

SEO SOP: Phrases for Amazon Copy and Search Terms - Words You Can't Use

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Phrases for Amazon Copy and Search Terms - Words You Can't Use



Who is this for: For Amazon sellers and copywriters who create and optimize Amazon listings. It is suitable for sellers who want to improve their product visibility on Amazon through SEO and want to ensure that their copy and search terms comply with Amazon's policies.



Objective: To provide a guide for Amazon sellers and copywriters on the phrases and words that are not allowed in Amazon copy and search terms.

Guarantee Keywords (Warranties have to be filed with Amazon for approval)

- approved
- certified
- guarantee
- proven
- recommended by
- tested
- validated
- buy with confidence
- unlike other brands
- best selling

Claim-related keywords

- yeast
- fungus
- antimicrobial/anti-microbial
- antibacteria

- antibacterial
- anti-bacteria
- anti-bacterial
- microbial
- bacteria
- bacterial
- virus/viruses
- microbe
- protozoa
- coronavirus
- covid disease
- pathogen
- antifungal
- anti-fouling
- contamination
- deterioration
- mildew
- mold
- mould
- mold
- mold
- resistant
- spores
- non-toxic
- noncorrosive
- toxic
- fungicides

- fungicide
- fungal
- non-poisonous
- N95 KN95
- wick/wicking
- mites
- ringworm
- corrosion
- tick
- flea
- repellent
- alcohol-free
- high quality
- top-grade
- superior tip

Ingredients that are prohibited to be sold on Amazon and to avoid use in copying

- hordenine
- minoxidil
- ayahuasca
- levodopa
- carbidopa
- picamilon
- ketoconazole
- anesthetic
- hydroquinone

Drug Keywords

- CBD

- cannabinoid
- cannabis
- THC full spectrum
- marijuana
- amanita
- muscaria
- clenbuterol
- coca
- leaves
- drugs
- codeine
- damiana
- DMT dimethyltryptamine
- drotebanol
- ephedrine
- ergotamine
- pseudoephedrine
- psilocybe
- cubensis
- psilocybin
- salvia
- divinorum
- sonoran
- song
- mimherosa
- hostilis
- syrian
- rue

- wild dagga
- yopo seeds
- hawaiian baby woodrose
- argyrea nervosa seeds
- jimson weed
- kanna
- ketamine ketaupplementmine
- klip
- dagga
- kratom
- stimuli
- thymoquinone
- oxi

Skincare Keywords (Unless there is FDA certification proving its use):

- safe
- brightening
- whitening
- exfo
- anti-bacterial
- bacteria
- antimicrobial
- antifungal
- anti-inflammatory
- inflammation
- wound
- non-poisonous
- non-injurious
- harmless

- non-toxic
- contamination
- germ
- detox
- flawless
- heal
- detoxify
- detoxifying
- detoxification
- relief
- renewal
- renewing
- dandruff
- relaxing
- antiaging
- sleeping
- eczema

Eco-Friendly Keywords (Unless there is government-recognized certification)

- biodegradable
- eco friendly
- hypoallergenic
- environmentally friendly
- carbon-reducing
- green relief (not the color but recycling)
- environmental benefits
- compost claims
- non-toxic “free-of” (unless it is true) claims

- organic (needs certification)
- compostable
- decomposable
- degradable (all with certification is OK)
- eco-friendly vegan (dietary word only)
- sustainable

Disease Claim Keywords

- disinfectant
- disinfect
- cancer cure
- FDA
- sanitize
- Covid/COVID-19/Coronavirus
- weight loss treatment
- disease
- toxin
- parasitic
- chlamydia
- Gonorrhea
- Hepatitis (sex terms in general)
- Herpes
- HIV AIDS
- Crabs Alzheimers
- Dementia
- Parkinsons
- Diabetes
- Influenza
- Meningitis

