

# SEO SOP: Competitor Research

09/25/2024 9:36 am CDT

## SEO SOP : Competitor Research



### Who is this for:

- To individuals who seek to provide a high-level overview of how your competitors are faring on the Amazon marketplace.



### Objectives:

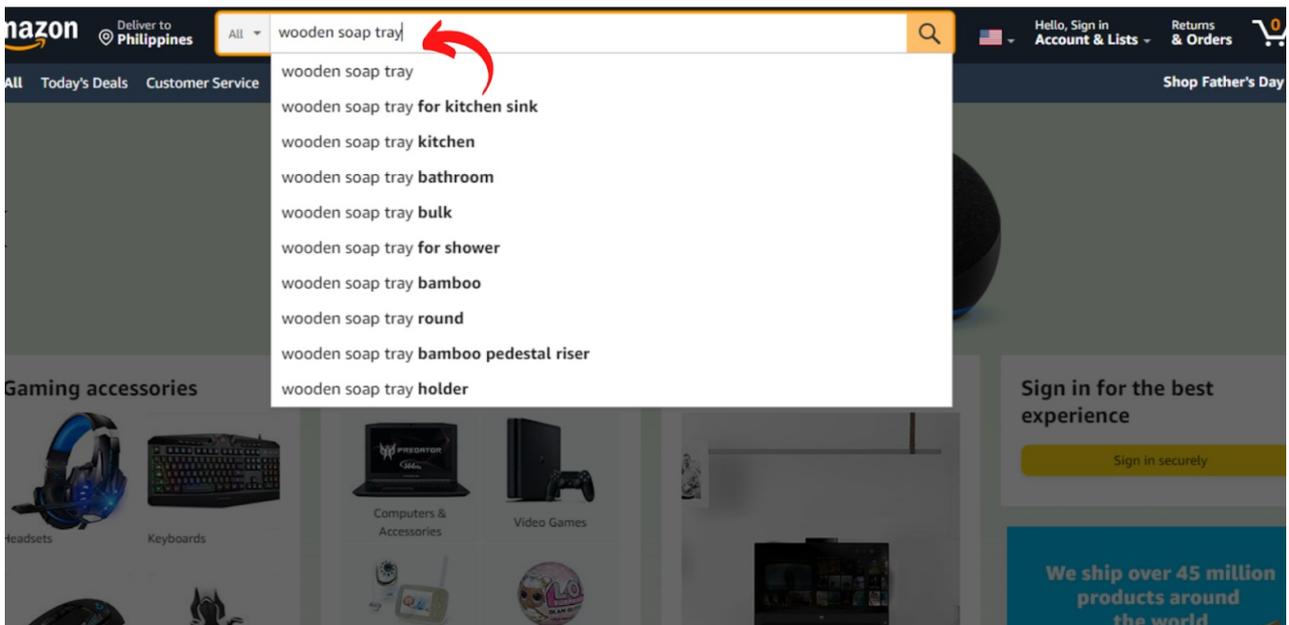
- To provide a high-level overview of how our clients' competitors are faring on the Amazon marketplace
- To know where our clients' listings stand in the competition
- To determine the monthly data of a specific product category, including competitor prices, search ranks, sales, reviews, average ratings, revenues, fees, and more

## WHEN DO WE CONDUCT COMPETITOR RESEARCH?

- After onboarding a new client
- An existing client launches a new product
- We want to check the competition for a product / category.
- Upon client's request

## Process

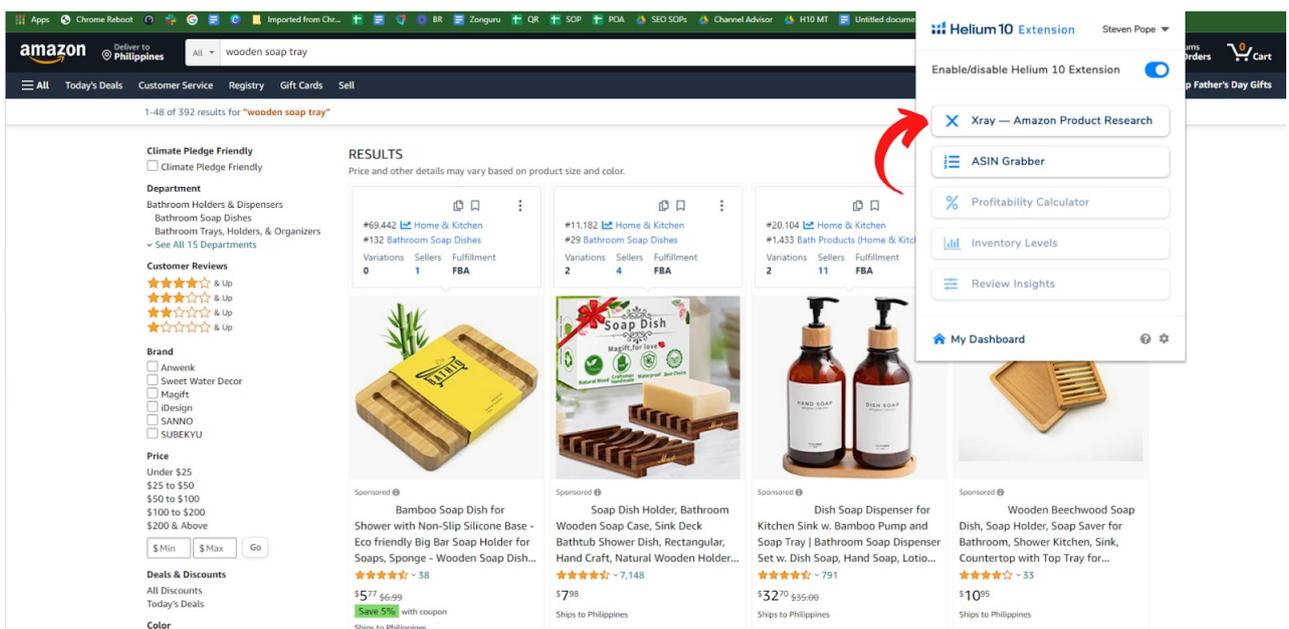
1. Identify which ASINs / products you need to work on. For this example we will use wooden soap tray as our target listing.



