

SEO SOP: How to Construct Alt-Text and Add Them to A+ Content Images

09/25/2024 9:33 am CDT



Who is this for : For individuals who wish further enhance their organic rankings and visibility on Amazon.



Objectives:

- To help enhance the search engine of your listings;
- To land on page 1 of Amazon;
- To help boost conversions, sales, traffic, and organic rankings

Sample work for reference: [Sample - A+ Content Image Alt-Text](#)

Whipping up the Alt-Text is normally done after [Phase 3 SEO](#) has been completed.

I. Preparing your worksheet

Begin by identifying the total number of approved A+ Content and add them to your worksheet. To do this, click on the content (see Figure 2) and copy the content name, as well as the associated ASINs and item names (Figure 3). Paste them onto your worksheet.

Figure 1

content type	language	ASINs	last modified	content status
EBC	US English	1	02/05/2022	Approved
EBC	US English	1	02/05/2022	Approved
EBC	US English	1	02/05/2022	Approved
EBC	US English	1	02/05/2022	Approved
EBC	US English	1	02/05/2022	Approved
EBC	US English	1	02/05/2022	Approved
EBC	US English	7	02/05/2022	Approved
EBC	US English	1	02/02/2022	Approved
EBC	US English	1	01/22/2022	Approved
EBC	US English	9	01/13/2022	Approved
EBC	US English	22	01/13/2022	Approved
EBC	US English	1	09/30/2021	Approved
BrandStory	US English	0	09/19/2021	Draft

Figure 2

Content Manager to add rich content to the detail page that showcases your brand and educates customers about product features.

NEW
If your ASINs may qualify for A/B testing, learn more about A/B Testing

Content ID	Content Type	Language	ASINs	Last Modified	Created By
DESCRIPTION	EBC	US English	1	02/05/2022	API
DESCRIPTION	EBC	US English	1	02/05/2022	API
DESCRIPTION	EBC	US English	1	02/05/2022	API
DESCRIPTION	EBC	US English	1	02/05/2022	API
DESCRIPTION	EBC	US English	1	02/05/2022	API
DESCRIPTION	EBC	US English	1	02/05/2022	API
DESCRIPTION	EBC	US English	7	02/05/2022	API
DESCRIPTION	EBC	US English	1	02/02/2022	API
DESCRIPTION	EBC	US English	1	01/22/2022	API
DESCRIPTION	EBC	US English	9	01/13/2022	API
DESCRIPTION-0099-RICH_PRODUCT_DESCRIPTION	EBC	US English	22	01/13/2022	API
DESCRIPTION	EBC	US English	1	09/30/2021	API
DESCRIPTION	BrandStory	US English	0	09/19/2021	Dra

Figure 3

Content details Best Practices

Progress: Create Content → Draft ASINs → Submitted → Approved → Publish on 2/5/22

Product ID	Language	Content Type	Status
6CK_RICH_PRODUCT_DESCRIPTION	US English	EBC	Approved

ASINs | Related contents

ASINs (1)

