RQOG		UPC	Oh Baby Seed Pa	flowering-plants	flower seeds pot planting annual fall plants garden	
11	G4-6HSX-GXBE		UPC	Oh Baby Seed Pa	flowering-plants	flower seeds pot planting annual fall plants garden	
12	O5-ZW3B-FVQ9		UPC	Seed Starter Kit	flowering-plants	flower seeds pot planting annual fall plants garden	
13	AR-OQ50-0CGM		UPC	Seed Starter Kit	flowering-plants	flower seeds pot planting annual fall plants garden	
14	7K-2ATJ-VCC4		UPC	Seeds of Remem	flowering-plants	flower seeds pot planting annual fall plants garden	
15	E7-MGMG-D3JT		UPC	Thank You   25	flowering-plants	flower seeds pot planting annual fall plants garden	
16	O9-ESS2-GE65		UPC	To Plant a Garde	flowering-plants	flower seeds pot planting annual fall plants garden	
17	0M-XFX2-N40H		UPC	Vintage Look   2	flowering-plants	flower seeds pot planting annual fall plants garden	
18	7Q-1ARN-DAN5		UPC	Seed Starter Kit	herb-plants	seeds heirloom medicinal culinary seed collection	
19	0M-158P-CCJ5		UPC	Seed Starter Kit	herb-plants	seeds heirloom medicinal culinary seed collection	
20	051588 005086		UPC	Sow Spicy Hot P	vegetable-plants	survival items seeds heirloom planting vegetable r	
21	66-O3ZH-30M9		UPC	Seed Starter Kit	vegetable-plants	survival items seeds heirloom planting vegetable r	
22	EH-TS17-TFHW		UPC	Seed Starter Kit	vegetable-plants	survival items seeds heirloom planting vegetable r	
23	FF-U99N-CIOX		UPC	Seed Starter Kit	vegetable-plants	survival items seeds heirloom planting vegetable r	
24	WH-2IDF-XI3H		UPC	Seed Starter Kit	vegetable-plants	survival items seeds heirloom planting vegetable r	

Add 1000 more rows at bottom.

SEO Phase 2 Worksheet

## II. Prep the Master Keyword List (MKL) for Phase 2.

- Locate and open the existing MKL that was used in phase 1 to identify the top 10 competitor ASINs. **Make sure to check if these competitors are still active or relevant**
- Following the steps from [phase 1 SEO](#), do a reverse ASIN lookup on the same top 10 competitor ASINs through H10's Cerebro to extract the keywords to create the MKL. Please refer to [items nos. 4 & 5 of the phase 1 SOP](#) for a step-by-step guide on doing a reverse ASIN lookup and creating an MKL.
- Competitor ASINs' updated BSR data must be retrieved and used to sort them from smallest to largest

III. Again, following the same steps from phase 1 SEO, process the keywords from the Master Keyword List (MKL) (starting from the top of the list/words with the highest MAG score) in H10's Frankenstein tool to eliminate the duplicate keywords. Please refer to [items nos. 6 & 7 of the phase 1 SOP](#) for a step-by-step guide on processing the keywords in Frankenstein.

**Optional for Brand Awareness :** Make sure to retain all the brand names collated from the Phase 1 worksheet and add them to the last part of the MKL.

IV. Eliminate the words that are already in the title or bullet points (*pink terms*) from the Search Term field. Please follow the steps below:

Using H10's Scribbles Listing Optimizer tool:

1. the current (phase 1) search terms and paste them into the Original Keywords field of the H10 Frankenstein tool. Do the same for the new set of Frankenstein-processed keywords (*step 3 resulting keywords*). This process will eliminate the duplicate keywords in the current and the new search terms.

2. From the resulting keywords, remove the irrelevant and [prohibited phrases/keywords](#). Retain the misspellings and Spanish terms.

The screenshot shows the Frankenstein Keyword Processor interface. On the left, the 'Current / SEO phase 1 search terms' section displays 'Original keywords' with a total of 583 characters and 85 words. Two boxes highlight specific keyword groups: a blue box containing terms like 'flower seeds', 'pot planting', and 'annual fall plants', and a red box containing terms like 'pepper seed', 'seeds planting', and 'variety pack'. Below this is an 'Output settings' section with various checkboxes, including 'Remove duplicates', 'Convert to lowercase', and 'Remove common words'. On the right, the 'Result' section shows the 'New set of Frankenstein-processed keywords from the SEO phase 2 MKL' with 543 characters and 79 words. A green box highlights the resulting keywords, which include terms like 'flower seeds', 'pot planting', and 'annual fall plants', along with more specific terms like 'pepper heirloom' and 'szechuan chiltepin'. A red arrow points from the 'New set of Frankenstein-processed keywords' text to the red box in the original keywords, and a green arrow points from the 'Resulting keywords' text to the green box in the results.