2. Using the main keyphrase of the product, look for competitors on Amazon.

- Important: Open the product detail page when performing this step. It is important to have the right product knowledge to determine the right search query to be used.
- Ensure that you are conducting the search in the correct Amazon marketplace. The delivery address should also be in the same region covered by the marketplace.
- You may use Amazon's filtering tool to customize and narrow down the search results when conducting specific competitor research.

3. Once the results page renders, click on the Helium 10 extension on your browser and run Xray.



4. On the Xray page, scroll down and click on Load More Results to include the 2nd page search results.

**"wooden soap tray"**

Find Suppliers on Alibaba | Related Keywords | Go to My List

Search Volume: 1,283 | Total Revenue: \$320,653 | Average Revenue: \$7,126 | Average Price: \$10 | Average BSR: 145,646 | Average Reviews: 1,151 | Avg. Title Char. Count: 152

70 ASINs | Analyze Reviews | Add Competitor | Run Cerebro | Run Listing Analyzer | Save Product Idea | Delete | Filters | Export | Customize

#	Product	ASIN	Brand	Price	Sales	Revenue	Title Char. Count	BSR
61	[Image]	...	[Image]	\$13.99	196	\$2,742.04	170	Home & Kitche
62	[Image]	...	[Image]	\$7.99	321	\$2,564.79	113	Home & Kitche
63	[Image]	...	[Image]	\$9.99	N/A	N/A	155	Home & Kitche
64	[Image]	...	[Image]	\$7.99	367	\$2,932.33	135	Home & Kitche
65	[Image]	...	[Image]	\$15.29	1,170	\$17,889.30	198	Home & Kitche
66	[Image]	...	[Image]	\$4.99	47	\$234.53	188	Home & Kitche
67	[Image]	...	[Image]	\$12.99	N/A	N/A	195	Home & Kitche
68	[Image]	...	[Image]	\$9.99	17	\$169.83	164	Home & Kitche
69	[Image]	...	[Image]	\$10.49	64	\$671.36	193	Home & Kitche
70	[Image]	...	[Image]	\$9.99	345	\$3,446.55	184	Home & Kitche

Load More

5. Go through the products to determine which ones are relevant to the client's product. Tick all the products that are not relevant (cannot be considered as competitors). Click on the trash icon to remove the ticked products.

a. Tip: You may use Xray's filtering options to customize and narrow down the results.

**"wooden soap tray"**

Find Suppliers on Alibaba | Related Keywords | Go to My List

Search Volume: 1,283 | Total Revenue: \$320,653 | Average Revenue: \$7,126 | Average Price: \$10 | Average BSR: 145,646 | Average Reviews: 1,151 | Avg. Title Char. Count: 152

Selected 4 | Analyze Reviews | Add Competitor | Run Cerebro | Run Listing Analyzer | Save Product Idea | Delete | Filters | Export | Customize

#	Product	ASIN	Brand	Price	Sales	Revenue	Title Char. Count	BSR
12	[Image]	...	[Image]	\$12.99	1,839	\$23,888.61	153	Home & Kitche
13	[Image]	...	[Image]	\$7.99	5,537	\$44,240.63	138	Home & Kitche
14	[Image]	...	[Image]	\$9.99	1,244	\$12,427.56	107	Home & Kitche
15	[Image]	...	[Image]	\$11.99	23,075	\$276,669.25	203	Home & Kitche
16	[Image]	...	[Image]	\$6.99	1,011	\$7,066.89	187	Home & Kitche
17	[Image]	...	[Image]	\$9.49	N/A	N/A	137	Home & Kitche
18	[Image]	...	[Image]	\$6.99	3,165	\$22,123.35	159	Home & Kitche
19	[Image]	...	[Image]	\$4.98	722	\$3,595.56	134	Home & Kitche
20	[Image]	...	[Image]	\$7.99	321	\$2,564.79	113	Home & Kitche
21	[Image]	...	[Image]	\$9.06	1,037	\$9,395.22	143	Home & Kitche
22	[Image]	...	[Image]	\$7.99	3,853	\$30,785.47	136	Home & Kitche

6. After removing the irrelevant products, click on the download CSV report button to download the results to your computer.

