

SEO SOP: Organic Ranking Versus Sponsored Ranking

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Organic Ranking Versus Sponsored Ranking



Who is this for? This is for individuals who are looking to learn about organic and sponsored ranking.



Objectives:

- Explain the difference between organic and sponsored ranking.
- Identify what is most important for a successful ranking strategy.
- Understand the relationship between organic and sponsored ranking.
- Gain insight into when to focus on organic or sponsored ranking.

Summary:

There are common questions about what is organic and sponsored ranking. What is more important? What's the difference? Where should I focus? This training module will address some of these questions, and, allow you to see and know the difference.

Organic Ranking:

Organic ranking is where a product appears on Amazon's search engine results pages for a particular keyword. For example, a customer searches "wine glass" on Amazon and your listing is on the first page, position 12. Therefore, you are in the 12th organic position for that exact keyword.

BSR vs Organic Ranking:

When comparing BSR to organic rank, we need to consider the keyword being used. If a product is ranking on the top half of the first page for a high volume, relevant keyword, it will likely have a low BSR. Meaning it's selling very well, hence why it can maintain such a premium organic position. However, if you use that same product and search on a low-volume, nonrelevant keyword, you may not even see the product in the first few pages of search results. Adversely, just because a product ranks high on Amazon's search results doesn't necessarily mean that it will have a good BSR.

Sponsored Ranking:

A sponsored rank is a position that a seller pays for on particular keywords to give their product keyword ranking boosts. If a product does not have high organic rankings for specific keywords, you can utilize Amazon's Pay-Per-Click (PPC) to gain more traffic to that listing.

Does PPC Help Organic Rankings?

The answer is, yes! Amazon prioritizes listings at the top search results that are most likely to result in a sale. PPC allows sellers to pay for that placement. If the ads convert well at that placement, Amazon will associate the product with that keyword and reward the listing over time, with better organic rankings for that keyword. It's

important to understand that when PPC is not converting for specific keywords, it can hurt the organic ranking.

What is the difference between Amazon Best Sellers Rank and organic ranking?

Sales vs. keywords! A product's BSR is how well it ranks based on sales while the organic ranking is how well the product ranks in search for given keywords. Therefore, you can have high sales (low BSR) but low organic ranking for keywords that you don't convert well for.

Take Away:

1. Organic ranking is how well your ranking for a specific keyword is.
 2. The sponsored ranking is where your listing appears as a paid position.
 3. PPC allows you to gain more traction for specific keywords, therefore, increasing the organic rankings for that keyword.
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