Group by: **ASIN** | Size | Style

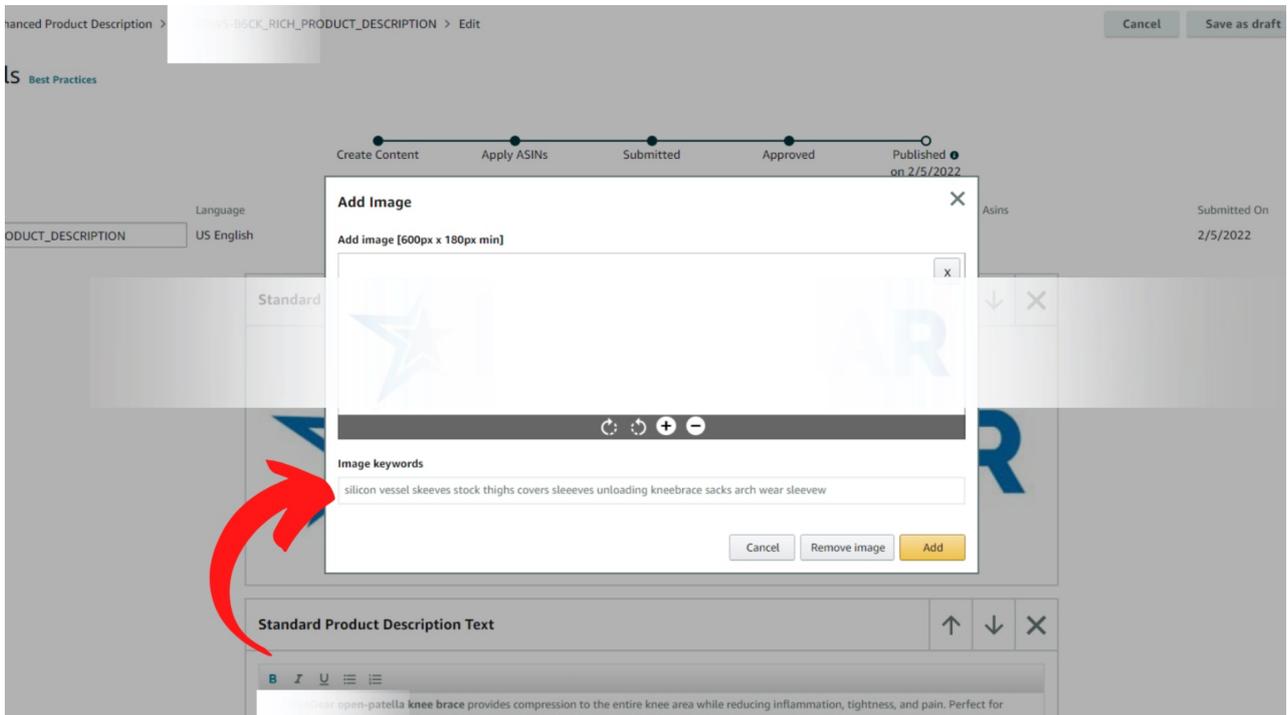
Product name
Open Patella Knee Brace with Adjustable Side Straps - Designed to Reduce Pressure on Knee Cap - Medium, Left

Figure 4

Item Name	A+ Content Name	Content Count	Current Alt-Text	Proposed Alt-Text	
Best Open Patella Knee Brace with Adju	RR-400	_RICH_PRODUCT_DESCRIPTION	8	nee brace ee brace nee brace with open patella pression brace pression sleeve lla compression ression sleeve	immobilizer basketball ortopedicas protector tor point water proof football reflective girls lateral i adult elasticas knes purple swelling cross bib reli bracket pair padded shock iron weightlifting ven foot soother heated stinky vrace child xlarge ske yoga weightlifting volleyball red line gel grip stiff b bonded fiber squat professional glide protective
Best Open Patella Knee Brace with Adju	44-100	_RICH_PRODUCT_DESCRIPTION	8	nee brace pen patella knee brace lla knee brace by riptgear pression brace pression sleeve ap ression sleeve ee compression	wide calf costume voleibol bit weights 2xl tall rai hamstring steel replacement level elevating silic full warming simple mini kid double weight lifter trabajo compresia tobilleras hombre squatting p kit rodilla training elbow maternity garter gifts m trimmer reaction indoor stretcher cooler wrestli ability zero porta guard reflexology pants measu integrated thermal action heating long inner bea single chiropractic right thighs kickboxing clothe
Best Open Patella Knee Brace with Adju	G4-000	_RICH_PRODUCT_DESCRIPTION	8	nee brace atella knee brace ee brace from riptgear ort compression brace pression sleeve pression brace ee strap iclitis sock	treadmill vintage skis immobilizer drive box preci hgh athletic uplift jumpers extension court inspi less unbroken knit superior expanding fixator cor elastic form armor girl equipment girdle prevent motion fabric piece tigh vented mobilizer elblw c knee braces work home fitness sleeves weightlif fit support relief plus size tear side stabilizers ma working patella extender neoprene running heat
Best Open Patella Knee Brace with Adju	CF-000	_RICH_PRODUCT_DESCRIPTION	8	ee pen patella knee brace lla knee brace by riptgear ee pression sleeve ee strap ee compression ression	heated straps relieve gifts products knees xxl run bands toes womens basketball pack squat adjust medicine glide ski xl skiing reduce strain extra lar sleeves soft element elastic athletic snowboardinj reaction jnee warming ligament heat nee rigid hi performance hyperextension ligaments free torr mechanical hamstring medium hot inch active el wrestling tall mini adult tennis biking wide warm

