

SEO SOP: Phase 4 - Intent-Based Strategy - Leveraging Conversion and Click-through Rates for Market Share Expansion

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Intent-Based SEO Strategy - Leveraging Conversion and Click-through Rates for Market Share Expansion



Who is this for? For individuals who want to further their backend search terms using MAG's 4th SEO strategy.



Objective: Increase market share through SEO, by utilizing conversion and click-through rates, as part of our SEO strategy. You now have the ability to rank based on intent. You will worry about your "market share" based on the competition, thus allowing you to have more sales.

Before any implementation to back end or uploading, have the POC communicate, and get client's approval first. Include the proof of approval (screenshot or fireflies call link) as Task Details or as a Comment.

When SEO - Do a new market share analysis on a monthly basis

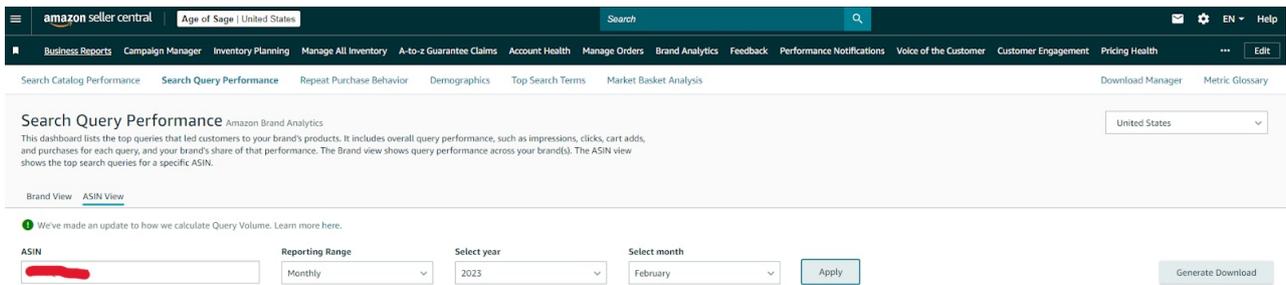
Why? Amazon rankings can change from time to time. Doing the market share analysis on a monthly basis can help maintain and improve the overall brand share, and mitigate areas that could potentially hurt the brand.

Scope: Rotate keywords every 90 days; must align with Phase 4 SEO goals

- Phase 3R1 > Phase 4 Round 1A > Phase 4 Round 1B
 - Phase 3R2 > Phase 4 Round 2A > Phase 4 Round 2B
 - Phase 3R3 > Phase 4 Round 3A > Phase 4 Round 3B
- (The phase cycle will repeat until further decisions are made)

Eligibility: Eligible ASINs are ones who meet the criteria set for our [Phase 3](#) process.

Note: This report must be done on an ASIN level.



Broad Overview - SEO Phase 4 takes our strike zone keyword strategy (phase 3) to the next level, with Amazon's new search query tool. Our strike zone strategy currently reviews well-indexed products with 800+ organically ranked keywords currently reflecting, in which we take organically ranked keywords from 20-50 and utilize them in order to get these specific keywords to rank 1-19. The Phase 4 SEO Query phase also is for mature listings with 800+ indexed keywords, but in this phase, we will be utilizing Amazon's real-time data in order to make determinations of top keywords for each ASIN.

Media Learning:

[Phase 4 - Search Query](#)

[Full SEO Guide - Epic!](#)

Where is it Used:

- SEO - Mature listings (supplemental)
- PPC - Strategic Targeting
- Copy - Title and bullet updates using SQP data (supplemental); not full new copywriting
- Holiday preparation and historical brand analysis

The Why: You must index before you get market share. This phase encompasses mature listings, and then will allow you to utilize the top market share data to continually optimize the listings with well-converting and placed keyword data, and allows you to view this data on a weekly, monthly, or quarterly basis.

The How:

This phase should be used in conjunction with our Phase 3 strategy. This phase does not replace the phase 3 strategy, but rather supplements and complements it, especially in terms of finding historical data based on months of the year, to know both what to target against in a specific month (holidays take note here) for SEO, PPC, and Copy strategy.

Step 1:

- Ensure that the list of ASINs you are optimizing matches the overall criteria for this phase: Mature indexed listings which are currently eligible for phase 3 SEO
- Next access the search query index portal Search Query Indexing Builder
- Input the eligible ASIN which you are optimizing for

- ASIN view, NOT brand view

Search Query Performance Beta Amazon Brand Analytics [Take a feedback survey](#)

This dashboard lists the top queries that led customers to your brand's products. It includes overall query performance, such as impressions, clicks, cart adds, and purchases for each query, and your brand's share of that performance. The Brand view shows query performance across your brand(s). The ASIN view shows the top search queries for a specific ASIN.