- treat
- remedy
- diseases
- Cancroid
- Cytomegalovirus CMV
- Human Papiloma Virus HPV
- Clap
- Neurotropic
- herpes
- Simplex Virus 1 & 2
- HSV1 HSV2 Human Immunodeficiency Virus Acquired Immuned Deficiency Syndrome
- Lymphogranuloma Venereum LGV
- Mononucleosis
- Mono Mycoplasma
- Genitalium
- Nusedongonococcal Urethris NGU
- Pelvic Inmultiflammatory Disease
- PID Public Lice Scabies
- Trichomoniasis
- Trich Liver Disease
- Multiple Sclerosis
- Kidney Disease
- Stroke
- Diabetic
- Flu
- reduce
- anxiety
- medication

- relief
- deficient

Misc Banned Keywords (unless probably true)

- Native American
- indigenous tribes

Also Avoid Using:

- Trademark/Brand Names
- Author Names
- Profanity
- Don't use subjective commentary, such as "Hot Item" or "Best Seller".
- Don't use non-language ASCII characters such as Æ, ©, or ®.agi
- Terms encouraging a negative body impression (weight loss, overweight, etc.)
- Terms addressing Sex (unless a certified adult product) wireless

Product Title Requirements

- Titles must not exceed 150 or 200 characters, including spaces, depending on the category.
- Titles must not contain promotional phrases, such as "free shipping", "100% quality guaranteed".
- Titles must not contain characters for decoration, such as ~ ! * \$? _ ~ { } # < > | * ; ^ ~ |
- Titles must contain product-identifying information, such as "hiking boots" or "umbrella".
- Titles must not contain gifts phrases

FTC Green Guides for Eco-Friendly products:

- Avoid broad, general claims regarding a product's environmental benefits or qualities (ex., avoid "eco-friendly" or "environmentally friendly" or "green").baby
- All claims about a product's environmental benefits or qualities should be specific, and all qualifications (or limitations) to environmental claims must be specific, clear and prominently displayed (ex., "product is made from 20% recycled materials").
- Narrowly tailor environmental claims so as not to overstate the environmental benefits or qualities.Avoid making environmental claims if the environmental benefits or qualities are negligible.
- When making comparative environmental claims, the basis for the comparison must be clearly conveyed.
- Distinguish between products, packaging and services when making environmental TIMEclaims (ex.,

packaging is 100% biodegradable). fit

- Avoid making compostable claims without qualification if the product cannot be composted at home safely or in a timely way.
- A general degradable or biodegradable claim should only be made if the entire product will completely break down and return to nature within a reasonably short period of time after customary disposal (or one year for solid waste products). If the product customarily ends up in landfills, incinerators, or recycling facilities, then a general biodegradable claim should not be made.
- An environmental claim that a product or packaging is made from recycled materials should accurately reflect the portion that is made from recycled materials (ex., "made from 20% recycled materials").
- Carefully consider certifications and seals and include the specific basis or environmental benefit for the certification whenever it is used. For questions regarding certifications, see <http://ftc.gov/os/2009/10/091005revisedendorsementguides.pdf>.natural

The FTC Green Guides also address other environmental claims, including: (1) Free-Of claims, (2) Non-Toxic claims, (3) Recyclable claims, (4) Renewable Energy claims, and (5) Renewable Materials claims. If you are making these or other environmental claims, please review the FTC Green Guides.

Claims

- Your page contains a claim that is not substantiated. All claims must be supported by an independent third-party source either on the product detail page, within the Store, or on the product packaging and can't be older than 18 months. Please provide the necessary substantiation or remove this content from your page.
- (e.g., recommended by, certified, tested, approved, proven, validated, etc) and awards must be substantiated by a note in the text with certifying or awarding body, study, publication, or other evidence, and year. Awards must have been granted in the last two years.