The screenshot shows the Xray software interface for a search on "wooden soap tray". At the top, there are summary statistics: Search Volume (1,283), Total Revenue (\$320,653), Average Revenue (\$7,126), Average Price (\$10), Average BSR (145,646), Average Reviews (1,151), and Avg. Title Char. Count (152). Below this is a table of 66 ASINs. The table columns include Product, ASIN, Brand, Price, Sales, Revenue, and Title. An 'Export' button is highlighted with a green box, and a dropdown menu is open showing options: "...as a CSV file" (highlighted with a green box), "...as a XLSX file", and "& Kitchen".

Product	ASIN	Brand	Price	Sales	Revenue	Title
61	ny...		\$13.99	196	\$2,742.04	1
62	r...		\$7.99	321	\$2,564.79	113
63			\$9.99	N/A	N/A	155
64	..		\$7.99	367	\$2,932.33	135
65	ik...		\$15.29	1,170	\$17,889.30	198
66	l...		\$4.99	47	\$234.53	188
67	.		\$12.99	N/A	N/A	195
68	a...		\$9.99	17	\$169.83	164
69	..		\$10.49	64	\$671.36	193
70	..		\$9.99	345	\$3,446.55	184

7. Open your report template. Rename the file using the following format: "Client Name - Competitor Research Report"

The screenshot shows a spreadsheet application window titled "Sample Competitorresearch Report (Make a Copy)". The menu bar includes File, Edit, View, Insert, Format, Data, Tools, Extensions, and Help. The toolbar shows various icons for search, undo, redo, print, and zoom. The spreadsheet grid shows columns A and B, and rows 1, 2, and 3. Column A is labeled "Product Details" and column B is labeled "ASIN".

	A	B
1	Product Details	ASIN
2		
3		

8. Prepare / clean up the list by performing the following:

a. Remove the URL (C) and Image URL (D) columns

i. New columns might show up on the right most part, make sure to check this as well and remove if necessary.

