SEO SOP: Amazon's Best Practices for Titles, Bullet Points, Descriptions, and Search Terms

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Amazon's Best Practices for Titles, Bullet Points, Descriptions, and Search Terms

> ℹ️ **Who is this for?** This is for individuals who want to create an optimized set of titles, bullets, and descriptions for their Amazon listings.

> ✅ **Objectives:**
> - Research and analyze the best-selling titles, bullets, and descriptions for Amazon listings.
> - Create an optimized set of titles, bullets, and descriptions for individual Amazon listings that are both search engine and customer friendly.
> - Update titles, bullets, and descriptions based on performance data and keywords to maximize click-throughs and conversions.

Task Review

- There is one parent ASIN using one MKL or Master Keyword List
- There is a clear target name and brand
- There are clear instructions
- There is an MKL appropriate to the phase of the task
- Do not use Phase 1 MKLs on tasks for other Phases
- The MKL's first 100 words are mostly usable and relative

Creation - Research

You will need (if available):

- Product detail page (PDP) of the target ASIN
- Your web page for the product
- Your image assets (if there is no website or PDP)
- Product SKU
- Brand Name
- Google

  Create the Research Document

- Open up your copywriting folder and then the Research folder. If there is none, create it.
- Create a document and title it Research for (ASIN/SKU) (Product Type)

Reaching the Product

- Use only the exact product information found. You can ensure this by googling the SKU and brand name together. Be careful that the product is correct by reviewing the images on the page with the text - comparing them to the image assets available in your folder, website, or current PDP.
- Avoid using information that has an outdated image as it may have outdated information.
- Read everything over once to have a good understanding of what the product does.

Combine the Content

- Create a list of information broken down into sections. You can copy and paste this information from the website/PDP:
    - Facts and details about the item
    - Benefits of using/having the item
    - A list of the ways it can be used
    - Positive customer reviews (pick a few with features mentioned)
    - Negative customer reviews (pick a few with a main feature/issue mentioned)
    - Any other pieces of useful information (Tips/Tricks/Instructions)
    - Link the source for each section of your research information by copying/pasting the web address

The Writing Process

- Writing is done directly in Scribbles.
- Sign in to Helium 10 and direct to the Scribbles tab
- Load up to 1000 lines of the MKL or Master Keyword List into Scribbles. More does not mean better, so we want only writable and relevant SEO. (Should be mostly free of claims and brand names)

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Optimization Process

How to Optimize

- Load up to 1000 lines of the MKL (Master Keyword List) into Helium10 Scribbles. More does not mean better, so we want only writable and relevant SEO. (Should be mostly free of claims and brand names)
- Copy and paste the current content or draft into Helium10 Scribbles.
- Use the boxes on the right side to rewrite their content with optimization, following MAG guidelines.

Titles

Title Outline

The title on Amazon is one of the most critical aspects of the SEO experience on Amazon. The title is the most customer-visible aspect of the listing (conversion). It also ranks among the highest (if not the highest) in the Amazon algorithm for SEO indexing and ranking. Having a well-optimized and compliant title is imperative for success on Amazon.

Title Guidelines

Titles are generally up to 200 characters, but they must follow the recommended length of your product category characters, including spaces. Titles may start with the brand name for brand awareness, followed by specific identification of the type of product, followed by a "dash." Every phrase of product-identifying information must be specific to the product and include organic SEO that ranks high on the MKL (Master Keyword List), separated by a comma or dash.

- Use each space effectively. Abbreviate measurements, such as "cm", "oz", "in", and "kg".
- Capitalize the first letter of each word except for prepositions (in, on, over, with), conjunctions (and, or, for), or articles (the, a, an).
- End the bullet with the variation, such as the size or color of that ASIN. (for templates, put this in red)

Title Avoidance

- Avoid using filler words such as "and" or "the" unless it is part of a key phrase. Instead, use shorter versions such as a number or the & symbol. Avoid using ALL CAPS unless it is the brand name.
- Avoid using dashes after the product name. Use a comma instead because every space counts in SEO.
- Avoid dashes as Grammarly suggests and follow exact SEO terms from the MKL (Master Keyword List).

Title Nopes

- Do not use competitor brand names, trademarked or copyrighted terms, gifting terms, warranties, bonus or free, or anything else prohibited by Amazon terms and conditions.
  - *Prohibited Restricted Phrases Keywords for Amazon Copy and Search Terms - Words you can't use*
- Do not plagiarize other listings.
- Do not use promotional phrases, such as "free shipping" or "100% quality guaranteed".
- Do not include characters for decoration, such as ~ ! * ? _ ~ { } # < > | * ; ^ ¬ ¦
- Don't use subjective commentary, such as "Hot Item" or "Best Seller."
- End the bullet with the variation, such as the size or color of that ASIN. (change the font color to red for templates)

Sample Title

Age of Sage Spa Gift Basket - Luxury Bath Set Soap Bars, Body Lotion, & Bath Bomb Care Package for Friends, Pampering New Mother To Be Gift Box Set, Relaxing Bath and Body Beauty Gift Set, Lavender Scent

Bullets

Bullets Outline

Bullet points should address the customer's need for the product, such as "What problems does this product solve?" "Who is this product designed for?" "How can we remove fears/worries with this product?"