In each content, count the number of images and copy all the existing Alt-Text (Figure 5). Paste them onto your worksheet and note the character count for each.

Figure 5



II. Constructing the Alt-Text

As mentioned above, make use of the **most recent MKL no matter what SEO Phase**. Check the client's folder and look for SEO spreadsheets. If you find a completed Phase 1 SEO worksheet, use it. However, it's better to use the Phase 3 SEO worksheet if there are any.

Figure 6

Phrase	Search Volume	MAG Score	B074MKSHK	B07JNB5T8	B002N1GNW8	B07BK4PKF7	B072392YGD	B07JWH8CB7	B07G4G5TJL	B075WTLTSD
comfy	142077	0	107	>306	>306	>306	>306	>306	>306	>306
motorcycle gifts for men	122743	0	N/R	>306	>306	>306	172	>306	>306	>306
the comfy	92367	0	88	>306	>306	>306	>306	>306	>306	>306
fsa approved items only	81535	0	N/R	236	>306	>306	>306	>306	>306	>306
pink stuff	77655	0	N/R	>306	>306	>306	>306	>306	>306	>306
archived orders	77615	0	N/R	133	>306	>306	>306	>306	>306	>306
wrist brace	76519	7	3	6	2	4	38	9	40	
mouse pad wrist support	58576	0	157	>306	>306	>306	>306	>306	>306	>306
sold by amazon only products	58573	0	N/R	>306	143	>306	>306	>306	>306	>306
fsa	54762	0	N/R	305	>306	>306	>306	>306	>306	>306
back cracking device	54759	0	N/R	>306	>306	>306	253	>306	>306	>306
wrist wraps	54754	1	31	55	79	40	18	69	33	274
your orders	54754	0	N/R	>306	148	>306	>306	>306	>306	>306
gymnastics equipment	46573	0	N/R	>306	>306	>306	68	>306	>306	>306
hot hands	46479	0	N/R	>306	303	>306	>306	>306	>306	>306
bowling accessories	46471	0	180	>306	244	>306	236	109	>306	>306
back pain	37633	0	N/R	>306	>306	151	>306	>306	>306	>306
bsdm tools	37526	0	N/R	>306	>306	>306	292	>306	>306	>306
copper fit mask	36639	0	N/R	101	>306	>306	>306	>306	>306	>306
velcro straps	31891	0	N/R	>306	>306	>306	>306	>306	>306	>306
arthritis gloves	31891	0	N/R	>306	>306	>306	>306	>306	>306	92
neck stretcher	31888	0	179	>306	>306	>306	>306	>306	>306	>306
	29503	0	N/R	>306	>306	>306	>306	>306	>306	>306
carpal tunnel wrist brace	28832	9	2	18	3	4	8	10	14	44
	28493	0	N/R	>306	45	>306	>306	>306	>306	>306
elbow brace	28493	0	116	>306	52	144	54	>306	>306	>306
flesh light	27666	0	N/R	286	166	>306	>306	>306	>306	>306
copper fit gloves	24140	0	N/R	31	>306	>306	>306	>306	>306	>306
fake braces	24056	0	247	>306	>306	>306	>306	236	>306	>306
yoga accessories	24046	0	N/R	>306	>306	>306	272	>306	>306	>306
king palm	22582	0	N/R	>306	>306	>306	173	>306	>306	102

Access the worksheet and go to the Master Keyword List (MKL) tab. As much as possible, pick those keywords with high search volume and high MAG Score. Process them into H10 Frankenstein, and apply some filters as shown in Figure 6.