Product Data ASIN	URL	Image URL	Brand	Price \$	Sales	Revenue	Title Char	C	BSR	Seller Country	Fees \$	Active Seller	Ratings	Review Count	Images	Review Velocity	Buy Box	Category	Size Tier	Fulfillment
1 Product Data ASIN																				
2 Soap Dish w	https://www.https://m.m			7.99	3,853	30,785.47	136		5,549	CN	4.29	1	4.7	6,549	9	5		1b Home & Kitec	Large Standi	FBA
3 HTB Soap Di	https://www.https://m.m			11.99	3,853	46,197.47	138		5,549	CN	4.38	1	4.7	6,549	9	5		1b Home & Kitec	Large Standi	FBA
4 Slotted Bar	https://www.https://m.m			7.99	367	2,932.33	135		469,696	CN	3.58	1	4.7	595	9	3		1b Home & Kitec	Small Standi	FBA
5 (\$) Self Drain	https://www.https://m.m			5.99	1,443	8,643.57	171		13,569	CN	4.03	1	4.5	1,306	7	3		Home & Kitec	Large Standi	FBA
6 (\$) Wooden	https://www.https://m.m			6.99	3,165	22,123.35	159		4,979	CN	4.21	1	4.4	859	6	4		Home & Kitec	Large Standi	FBA
7 (\$) Bamboo	https://www.https://m.m			6.59	1,074	7,077.66	103		29,724	CN	3.9	1	4.6	1,988	8	2		W Home & Kitec	Large Standi	FBA
8 (\$) Bamboo	https://www.https://m.m			6.99	1,011	7,066.89	187		30,262	CN	5.17	1	4.5	745	7	1		W Home & Kitec	Large Standi	FBA
9 Self Drainiq	https://www.https://m.m			5.99	1,443	8,643.57	171		13,569	CN	4.03	1	4.5	1,306	7	3		Home & Kitec	Large Standi	FBA
10 AmazerBath	https://www.https://m.m			8.29	2,248	18,635.92	185		17,898	CN	5.32	1	4.4	3,221	8	3		fi Home & Kitec	Large Standi	FBA
11 Wood Risers	https://www.https://m.m			9.98	2,603	25,977.94	188		10,430	CN	4.88	1	4.7	394	6	2		Home & Kitec	Large Standi	FBA
12 (\$) Bamboo	https://www.https://m.m			6.99	468	3,271.32	126		116,306	CN	4.18	1	4.5	172	7	1		W Home & Kitec	Large Standi	FBA
13 (\$) Soap Dis	https://www.https://m.m			12.99	1,839	23,888.61	153		13,641	CN	5.85	1	4.5	88	7	1		Home & Kitec	Large Standi	FBA
14 (\$) Bar Soap	https://www.https://m.m			9.99	1,244	12,427.56	107		25,958	CN	4.63	1	4.7	3,862	8	2		Home & Kitec	Large Standi	FBA
15 Wooden Soi	https://www.https://m.m			6.99	3,165	22,123.35	159		4,979	CN	4.21	1	4.4	859	6	4		Home & Kitec	Large Standi	FBA
16 Urbanstrive	https://www.https://m.m			4.98	722	3,595.56	134		22,048	CN	3.66	2	4.4	4,287	7			3 Home & Kitec	Large Standi	FBA
17 (\$) 9.8in VA	https://www.https://m.m			7.99	221	2,549.79	113		121,911	CN	4.33	1	4.5	112	7			1 Home & Kitec	Large Standi	FBA
18 Bamboo Soa	https://www.https://m.m			9.06	1,037	9,395.22	143		26,255	AMZ	5.26	1	4.5	1,836	7	2		Home & Kitec	Large Standi	AMZ
19 Soap Dish w	https://www.https://m.m			7.99	3,853	30,785.47	136		5,549	CN	4.29	1	4.7	6,549	9	5		1b Home & Kitec	Large Standi	FBA
20 Ceramic Soi	https://www.https://m.m			9.99	390	3,896.10	87		90,290	CN	4.97	1	4.6	572	7			Home & Kitec	Large Standi	FBA
21 SUBEKYU W	https://www.https://m.m			5.99	835	5,001.65	134		23,155	CN	4.45	1	4.5	3,452	8	1		Home & Kitec	Small Standi	FBA
22 Vanity Tray	https://www.https://m.m			14.99	237	3,552.63	98		110,115	CN	6.79	3	4.4	160	6			Home & Kitec	Large Standi	FBA
23 (\$) Natural	https://www.https://m.m			9.98	114	1,177.72	133		253,745	CN	4.63	1	4.8	107	6			Home & Kitec	Large Standi	FBA
24 (\$) Walnut	https://www.https://m.m			17.99	166	2,986.34	162		168,874	CN	8.18	1	4.6	111	7			g Home & Kitec	Large Standi	FBA
25 (\$) Kitchen	https://www.https://m.m			12.99	285	3,702.15	191		86,605	CN	7.09	1	4.6	91	7			Home & Kitec	Large Standi	FBA
26 (\$) Wooden	https://www.https://m.m			5.99	160	958.4	144		126,481	CN	3.99	1	4.6	652	7	N/A		Home & Kitec	Large Standi	FBA
27 Teak Wood	https://www.https://m.m			9.99	399	3,986.01	120		76,213	CN	4.63	1	4.7	90	6			1E Home & Kitec	Large Standi	FBA
28 Acacia Woo	https://www.https://m.m			9.97	307	3,060.79	170		149,442	CN	5.05	1	4.7	93	6			1E Home & Kitec	Large Standi	FBA
29 Bamboo soa	https://www.https://m.m			4.99	438	2,185.62	195		89,615	CN	3.66	3	4.5	65	7	N/A		Home & Kitec	Large Standi	FBA
30 Wood Pedes	https://www.https://m.m			12.99	1,122	14,574.78	181		24,084	US	6.03	1	4.7	671	7	1		O Home & Kitec	Large Standi	FBA
31 (\$) Bamboo	https://www.https://m.m			9.06	1,037	9,395.22	143		26,255	AMZ	5.26	1	4.5	1,836	7	2		Home & Kitec	Large Standi	AMZ
32 (\$) Wood Pt	https://www.https://m.m			12.99	278	3,611.22	190		131,366	CN	7.09	1	4.5	212	7			Home & Kitec	Large Standi	FBA
33 (\$) Bamboo	https://www.https://m.m			6.99	1,433	10,016.67	142		15,070	CN	4.18	1	4.5	173	7	1		Home & Kitec	Large Standi	FBA
34 2 Pack Bam	https://www.https://m.m			7.99	300	2,397	173		110,719	CN	3.76	1	4.4	524	5	1		Home & Kitec	Small Standi	FBA
35 Amewek Wo	https://www.https://m.m			4.99	530	2,644.70	142		60,280	CN	3.84	1	4.5	13,917	6	N/A		W Home & Kitec	Large Standi	FBA
36 Bamboo Soa	https://www.https://m.m			6.99	1,433	10,016.67	142		15,070	CN	4.18	1	4.5	173	7	1		Home & Kitec	Large Standi	FBA
37 2 Pack Soap	https://www.https://m.m			12.97	218	2,827.46	175		164,675	N/A	5.67	1	N/A	N/A	7	N/A			Large Standi	FBA
38 Round Deco	https://www.https://m.m			14.99	N/A	N/A	142		8,982	CN	7.62	1	4.7	159	7	2		Home & Kitec	Large Standi	FBA
39 Soap Holder	https://www.https://m.m			8.99	174	1,564.26	112		144,462	CN	4.73	1	4.6	40	8			Home & Kitec	Large Standi	FBA
40 10 Piece Ho	https://www.https://m.m			9.99	439	4,385.61	130		63,993	CN	4.97	1	4.7	2,088	6			Home & Kitec	Large Standi	FBA
41 6 Piece Wh	https://www.https://m.m			11.99	179	2,186.21	131		309,710	CN	5.95	1	4.6	345	7	N/A		Home & Kitec	Large Standi	FBA

b. Remove duplicate BSRs

Remove Duplicates dialog box options:

- My list has headers
- Brand
- Price \$
- Sales
- Revenue
- Title Char
- C
- BSR
- Seller Country/Region

c. Remove listings that have no revenue and BSR data

d. Sort the BSR data in ascending order

Helium\_10\_Xray\_2024-08-20

Home Insert Draw Page Layout Formulas Data Review View

Calibri (Body) 12

Number

30262

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	Product D	ASIN	Brand	Price \$	Sales	Revenue	Title Char	BSR	Seller Cou	Fees \$	Active Sel	Ratings	Review Ci	Image
2	Soap Dish wi Bi			7.99	3,853	30,785.47	136	5,549						6,549
3	Slotted Bar S Bi			7.99	367	2,932.33	135	469,696						595
4	(S) Self Drair Bi			5.99	1,443	8,643.57	171	13,569						1,306
5	(S) Wooden : Bi			6.99	3,165	22,123.35	150	15,000						859
6	(S) Bamboo : Bi			6.59	1,074	7,077.66	103	29,724						1,988
7	(S) Bamboo : Bi			6.99	1,011	7,066.89	187	30,262						745
8	AmazerBath Bi		ith	8.29	2,248	18,635.92	185	17,898						3,221
9	Wood Risers Bi			9.98	2,603	25,977.94	188	10,430						394
0	(S) Bamboo : Bi			6.99	468	3,271.32	126	116,306						172
1	(S) Soap Disl Bi			12.99	1,839	23,888.61	153	13,641						88
2	(S) Bar Soap Bi			9.99	1,244	12,427.56	107	25,958						3,862
3	Urbanstrive   Bi			4.98	722	3,595.56	134	22,048						4,287
4	(S) 9.84in W Bi			7.99	321	2,564.79	113	121,911						112
5	Bamboo Soa Bi		lat	9.06	1,037	9,395.22	143	26,255						1,836
6	Ceramic Soa Bi			9.99	390	3,896.10	87	90,290						572
7	SUBEKYU W Bi			5.99	835	5,001.65	134	23,155						3,452
8	Vanity Tray, Bi			14.99	237	3,552.63	98	110,115						160
9	(S) Natural B Bi			9.98	114	1,137.72	133	253,745						107
0	(S) Walnut V Bi			17.99	166	2,986.34	162	168,874						111
1	(S) Kitchen C Bi			12.99	285	3,702.15	191	86,605						91
2	(S) Wooden : Bi			5.99	160	958.4	144	126,481						652
3	Teak Wood S Bi		L	9.99	399	3,986.01	120	76,213						90
4	Acacia Wooc Bi		L	9.97	307	3,060.79	170	149,442						93
5	Bamboo soa Bi		i	4.99	438	2,185.62	195	89,615						65
6	Wood Pedes Bi		TE	12.99	1,122	14,574.78	181	24,084						671
7	(S) Wood Pe Bi			12.99	278	3,611.22	190	131,366						212
8	(S) Bamboo : Bi			6.99	1,433	10,016.67	143	15,070						173