Brand View **ASIN View**

! We've made an update to how we calculate Query Volume. [Learn more here.](#)

ASIN: Reporting Range: Select year: Select month:

- Select the report range as monthly, select the current year, and select the current month available
- Apply and generate a download
 - It will redirect you to Download Manager where you can actually download the Search Query Performance - ASIN data in a CSV file

Brand View **ASIN View**

! We've made an update to how we calculate Query Volume. [Learn more here.](#)

ASIN or Product: Clear Search Reporting Range: Select year: Select month:

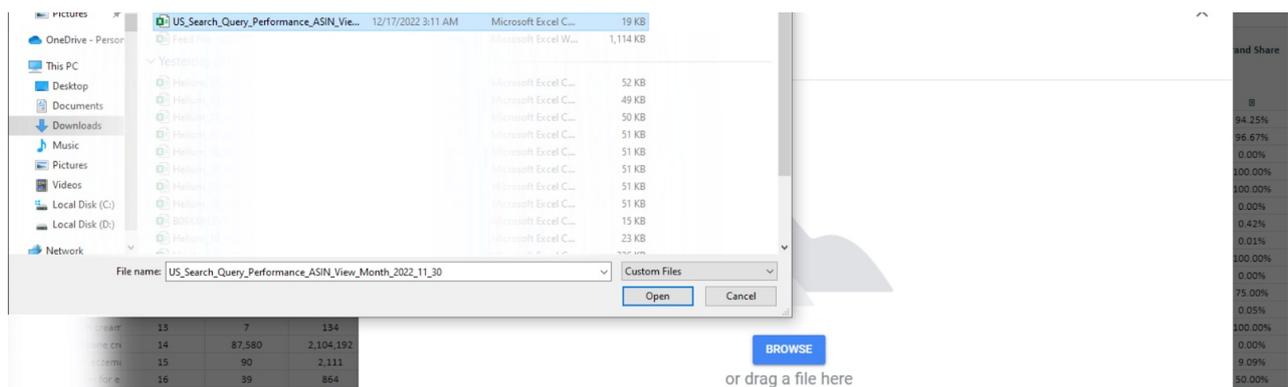
Displaying 18 of 33 columns Customize Columns (33)

Search Query	Search Query Score	Search Query Volume	Search Funnel - Impressions			Search Funnel - Clicks			Search Funnel - Cart Adds			
			Total Count	ASIN Count	ASIN Share	Total Count	ASIN Count	ASIN Share	Total Count	Cart Add Rate	ASIN Count	
Hydrocortisone Cream - For Eczema Pro...	1	575	14,082	934	6.63%	263	45.74%	62	23.57%	12%	22.43%	37
Hydrocortisone Cream - For Eczema Pro...	2	265	6,474	440	6.8%	125	47.17%	26	20.8%	6%	18.87%	14
Hydrocortisone Cream - For Eczema Pro...	3	59	1,350	94	6.96%	36	61.02%	11	30.56%	2%	38.98%	5
Hydrocortisone Cream - For Eczema Pro...	4	29,619	679,729	950	0.14%	12,936	43.67%	2	0.01%	5,311	13.61%	1
Hydrocortisone Cream - For Eczema Pro...	5	437	10,179	30	0.29%	163	37.3%	2	1.23%	80	18.31%	1
Hydrocortisone Cream - For Eczema Pro...	6	15	289	22	7.61%	5	33.33%	2	40.0%	1	6.67%	1
Hydrocortisone Cream - For Eczema Pro...	7	2	38	4	10.53%	3	150.0%	2	66.67%	1	50.0%	1
Hydrocortisone Cream - 1 lb	8	5	135	10	7.41%	1	20.0%	1	100.0%	1	20.0%	1
Hydrocortisone Cream - 1 lb	9	7	174	7	4.02%	4	57.14%	1	25.0%	2	28.57%	1
Hydrocortisone Cream - 1 lb	10	1	19	2	10.53%	1	100.0%	1	100.0%	1	100.0%	1

Note: Reports are available to download from 09/01/2022 onward. If the date filter is set prior to this date, you won't be able to download the report.

Step 2:

- Access the downloaded file and import it to your Market Share Report worksheet



- Next, apply the following filters:
 - Filter ASIN Share Purchases – in between 0-49
 - Filter Search Query Score 1-50
 - Sort the Search Query Volume from largest to smallest
 - Focus on the top 50 “ranked” search query results for the new phase 4 process but ignore queries where we have 50% or greater market share for Purchases (far right column).
 - If we have 50% or greater ASIN Share Purchases, ignore that query as we’re already somewhat

established on that term and can look to target another term where we have less market share.

Search Query	Rank
sage	1
sage candles for cleansing house	2
sage sticks	3
gifts for mom	4
white sage	5
wedding registry by brides name search	6
mens gift set	7
organic soap for men	8
new mom gifts for women	9
mothers day gifts	10

Note: We do not change the entire keywords from Phase 3 or Phase 4 Round 1 SEO. Instead, we supplement the existing search terms using the keywords from the search query performance data.

