

SEO SOP: Optimization of Title, Bullets, & Description

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Optimization of Title, Bullets, & Description



Who Is This For : This SOP is for individuals who want to optimize the title, bullet points, and description of their product listings on Amazon.



Objective: This SOP provides guidelines and best practices for optimizing the title, bullet points, & description for Amazon listings while adhering to Amazon's terms and conditions.

Optimization Process

How to Optimize

- Load up to 1,000 lines of the Master Keyword List (MKL) into [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 title, bullets, and descriptions content or draft into Scribbles. If you used ChatGPT to generate the copy, you may copy-paste the title, bullet points, and description onto Scribbles to see what other keywords can be integrated into the copy.
- Use the boxes on the right side (on Scribbles) to rewrite their content with optimization, following the MAG guidelines below.

Optimizing Titles

Title Outline

The title 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 Optimization Dos

- 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 Master Keyword List (MKL), 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 title with the variation, such as the size or color of that ASIN.

Title Optimization Don'ts

- 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 requested by the client or if 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 Master Keyword List (MKL).
- 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 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 ~ ! * \$? _ ~ { } # < > | * ; ^ - ;
- Do not use subjective commentary, such as "Hot Item" or "Best Seller."

Do:

- ✓ Provide a short, descriptive title for the product that will help customers quickly identify its key features
- ✓ Write numbers as numerals (2 instead of two)
- ✓ Include the brand, series, model number, product type, colour and size if applicable
- ✓ Use title case (capitalise the first letter of each word – except: the, and, or, for, a, an, in, over, with)
- ✓ If a bundled product, state quantity in brackets (eg. 16-pack)
- ✓ Include the following information, where applicable:
 - Brand name, series and model number
 - Size and colour
 - Product type; defining characteristics/key features
- ✓ We recommend that every title should start with brand, series and model number (where applicable); the order of the other information is up to you, but consider whether it will help customers understand what the item is
- ✓ Use the Promotion Manager tool to include price messaging, rather than the product title

Don't:

- ✗ Include too much information. Titles should contain the minimum information needed to identify the item. More info makes it hard for customers to scan and identify the item, and may harm your search results (see section 5)
- ✗ Use all capitals, as it's hard to read
- ✗ Use subjective adjectives eg "awesome", "great". Keep it factual and descriptive
- ✗ Use HTML tags or special characters not on a standard keyboard (eg. ®, ©, ™ or other Type 1 High ASCII characters)
- ✗ Include detail specific to your listings, eg. price, your business name or "Free Shipping". Remember that the detail page, including the title, will be used by all sellers

Sample of an Optimized Title:

Age of Sage Natural Bar Soap Gift Set for Men - Vegan Bath Handmade Cold Process Artisan Soap with Essential Oil, Aromatic All Moisturizing Wash Soaps, Fragrant Masculine Scent (4 Pack)

Visit the Age of Sage Store
 4.4 ★★★★★ 1,196 ratings | 15 answered questions

Amazon's Choice in Bath Soaps by Age of Sage

50+ bought in past week

Price: **\$16.99** (\$4.25 / Count)
 FREE Returns

Get a \$60 gift card instantly: Pay \$0.00 upon approval for the Amazon Store Card. No annual fee. [Learn more](#)

Scent: **Masculine**

	\$16.99 (\$4.25 / Count)		\$16.99 (\$4.25 / Count)		\$16.99 (\$4.25 / Count)
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Optimizing 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?"

Bullets Optimization Dos

- Follow the outline of the current bullets.
- If the current information is short, duplicated, or incoherent, reformulate each bullet with its own thought process.
- 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, symbols, or emojis are allowed.**
- Identify words or phrases that are prohibited on Amazon and rewrite them without claims.
- Identify words in the MKL that are relevant to the current words in the copy.
- Rewrite those sentences, replacing those words with keywords and phrases.
- Incorporate as many SEO and long-tail keywords as possible and maintain the flow of the bullet point.
- Keep the SEO added in each bullet relevant to the headliner and sentence.
- Bullet points should comprise 200-300 characters, not exceeding 500. (Unless it is restricted by category, which will be mentioned in the Notes tab)
- Follow the current writing style.
- Readability is more important than SEO.

- Ensure product details, including dimensions, compatibility, and uses, are specific and correct.
- Sentences should be clear, short, and to the point.