Sort

Ascending Descending

By color: None

Filter

By color: None

Choose One

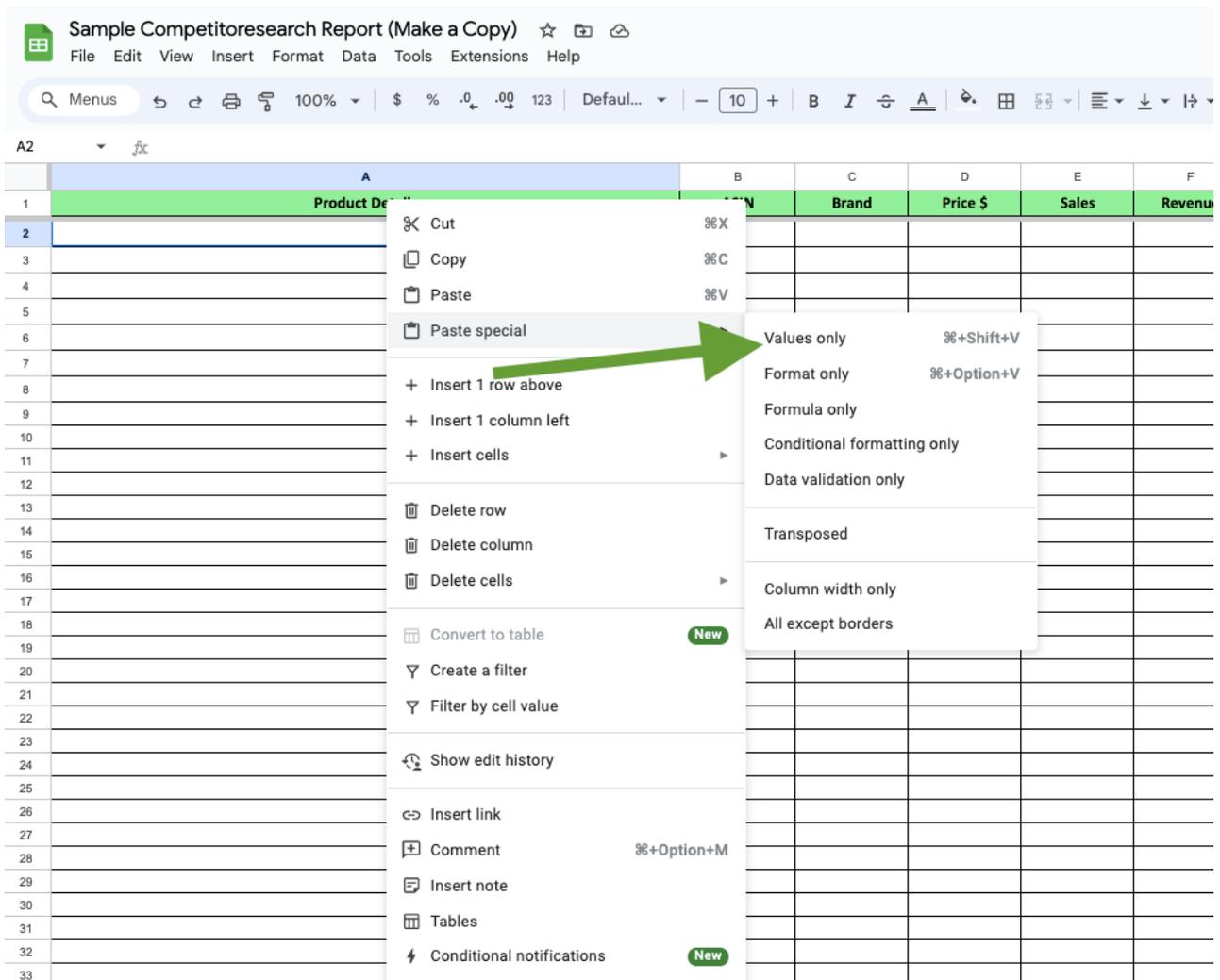
Search

- (Select All)
- 4,979
- 5,549
- 10,430
- 13,569
- 13,641
- 15,070

Auto Apply

Apply Filter Clear Filter

9. From the sheet, transfer the list to your competitor research template. Use paste as values when performing this step to maintain the template's formatting.



10. Name the report's tab and the summary table's header using the search query used to look up competitors.

11. Double check the following before delivering the report to the client:

- a. The competitors / products included in the report are relevant to the listing you are researching on
  - i. Most of the unhighlighted listings contain the keyword bamboo, which is classified as wood. This gives us an idea that the said keyword can be used as the second or alternate format rule.
  - ii. From here, we can then remove those irrelevant listings (i.e. ceramic, plastic, glass, etc.) that were left unhighlighted. Additionally, we can narrow down the list of competitors by applying the next set of format rules by using the keywords soap and tray and removing all irrelevant (or unhighlighted) listings.
  - iii. To further remove irrelevant listings, take a look at one of the unhighlighted listings and see what keywords are used. In this case, the keywords dispenser and white were the common words used in their listings, thus we shall be using these keywords as the next format rules.

Sample Client - Competitor Research Report

File Edit View Insert Format Data Tools Extensions Help START TIMER Last edit was seconds ago