Figure 7

FRANKENSTEIN
Keyword Processor

Original keywords: Total characters: 2510 Total words: 407

- thumb brace right hand women
- king palms
- arm brace
- bowling accessories for men
- pole grip
- compression
- wrist guard
- mueller
- crochet accessories and supplies
- bowling set
- velcro strap

Output settings:

- Remove duplicates
- Maintain phrases
- Protect numbers
- Convert to lowercase
- Remove common words
- Remove single words
- Remove single letters

Result: Total characters: 1055 Total words: 154

comfy motorcycle gifts men fsa approved items only pink stuff archived orders wrist brace mouse pad support sold amazon products back cracking device wraps gymnastics equipment hot hands bowling accessories pain bdsm tools copper fit mask velcro straps arthritis gloves neck stretcher badminton set carpal tunnel elbow tendonitis tennis flesh light fake braces yoga king palm hand weights thumb relief moleskin volleyball training tens bands cock rings splint crochet spirometer women arm sleeves compression sleeve sling helping gaming weightlifting tape trigger finger air wrap diclofenac sodium topical gel arms vialsox balls cook never lost masks seen tv therapy putty mousepad wound wash trnj typing com lifting pregnancy belt night lanyard spica exerciser double sided clothes diabetic watches penetrex breathing shoulder massager weight cuffs sex bed rib bone restraints heavy duty catchers gear anti static strap left handed lose keyboard golf carpeitunal snowboarding brand right palms pole grip guard mueller supplies morning recovery womens joint

Then, look out for prohibited, branded, and duplicate keywords. Take them out and select only relevant keywords. Also, the ideal character length should be between 90-100.

Figure 8

Charcounter

Character, Letter and Word Counter

silicon vessel skeeves stock thighs covers sleevees unloading kneebrace sacks arch wear sleeveew

95 Characters

13 Words

83 Without White Space

Our goal is to improve the search engine of the client's listings, thus constructing a different set of Alt-Text for each content is a must. Once Alt-Text is constructed, paste them into column G of your worksheet. Include as well the character count for each set of Alt-Text.

III. Applying the Alt-Text

(Before getting to this stage, ensure that the proposed Alt-Text is approved for upload by the client, and once approved make sure that screenshot of the approval or fireflies link is commented in the Asana Task).

Go to A+ Content Manager and access the content to which you are trying to apply the Alt-Text. Click on edit and paste the new Alt-Text. Refer to Figures 9 and 10.

Figure 9

The screenshot shows the A+ Content Manager interface. At the top, there is a breadcrumb trail: [Home](#) > [A+ Content Manager](#) > [PRODUCT_DESCRIPTION](#). On the right, there are two buttons: 'Actions' (with a dropdown arrow) and 'Edit' (highlighted in blue). A red arrow points from the 'Edit' button towards the content details. Below the buttons is a progress bar with five stages: 'Create Content', 'Apply ASINs', 'Submitted', 'Approved', and 'Published on 2/5/2022'. The 'Approved' stage is currently active. Below the progress bar is a table with the following data:

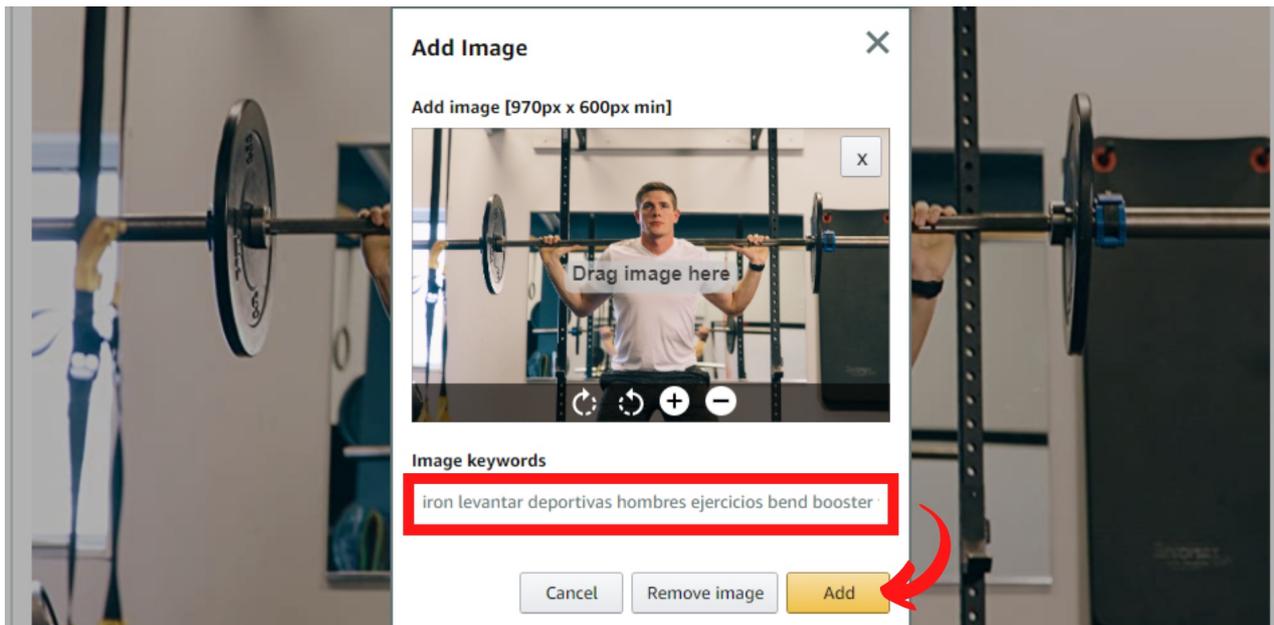
Language	Content Type	Status	Applied Asins	Submitted On
US English	EBC	Approved	1	2/5/2022

At the bottom of the interface, there are two tabs: 'Desktop' and 'Mobile'. Below the tabs is a 'Link to preview' button. The main content area shows a product description for an 'open-patella knee brace' with a list of features:

The [open-patella knee brace](#) provides compression to the entire knee area while reducing inflammation, tightness, and pain. Perfect for providing you the support needed while maintaining the full flexibility of the knee. The [open-patella knee brace](#) provides the following:

- Pain Relief, Injury Recovery, and Prevention
- Helps to Relieve Arthritic Pain in the Knee
- Stable Support for Post-Op Procedures
- Comfortable Compression for All-Day and Everyday Wear

Figure 10



For content with product recommendations or Standard Comparison Chart, be sure to download the images first before editing and applying the Alt-Text. This will help secure the images just in case they are removed from the system.

Figure 11



	Patella Knee Brace	Compression Sleeve	Knee Strap	Compression Sleeves	Compression Brace	Compression Sleeves
port	Adjustable Knee Support	Flexible Knee Support & Compression	Adjustable Patella Compression	Moderate Calf Compression	Adjustable Ankle Compression Support	Moderate Foot Compression
	Four Spring Stabilizers, Bi-Directional Compression Straps Open	Soft Compression Fabric with Non-Slip Design. High Quality Ultra-Flexible	Fully Adjustable Patella Compression for PFPS and ITBS. Compression Pad	Designed to Promote Blood Circulation and Oxygen Flow. Breathable High-	Cross Strap Design for Additional Support, Proper Motion and Compression	Targeted Compression for Plantar Fasciitis. Comfortable Open Toe Design that

After applying all the Alt-Text to the images, apply the ASINs and hit the “Review and Submit” button. Then, wait for at least 24 hours until Amazon approves the content.