Bullets Optimization Don'ts

- Avoid generalization words such as “this product” or “the item” as they are impersonal.
- Avoid starting sentences with words such as “This” Try using “Our” instead.
- Avoid making a sales pitch.
- Avoid symbols and abbreviations.
- Do not remove original content unless it breaks Amazon policies. You are optimizing it, not changing it.
- 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
- Do not quote outside sources, including customer reviews.
- Do not do a call-to-action or make the reader feel bad about themselves.
- Do not use prohibited words or phrases.
 - SEO SOP: Prohibited Amazon Terms & Phrases
 - Prohibited & Restricted Keywords for Amazon Copy and Search Terms (Words You Can't Use)

Sample of Optimized Bullets Points



About this item

- **MEN'S SOAP BAR MASCULINE SCENT:** Rejuvenate your mind, body, and soul as Age of Sage lets you feel an excellent bathing shower experience with its Handmade Masculine Scent mens bar soap. Each body bar soap is made with a distinctive natural soap for men or a masculine-inspired fragrance that cleanses your skin while keeping it moisturized and nourished.
- **EXQUISITE HANDMADE SOAP BARS:** Make your man feel like royalty with our set of 4 vegan soap bar care package for him. Enjoy the sudsy indulgence from all natural ingredients like olive oil, shea butter, and essential oils for a heavenly scent. This Valentine gift for him is sure to elevate his shower game and leave him feeling fresh, clean, and smelling like a king. Give the gift of clean with this Valentine's Day mens soap sets.
- **UNIQUE GIFTS IDEAS:** Our 4 individually wrapped soft soap bars in a classic box is for anyone. Just add a ribbon, ready to go as a gift. Have this on Mother's Day, Birthday, Christmas, New Year's, Thanks Giving, House Warming, Holiday Gifts for Men and vegan gifts for women, or just-because pampering items to make that special person in your life feel special after a long work day.
- **COLD PRESSED ARTISAN SOAP:** Stay fresh and find pleasure with our Charcoal Aloe, Cool Water, Mountain Air and Dead Sea Scrub Soap. We employ the cold process soap making method mixed by hand in small batches to ensure the quality of the product.
- **ALL-NATURAL BODY SOAP BAR:** Our handmade soap collection is infused with handcrafted vegan ingredients, including Coconut Oil, Canola Oil, Soybean Oil, Shea Butter, Water, Sodium Hydroxide (Lye) Olive Pomace Oil, Sunflower Oil, and Fragrance. This is nature in a bar!

Optimizing 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.

If the listing has a current description, optimize, and build off of it just as was done with the bullets.

If the listing does not have a current description, write one following the guidelines below.

Description Optimization Dos

- Summarize the product in short but clear sentences.
- Stay within the 2,000-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't."
- 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.
- Even if the A+ Content covers the description, remember Google still crawls these, so be informative!

Description Optimization Don'ts

- 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

Sample of Optimized Description

Age of Sage is the brand of choice for those few moments to yourself at the end of every day. Our unique, bespoke bar soaps for men and women are great for high-quality gifts, personal items, and home goods. We employ the cold process soap-making method mixed by hand in small batches to ensure the quality of the product. We're here to help you create a self-care space with various delectable scents. Our bundle scented soap-in-a-box comes in a pack of four variety bars with the same quality from the most all-natural soap bar ingredients that are moisturizing and easy on the skin. Our men's bar soap collection is infused with handcrafted vegan ingredients, including Coconut Oil, Canola Oil, Soybean Oil, Shea Butter, Water, Sodium Hydroxide (Lye), Olive Pomace Oil, Sunflower Oil, and Fragrance. Just add a ribbon, ready to go as a gift. Have this on Mother's Day, Birthday, Christmas, New Year's, Thanks Giving, House Warming, Holiday Gifts for Men and Women, or just-because pampering items to make that special person in your life feel special after a long work day. Rejuvenate your mind, body, and soul as Age of Sage lets you feel an excellent bathing experience with its Handmade Masculine Scent Bath Soaps. Each body bar soap offers a distinctive masculine-inspired fragrance that cleanses your skin while keeping it moisturized and nourished.

Reviewing Your Work

Copywriting QA Checklist

- Ensure the Master Keyword List (MKL) used is relevant and appropriate to the listings being optimized. There should be 1 MKL per parentage / similar products.
- Avoid merging sentences. Keep each sentence short and to the point.
- Avoid adding words over 3 syllables unless working with scientific terms or part names.
- Avoid adding your personal touch or personality to the writing.
- Do a Grammarly check and review your current writing for any spelling and grammatical errors. Analyze each suggestion; AI does not always know best. Read it as you check Grammarly to make sure it flows correctly.

Before uploading or implementing any changes, it is important to communicate, and get client's approval first. Include the approval proof (screenshot or fireflies call link) as Task Details or as a Comment.