Product Details	ASIN	Brand	Price \$	Sales	Revenue	BSR	inlet Count	FDA Fees \$	ctive Sellers	Reviews	Review Count	Images
Natural Bamboo Bathroom Tray - Slip-Resist	29.85	539	15,004.05	59,041	n/a	14.6	1	4.7	731	7		
Ceramic Vanity Tray Small Rectangle, Bathtub Tray Bat	12.99	1,120	14,548.80	25,753	n/a	8.34	6	4.4	1,387	7		
Soap Holder Soap Dish, Bamboo Soap Di	7.95	1,783	14,174.85	12,740	n/a	4.11	1	4.5	2,274	8		
Silicone Soap Dish Self-Draining Soap Dish Shower W	13.99	945	13,220.55	17,510	n/a	6.06	1	4.7	79	7		
ISoapStone Silicone Soap Dish with Drain for Shower E	6.99	1,584	11,072.16	11,623	n/a	4.76	1	4.8	548	7		
Bamboo Wooden Soap Dish for Bathroom S	11.99	914	10,958.86	26,095	n/a	5.57	1	4.6	772	8		
Wooden Soap Dish Soap Saver/Holder Soap	6.39	1,713	10,946.07	17,482	n/a	4.5	1	4.6	9,891	6		
Bamboo Vanity Tray, Bathroom Organizer Tray, Bamboo	18.99	453	8,602.47	40,401	n/a	8.25	1	4.8	275	9		
Soap Tray, Wooden Soap Dish, Soap Case I	3.99	2,055	8,199.45	7,629	n/a	5.31	1	4.5	2,213	7		
Wood Pedestal Stand Soap Holder for Bathroom I	18.99	389	7,387.11	45,783	n/a	8.59	1	4.8	40	7		
Bamboo Vanity Tray, Bathroom Tray Bamboo	15.99	415	6,635.85	75,215	n/a	6.92	1	4.8	47	9		
Silicone Organizer Tray, Soap and Sponge I	13.99	474	6,631.26	50,500	n/a	5.87	1	4.6	185	7		
Decor Bamboo Vanity Tray for Home Kitchen	19.93	310	6,178.30	58,056	n/a	6.47	4	4.1	221	9		
1 Pcs Wooden Soap Holders Bathroom Soap	10.99	539	5,923.61	60,043	n/a	4.57	3	4.7	509	6		
Decor Stoneware Tray for Home - Cream	20	281	5,620.00	59,502	n/a	5.59	3	4.6	84	9		
Bamboo Vanity Tray (Bamboo Tray for Bathroom (Sm	18.99	269	5,108.31	82,965	n/a	7.37	1	4.8	149	9		
Soap Dish for Bar Soap 2 Pack Environmentally-Frie	10.99	457	5,022.43	70,904	n/a	6.4	1	4.6	369	6		
10 Pcs Home Bamboo Wood Soap Dish, Bamboo S	37.99	124	4,710.76	334,123	n/a	12.45	1	5	1	7		
Small Ceramic Candle Tray Rectangle White E	12.99	359	4,663.41	89,300	n/a	5.01	10	4.4	408	8		
Soap Dish Tray, Resin Soap Dish, Bamboo S	10.99	407	4,472.93	71,417	n/a	5.61	3	4.6	503	7		
Soap Dish, 2 Pack Bamboo Self-Draining Soap Dis	10.99	399	4,385.01	79,356	n/a	6.6	1	4.7	134	5		
1 Pcs Bathroom Accessories Handmade	6.98	620	4,327.60	64,819	n/a	4.59	1	4.5	5,560	5		
100% Cedarwood Soap S	15	274	4,110.00	105,548	n/a	6.71	1	4.3	156	5		
1 Pcs Minimal Soap Dish Holder, Premium Anti-Slip B	7.99	510	4,074.90	55,786	n/a	4.74	1	4.5	1,748	6		
Wood Toilet Tank Top Shower Tray, W	24.16	159	3,841.44	166,540	AMZ	8.27	1	4.7	1,438	5		
Decorative Vanity Tray Rectangle, Bathtub Y	22.19	169	3,750.11	118,596	n/a	8.73	2	4.1	43	8		
Ceramic Soap Dish for Sink Self-Draining Soap Dishes	15.99	234	3,741.66	60,158	n/a	7.54	1	4.5	98	7		
1 Pcs Wooden Soap Dish Holder, Premium Anti-Slip B	24.99	145	3,623.55	58,776	n/a	10.5	1	4.4	206	7		
2 Pack Soap Dish, Non-Slip Self-Draining Silico	8.99	402	3,613.98	55,424	n/a	4.26	1	4.8	49	6		
Silicone Sponge Holder, Tray for Soap and Sponge, Ki	9.99	349	3,486.51	21,933	n/a	5.71	1	4.7	241	6		
for Bar Soap, American Made by Luxury, I	12.99	268	3,481.32	93,881	n/a	4.79	2	4.7	377	6		
Soap Saver - Soap Dish & Soap Holder Accessory	8.84	361	3,191.24	78,797	n/a	4.4	2	4.7	3,037	5		
4 Pieces Natural Bamboo Soap Holder with 1x Soap D	15.99	199	3,182.01	161,882	n/a	6.92	1	4.1	60	7		
Self-Draining Soap Dish, Marble Look Soap	9.99	283	2,827.17	101,207	n/a	5.27	1	4.9	14	9		

Conditional format rules

Single color Color scale

Apply to range

A1:A199

Format rules

Format cells if...