Bullet Guidelines

- Each bullet should have its thought process. Do not state the same feature on more than one bullet; keep it relevant to the headliner.
- The beginning of each bullet should have a headliner. This will be a brief 2-5 word summary of what is covered in that bullet. You can use all caps to stand out and the & symbol to simplify. This is the part most customers will read, even if they don't read the rest. Make it count!
- The headliner should be followed by a dash (-) or colon (:) (no odd characters or symbols allowed, save for 1 emoji)
- Bullet points should be outlined as this:
    - FIRST BULLET - A summary and description of the product (highest keywords)
    - SECOND BULLET - 1-2 features of the product (higher keywords)
    - THIRD BULLET - 1-2 features of the product (lower keywords)
    - FOURTH BULLET - Product specs (size, options, etc)
    - FIFTH BULLET - Personal connection from the brand to the customer
- Bullet points should comprise 200-300 characters, not exceeding 500. (Unless it is restricted by category, which will be mentioned in the Notes tab)
- Write as if you are talking about the product directly to the customer.
- Incorporate as many SEO and long-tail keywords as possible without ruining the flow of the bullet point.
- Readability is more important than SEO.
- Address items such as product description, dimensions, weight, the age range of users, ideal conditions for the product, problems the product solves, country of origin, product uses, added accessories, etc.
- Keep it simple. Get the point across without being wordy. Do you need those excess words at the end? If not, eliminate them.
- Sentences should be clear, short, and to the point.

Bullet Avoidance

- Avoid generalization words such as "this product" or "the item" they are impersonal.
- Avoid starting sentences with words such as "This" try using "Our" instead.
- Avoid making a sales pitch.
- Avoid symbols and abbreviations. Write out words completely.
- Avoid long and run-on sentences or excessive use of "and" unless incorporating SEO.
- Avoid words over 3 syllables unless working with scientific terms or part names.

Bullet Nopes

- Do not use odd characters ($, #, trademark symbols ⬚™ ℗, etc.)
- Do not use website links (including links leading to other Amazon websites)
- Do not use written-out numbers unless two numbers are in a row.
  - For example Two 12 ounce containers
- There are no quotes from outside sources, including customer reviews.
- Do not do a call to action.
- Do not use prohibited terms and phrases

Sample Bullets

- BEAUTIFUL STEMLESS GLASSES - Treat your mother, wife, fiance, or loved one to a special treat with our beautiful wine glasses. Truly stemless but well-balanced, this stylish wine glass is customized with fun or enchanting statements that will last a lifetime.
- GIFTS FOR MOM - What's better than giving a stemless wine glass to a wino or wine lover. Every time they drink their wine, they will think of you. A wonderful wine gift for mothers. It makes great funny gifts for women. Great for birthdays, Christmas, Mother's Day, or just because!
- INTRICATE QUALITY - Each of our products is handcrafted using only the highest quality of materials that can ensure its long life and constant satisfaction. The wine glass can give you and your loved ones an enjoyable evening for many years to come!
- DISHWASHER SAFE - Printed with superior ceramic inks that are fired on at a temperature of up to 1200 degrees, each glass is carefully sealed and inspected for quality and a vibrant finish. Each glass has a permanent design that will never fade or lose its glow.
- MADE IN THE USA - Our designs are created by moms, for moms! We are a small business based out of Southwest Florida. We made our first designs in 1996 as a gift idea for our newly engaged friends. People loved them so much that we just kept on growing!

Description

Description Outline:

Optimizing your product description is the last part of Amazon Listing Optimization. This is the opportunity to tell your customers the selling points of your product.

Description Guidelines:
- Summarize the product in short but clear sentences.
- Stay within the 2000-character limit.
- Highlight the features of your product and factual information
- Include long compatibility lists
- Elaborate on important details such as the "how-to's", "to-do's", and "don'ts."
- Convince your potential buyers of how your product can make a difference in their daily lives
- Discuss why your product beats your competitors without identifying competitors
- Ensure that you focus on your grammar rather than using as many keywords as you can. Remember, quality trumps quantity.
- If you have A+ Content that hides your product description, you can be slightly lenient with your grammar and keywords but keep your sentences short. Short sentences are more crawlable in SEO.

Here are some of the things you need to avoid:

- Stuffing keywords
- Using special characters or HTML tags
- Including promotional information
- Using terms like "guaranteed," "discount," or "great value"
- Website links, customer reviews, prohibited keywords, and claims you cannot prove

After Optimizing:

- Print to PDF your scribbles page, so there is an image of your optimizations. Save this page to your copy folder. Name the ASIN and what the product is.
- Copy and paste each section into Grammarly for a final word check
- Analyze each suggestion; AI does not always know best.
- Choose readability over SEO. We want the customer to be able to understand the message clearly.
- Copy and paste from Grammarly to your Copy File
- Be sure you are not overloading one spreadsheet. Anything past 5 or 6 lines can make it difficult to follow if it is not a template.
- Create a new tab for a new line of products. (For example, towels, sheets, and washcloths would each be their tab)
- Send a link to the file with the task.