3. Import the listing / ASIN to H10 Scribbles.

The screenshot shows the Scribbles Listing Optimizer interface. The 'Title' field is highlighted with a red box and contains the ASIN 'B08K5MBP29'. A red box around the 'Apply' button is labeled '3 - Hit "Apply"'. A red box around the 'ASIN' field is labeled '2 - Paste the ASIN'. The 'Import Listing' button is highlighted with a red box and labeled '1 - Click "Import Listing"'. The interface also shows a 'Bullet Point #1' field and a 'Subject Matter #1' field.

4. Copy the resulting keywords from Frankenstein and paste them into both the Words and Search Terms fields in Scribbles. Eliminate all the repeat keywords (*those with exponents > 1*) by removing them from the Search Terms field.

**Note:** Stay under the length limit, which ranges from 246-249 characters, NOT bytes. Amazon has recently become stringent about this process and is now counting white spaces.

Dashboard Tools Profits Follow-Up Adtomic Portals Freedom Ticket

Check out our new and improved listing optimizer tool Listing Builder. It has all the features of Scribbles plus more! [Go To Listing Builder](#)

Bentley Seed Co Sow Spicy Hot Pepper Kit - 6 Packet Kit of Hot Peppers to...  
ASIN: B0BK5MBP29

**Words (64 / 64)**

hot 4 • reaper 10 • seeds 10 • variety 1 • pack 1 • planting 2 • home 1 • garden 1 • organic 1 • spicy heirloom 1 • peeper 2 • jalapeno 2 • chilly 1 • habanero 1 • poblano 1 • non 6 • gmo 6 • cayenne 2 • tobasco 1 • cajun 1 • bell 1 • plantas 1 • chiles 1 • picantes 1 • datil 1 • trinidad 1

Copy used (64) Copy unused (0)

**Phrases (1 / 1)** Edit list

hot-pepper-seeds-variety-pack-planting-home-garden-organic-spicy-heirloom-peeper-jalapeno-chilly-fresno-habanero-poblano-non-gmo-cayenne-tobasco-cajun-bell-plantas-chiles-picantes-datil-trinidad-pimiento-collection-kit-salsa-assortment-vegetable-outdoors-indoor-semillas-green-grow-own-mix-seed-peppers

Copy used (1) Copy unused (0)

**Bullet Point #5** 229/100 bytes, 229 characters, 34 words Ignore

PERFECT GIFT - for vegetarians, vegans, gardeners, house survivalist, people who are into growing vegetables. These Kits are perfect gifts for anyone such - as a housewarming gift, babyshower, birthday, anniversary gift and more.

**Subject Matter #5** 0/50 bytes, 0 characters, 0 words Ignore

**Description** 1651/2000 bytes, 1650 characters, 1151 words Ignore

Time to Maturity  
3 months 3 months About 2 1/2 months 3 months 3 months

Sun Requirement  
Full sun Full sun Sun Full sun Full sun

Spacing  
12" 12" 12" 12" 12"

Depth  
1/4" 1/4" 1/4" 1/4" 1/4"

Seed Count  
Approx. 70 seeds per 400mg Approx. 74 seeds per 400mg

**Search Terms** Remove / delete the duplicate keywords 451/250 bytes, 451 characters, 64 words Ignore

hot-pepper-seeds-variety-pack-planting-home-garden-organic-spicy-heirloom-peeper-jalapeno-chilly-fresno-habanero-poblano-non-gmo-cayenne-tobasco-cajun-bell-plantas-chiles-picantes-datil-trinidad-pimiento-collection-kit-salsa-assortment-vegetable-outdoors-indoor-semillas-green-grow-own-mix-seed-peppers-grove-serano-habanero-serrano-jalapeno-hotest-reaper-szechuan-chiltepin-plant-jalapeno-pablano-giant-banana-urfa-tabasco-chili-aji-limo-dragon-breath

5. Copy the resulting keywords from Scribbles and paste them into the [Charcounter](#) tool. Remove the keywords in excess of the 249-character limit for the search terms. Characters should not exceed 249.

**V. Paste them into the SEO phase 2 worksheet under the New Search Terms column.**

Once done, send your work to your QA Pod Lead for review and approval; your QA Pod Lead will deliver the report to the client.

**Links to other SEO Phases:**

- [SEO SOP: Phase 1 SEO](#)
- [SEO SOP: Phase 3 SEO](#)
- [SEO SOP: Phase 4 SEO](#)