Text contains

wood

Formatting style

Custom

B I U A -

Done

+ Add another rule

Sample Client - Competitor Research Report

File Edit View Insert Format Data Tools Extensions Help START TIMER Last edit was seconds ago

Product Details	ASIN	Brand	Price \$	Sales	Revenue	BSR	inlet Count	FDA Fees \$	ctive Sellers	Reviews	Review Count	Images
Soap Holder Soap Dish, Bamboo Soap Di	7.95	1,783	14,174.85	12,740	n/a	4.11	1	4.5	2,274	8		
Silicone Soap Dish Self-Draining Soap Dish Shower W	13.99	945	13,220.55	17,510	n/a	6.06	1	4.7	79	7		
Silicone Soap Dish with Drain for Shower E	6.99	1,584	11,072.16	11,623	n/a	4.76	1	4.8	548	7		
Bamboo Wooden Soap Dish for Bathroom S	11.99	914	10,958.86	26,095	n/a	5.57	1	4.6	772	8		
Wooden Soap Dish Soap Saver/Holder Soap I	6.39	1,713	10,946.07	17,482	n/a	4.5	1	4.6	9,891	6		
Bamboo Vanity Tray, Bathroom Organizer Tray, Bamboo	18.99	453	8,602.47	40,401	n/a	8.25	1	4.8	275	9		
Soap Tray, Wooden Soap Dish, Soap Case I	3.99	2,055	8,199.45	7,629	n/a	5.31	1	4.5	2,213	7		
Wood Pedestal Stand Soap Holder for Bathroom I	18.99	389	7,387.11	45,783	n/a	8.59	1	4.8	40	7		
Bamboo Vanity Tray, Bathroom Tray Bamboo	15.99	415	6,635.85	75,215	n/a	6.92	1	4.8	47	9		
Silicone Organizer Tray, Soap and Sponge I	13.99	474	6,631.26	50,500	n/a	5.87	1	4.6	185	7		
Decor Rustic Wood Tray for Home Kitchen	19.93	310	6,178.30	58,056	n/a	6.47	4	4.1	221	9		
Sweet Water Decor Stoneware Tray for Home - Cream	20	281	5,620.00	59,502	n/a	5.59	3	4.6	84	9		
Bamboo Vanity Tray (Bamboo Tray for Bathroom (Sm	18.99	269	5,108.31	82,965	n/a	7.37	1	4.8	149	9		
Soap Dish for Bar Soap 2 Pack Environmentally-Frie	10.99	457	5,022.43	70,904	n/a	6.4	1	4.6	369	6		
10 Pcs Home Bamboo Wood Soap Dish, Bamboo S	37.99	124	4,710.76	334,123	n/a	12.45	1	5	1	7		
Soap Dish Tray, Resin Soap Dish, Bamboo S	10.99	407	4,472.93	71,417	n/a	5.61	3	4.6	503	7		
Soap Dish, 2 Pack Bamboo Self-Draining Soap Dis	10.99	399	4,385.01	79,356	n/a	6.6	1	4.7	134	5		
1 Pcs Bathroom Accessories Handmade	6.98	620	4,327.60	64,819	n/a	4.59	1	4.5	5,560	5		
100% Cedarwood Soap S	15	274	4,110.00	105,548	n/a	6.71	1	4.3	156	5		
1 Pcs Minimal Soap Dish Holder, Premium Anti-Slip B	7.99	510	4,074.90	55,786	n/a	4.74	1	4.5	1,748	6		
Wood Toilet Tank Top Shower Tray, W	24.16	159	3,841.44	166,540	AMZ	8.27	1	4.7	1,438	5		
Decorative Vanity Tray Rectangle, Bathtub Y	22.19	169	3,750.11	118,596	n/a	8.73	2	4.1	43	8		
Ceramic Soap Dish for Sink Self-Draining Soap Dishes	15.99	234	3,741.66	60,158	n/a	7.54	1	4.5	98	7		
1 Pcs Wooden Soap Dish Holder, Premium Anti-Slip B	24.99	145	3,623.55	58,776	n/a	10.5	1	4.4	206	7		
2 Pack Soap Dish, Non-Slip Self-Draining Silico	8.99	402	3,613.98	55,424	n/a	4.26	1	4.8	49	6		
Silicone Sponge Holder, Tray for Soap and Sponge, Ki	9.99	349	3,486.51	21,933	n/a	5.71	1	4.7	241	6		
for Bar Soap, American Made by Luxury, I	12.99	268	3,481.32	93,881	n/a	4.79	2	4.7	377	6		
Soap Saver - Soap Dish & Soap Holder Accessory	8.84	361	3,191.24	78,797	n/a	4.4	2	4.7	3,037	5		
4 Pieces Natural Bamboo Soap Holder with 1x Soap D	15.99	199	3,182.01	161,882	n/a	6.92	1	4.1	60	7		
Self-Draining Soap Dish, Marble Look Soap	9.99	283	2,827.17	101,207	n/a	5.27	1	4.9	14	9		
Wood Dish Wood Pedestal Stand Wood Tray, Wood D	18.96	138	2,616.48	197,828	n/a	8.24	1	5	2	6		

Conditional format rules

123 Text contains "wood" A1:A199

123 Text contains "bamboo" A1:A199

+ Add another rule

b. The formulas applied in the summary table are correct

c. See Sample Worksheet : [Competitor Research Sample Worksheet](#)

12. Once you've used all the formatting rules possible to detect irrelevant listings, and deleted all the irrelevant listings from the sheet, you can then transfer your output to the final folder using the official template.