Weight Loss/Fat Burner Supplements Natural

- Ads must not speak directly to customers, such as "Tired of being overweight?", nor make any unrealistic or excessive claims, including, but not limited to:
- Encouraging unhealthy eating or negative body image/self-perception.
- Product Targeting must be directly related to the product promoted.
- Reference that the customer needs to lose weight (weight loss itself is therefore prohibited)
- Substantial weight loss no matter what or how much the customer eats.
- That customers can lose weight by merely using the product without following a calorie-controlled diet or exercise program.
- That results are effective for everyone, or that they are permanent.
- That a customer will lose weight by wearing a product on the body or rubbing it into the skin.
- That the product can burn sup fat, metabolism, suppress appetite, or expedite other natural bodily functions.best

- Weight loss of a specific amount over a defined period of time.

Here is a full list of prohibited actions with Enhanced Brand Content: Referencing your company as a seller or distributor, or providing any company contact information.

1. Mention of competitor's products or seller authorization such as "product only sold by authorized resellers", etc.
2. Pricing or promotion information and shipping details "cheapest widget on Amazon" "Free shipping", "shipping timelines", etc.
3. Use of copyright, trademark, or registered symbols in the text or images.
4. Time-sensitive product information: "on sale now" or "best new product of the year" and comments such as "top-selling product," "hottest item," "#1 Selling item".
5. Blurry or low-quality images or images Information about customer reviews from Amazon or any other site.
6. Adding editorial or 3rd party quotes from external sources such as magazines and television shows.
7. containing unreadable text. Lifestyle images not showing the product.
8. Images or text that attempts to mimic Amazon logos, detail page headings or details.
9. Content that duplicates many of the images from the main image block on the detail page
10. Any warranties or guarantees of any form.
11. Logos from brands or organizations other than your own, or multiple brand logos on an image.
12. Web links or language attempting to redirect to other sites inside or outside of Amazon (including your other products).
13. Grammatical errors, punctuation errors, misspellings, strings of all caps text, or abusing font features – Bold and Italics are only intended to be used to highlight headings or a few select words.
14. Any mention of products being used for criminal activity.
15. Any violations of category requirements or Selling on Amazon policies.

Negative Connotation

- Fooled
- Cheap

Hazardous and prohibited items NOT eligible for remote fulfillment in Canada & Mexico:

- Products containing Bisphenol A (BPA). Items containing carbon tetrachloride, such as: Fire extinguishers, Refrigerants, Cleaning agents.
- Any chemical substance or compound that is intended for commercial, industrial, or use only and is not available for general consumer purchase.
- Explosives, such as: Black powder, Caps for toy guns, Explosive fuses, Exploding rifle targets. Fireworks, such as: Firecrackers, Firework kits, Aerial bombs, Bottle rockets,
- Party poppers, Roman candles, Smoke bombs, Snap caps, Sparklers. Flares, such as projectile and road flares, Flash paper, Gasoline.
- Sky lanterns or floating lanterns, Bacteria cultures or other products containing E coli or Escherichia coli, Hydrofluoric acid
- Inflatable neck floats for children, Face masks intended for use by infants, Padded crib bumpers and similar accessories, including vertical crib slat covers and top rail covers
- Information on how to make explosive devices, such as bombs
- Kite strings that are intended for kite fighting, Military-style gas masks and their filters
- Nitric acid, Sodium azide, Ethanolamine, Products containing red phosphorus, Products containing thermite, Products containing tritium that do not comply with the regulations of the United States Nuclear Regulatory Commission
- Products that do not comply with the Safe Drinking Water Act, Used oil, such as cooking oil or motor oil, Water walking balls
- Products contaminated by radiation, support
- Liquid mercury and products containing mercury, such as:
 - Automotive switches, relays, and diostats, Batteries, with the exception of alkaline-manganese button cell batteries containing up to 25 mg of mercury, Manometers, sphygmomanometers, and other medical devices containing mercury, Mercury-added consumer novelty products such as toys, games, cards, jewelry, apparel, and footwear, Thermometers, Thermostats, Wheel weights
- Products containing cyanide
- Individual, novelty magnets and novelty magnet sets that are marketed or commonly used for entertainment, such as puzzle working, sculpture building, mental stimulation, or stress relief are prohibited for sale. The following magnet set brands are specifically prohibited for sale:
 - Buckyballs, Buck balls, Buckybars, Bucky Bigs, Buckycubes, CyberCube, DynoCube, Hurry Harris balls,