- This is somewhat like Phase 2 SEO, in which we do the SEO per ASIN. If we are dealing with parentages, we still need to get the search query performance data at an ASIN level and supplement the existing keywords with the exact keyword phrases we get from Phase 4 SEO. One search query performance data per ASIN.

(Stay under the length limit, which ranges from 246-249 characters, NOT bytes. Amazon has recently become stringent about this process and is now counting white spaces.)

Where to Apply:

- Title
- Bullets
- Description
- A+ Content crawlable text
- Back-end search terms
- Alt text
- Advertising

Note: For SEO, focus on backend search terms and Alt-Text.

Where to Track:

- In your Phase 4 report, add several columns to the right to add the following columns

Product ID	Product Name	Item Type	Product Note	Parent SKU	Parent Percentage	Search Terms	Organic KW	Search Query	Current Title	New Title	Bullets	Description	A+ Crawlable Text	End Search	Alt Text	Advertising
ASIN	Mom Set Gift Basket for Women -	Luxury Bath Set Soap Bar, Body Lotion, & Bath Bomb	mom women gift	286	3.301			February 2022: (
ASIN	Age of Sage Sm incense	Parent	fresh camphr bi	288	937			February 2022:								
ASIN	Age of Sage - St incense	Smudge Sticks F Child	fresh camphr bi	288	937											
ASIN	Age of Sage Wh incense	Smudge Sticks F Child	fresh camphr bi	288	937											
ASIN	Age of Sage Wh incense	Smudge Sticks F Child	fresh camphr bi	288	937											
ASIN	Age of Sage Wh incense	Smudge Sticks F Child	fresh camphr bi	288	937											
ASIN	Age of Sage Wh incense	Smudge Sticks F Child	fresh camphr bi	288	937											
ASIN	Age of Sage Wh incense	Smudge Sticks F Child	fresh camphr bi	288	937											
ASIN	Macho Soap Bar bath-soaps	Scent Soap pane Child	cedar citrus sawe	288	3.589											
ASIN	All Natural Mens bath-soaps	Scent Soap pane Child	soap men naturz	286	3.589											
ASIN	All Natural Mens bath-soaps	Scent Soap pane Child	soap men naturz	286	3.589											
ASIN	Dampel Scent N bath-soaps	Scent Soap pane Child	men soap naturz	290	3.589											
ASIN	Dampel Scent N bath-soaps	Scent Soap pane Child	men soap naturz	290	3.589											
ASIN	Momstir Funny I wine-glasses	Parent	anniversary gifts	291	2.776											
ASIN	OK BOOMER F wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	I Kissed a Dog a wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	Tired as a Mothe wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	Reindig Beach F wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	I Can't Adult Tod wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	Nope Not Today wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	Nanaimo! on the wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	Limited Edition I wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	Best Wife Ever E wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	ASIN		anniversary gifts	291	2.776											
ASIN	Best Husband G wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	Run Now Wine L wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	ASIN		anniversary gifts	291	2.776											
ASIN	My Quarantine E wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	Savage Classy E wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	You're My Fines wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	When I Slip You I wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	ASIN		anniversary gifts	291	2.776											
ASIN	W.I.N.O.S. Wom wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											
ASIN	Hikuna Mosaic wine-glasses	FUNNY-WINE-G Child	anniversary gifts	291	2.776											

Note: Once Phase 4 SEO has been implemented in the backend, the SEO specialist will inform the Ads specialist and Copywriting Team Lead of the said update, as well as the SQP data used to target Ads and Copy update (supplement, not FULL copy update).

- In the Search Query Column, write down the month of the query, all the queries you're targeting for each qualifying parentage, as well as the PURCHASE ASIN share % for that specific query so it would be written something like this: February 2022: Gifts for Mom (.05%), Mothers Day Gifts (0%), Mom Gift Basket (10.53%) - this will help us track whether our brand share went up or down after our change
- Then copy and paste your current title to the next column just so we have a record of it and insert the search queries you're targeting at or near the beginning of the new title you create using those queries in exact match and copy and paste that version into the next column and update the PDP
- Then get an iteration of the search queries you're targeting into the bullets, description, A+ crawlable text, and Alt-Text, and also create an advertising campaign specifically for these queries and the qualifying ASINs and click the checkbox to indicate that all this has been done
- Update all the child SKUs in a qualifying parentage assuming the search queries make sense for every child SKU in that parentage

Step 3:

- Next, add these keywords to the keyword tracker tool within Helium10.
- By adding the keywords to the tracker, you will be able to quickly ascertain the current ranking for these keywords on current products within the brand and then will allow us to focus more heavily on bringing the ranking up to 1-10 on products where the ranking is over 10 (and is a relevant keyword)
- Detailed information on how to keyword track is explained below - [Keyword Tracking - Full SOP](#)

Links to other SEO Phases:

- [Phase 1 SEO](#)
- [Phase 2 SEO](#)
- [Phase 3 SEO](#)