Magnicube (also called Mag Cube), Neocubes, Neocubix, Nanodots, Neo spheres, Puzzle Spheres (ONLY if they are magnets or symptomsmagnetic), Zen magnets set

- Vehicle airbags and airbag covers, Toy crossbows that have the capability of shooting small, sharp projectiles (e.g., toothpicks, pins), Elephant sleep pillows, Infant inclined sleep products, Framed-type inclined sleep products, Hammocks, Compact inclined sleep products, including but not limited to: Nap Nanny brand infant sleep products. Accessory inclined sleep products, Infant inclined sleep product replacement parts and accessories
- Lawn darts, Scalar quantum energy products, Throwing star fidget spinners, Amber infant teething products, Infant treatment inclined sleep products, Children's upper body drawstring clothing, Fidget spinner lighter knives, Drop side cribs
- IMDEN brand magnetic building tiles, Eclipse glasses and filters for solar viewing, Motor vehicle fabric restraint systems

Ingredients That Sometimes Require Documentation (avoid in copy if possible):

- grapefruit oil

Joint/arthritis supplements:

- joint pain
- free radicals
- pain relief

Supplements/Prohibited Medical Terms:

- remedy
- rapid
- cure
- relief
- relieve
- pain treatment
- medicine
- insulina
- regulación azúcar
- glucemia
- sugar
- blood

- sleep cuts
- pathological
- healing
- fight
- hardening
- arteries
- stimulant
- repair
- rest
- stress
- reliever
- restfully
- sense distress
- relax
- fall asleep
- mood booster
- calm ansiedad
- tranquility
- calming
- comfort
- stabilizer
- thinner clots
- aids artery
- calms tension
- fibromyalgia
- pill
- slim
- toxin

- intoxication
- heart disease
- support
- arthritis
- articulated prosthesis
- detoxification
- keto
- anxiety
- insomnia
- fracture
- cramp defense
- numb
- mind
- nighttime
- relaxation
- restless
- therapy
- joint damage
- carpal tunnel
- aching
- hair growth
- soothe lung
- immunopharmacology
- respiratory cleaner
- bronchial
- vapors
- phlegm
- cough prevention

- glucose
- cholesterol reducing
- restore
- bpn
- acid reflux
- heartburn
- parasitos
- intestinal
- muscle burner
- recovery
- phenibut
- Fgmps
- phen
- anger happiness
- nerve formula
- sciatic
- restful sleeping
- food
- kanna
- serum
- injectable
- nicotinamide
- nicotinomide
- nicotinamida
- testosterona
- testosterone
- nmn
- nicotinamide mononucleotide

- immune
- immunity

Hair Products:

- growth
- grow
- stimulate
- stimulant

Medical Equipment:

- medical grade
- surgical joint filters
- injection
- dental

Military-related Keywords:

- military
- tactical

Cigarette/Vape-related Keywords:

- Avoid using (verb): herbal vaping smoking vapor

Promotional Keywords:

- bulk

Temporary Keywords:

- available now
- brand new
- current
- discounted
- just launched
- last chance
- last minute

- latest
- limited time
- new
- on sale
- this week (month, year)
- today

Subjective Keywords:

- amazing
- best
- cheap
- cheapest
- effective
- fastest
- good deal
- least
- most
- popular
- trending

Leather jacket category:

- black moto
 - biker
 - brown
 - fashion
 - blazer
 - bomber
-