

How to structure a **High-Converting** listing on Amazon



WELCOME!

Thanks for downloading our free guide, **we're ShopHowell**

Our mission is to make e-commerce easy for small businesses and brands like yourself so you can get ahead on Amazon!

In this guide, you're going to learn how to create a kick-ass Amazon listing that will help you beat the competition

LET'S DO IT!

SHOPHOWELL

Basic Concepts

Before we get started, let's get you up to speed on a few concepts that are necessary to have a better understanding of sales and Amazon

Product Listing

This is the product's page on Amazon, which includes the title, images, bullets, product description, keywords, back-end keywords, and more!

Listing Optimization

Involves the process of upgrading product pages to improve their search visibility, click-through rate (CTR), conversion rate (CR), and generate more sales

Search Visibility

This is the number of times someone views your product pages. It depends on how your product is ranked VS. competing products in Amazon's system

Click-Through Rate (CTR)

This is the percentage of customers who view and click on your product. The higher the CTR, the more relevant your product listing is

Conversion Rate

This involves the percentage of customers who buy your product. The higher your conversion rate is, the higher your sales are

Listing



Roll over image to zoom in

D'Serv Hair Damage Reversal Elixir Oil | Regrows Hair on Scalp, Edges & Beard | For All Hair Types (4 oz)
Brand: D'Serv

\$24.99 (\$6.25 / Fl Oz)

Unlimited 3% back: Earn rewards on everyday purchases at Amazon.com with the Amazon Rewards Visa Card.

Size: **4 Ounce**

2 Ounce \$12.99 (\$6.50 / Fl Oz)	4 Ounce \$24.99 (\$6.25 / Fl Oz)
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- 🌿 **HAIR GROWTH OIL:** Formulated with omega fatty acid & natural oils to stimulate hair growth & prevent hair loss
- 💎 **RESTORE:** No more thinning edges, bald spots, shedding, & breakage with our hair growth treatment
- ✅ **SATISFACTION GUARANTEE:** All our products have a 100% Satisfaction Guarantee and are **MADE IN THE USA**
- 🌱 **PLANT-BASED:** Packed with Castor Oil, Almond Oil, Aloe Oil, & Sunflower Oil to strengthen the hair shaft
- ❤️ **HOW TO USE:** Apply a few drops on your scalp & massage with your hands. Use it twice a day, morning & night

The main parts of a listing are:

Title

Bullets

Product Description

Images

Back-End Keywords

We will be going through each part, explaining the best practices to create and write each of them

Keyword Research

Okay but... what's a Keyword?

A keyword is the term or set of terms that users use when they search in search engines

For Example

If you want to buy a new laptop on Amazon, maybe you can search *"hp laptop i7"*. With those keywords, Amazon will search for products that meet that criteria and will show them to you

Another keyword can be *"perfect laptops for college students"*, what this means is that you have to be very creative and specific while thinking about keywords that can describe a product

It may seem like a lot of work but don't worry, there are incredible tools that can make the process easier

Let's go through the process together!

Keyword Research

The first thing you need to do is create a list of possible keywords for the product listings, you can create it on Excel or any other software.

Follow the next steps:

Brainstorm

Write down all the words and phrases you can think of that describes the product

Look into competitors pages

Go to Amazon.com and look at other similar listings, write down the words and phrases they use to describe their products

Select the most relevant keywords

Narrow down your list and select the most relevant keywords for the product. Try to select at least 15 of them

Save the list

With that listing we will be writing the title, using them on the bullets, product description, and adding them at the back-end of Amazon

You will be using those most relevant & highly searched keywords on the listing

There are a lot of tools to optimize this process, like JungleScout, Helium 10, Sellis, and more! You can test to see which one works best for you and fills your needs

Title

The title is one of the most important parts of the listing because Amazon generates a canonical URL for search engines to find the product. This means that you will need to add the MOST important keywords in your title because it helps you organically rank for those important keywords in Amazon's database

It's necessary to mention that while creating the title you need to follow Amazon's guidelines and recommendations on how to organize the information

Here are the guidelines for a few categories:

Grocery & Food

[Brand] + [product type] + [size/style/flavor] + [quantity (if applicable)]

Clothing & Accessories

[Brand] + [department/ (and Special Size, if applicable)] + [product name] + [size*] + [color]

Health & Personal Care

(Brand) + (Feature) + (Product Type) + (Model Number) + (Size) + (Package Count) + (Color) + (Scent) + (Flavor)

Title

With that information in mind, follow the next steps to create the title:

1. Select 3-5 most important keywords from your keywords list

These keywords have to encompass the product name, type, and most important features you want to emphasize

2. Structure the information, maintaining the template for each category

3. Make sure your title is 80-100 characters!

The maximum amount of characters is 200, but lately, it's better to do shorter and more precise titles

4. Easy to read

Make sure your title is easy to read, informative and engaging. Adding adjectives like “premium, deluxe, professional, beautiful” to describe your product can make your title more enticing for buyers to click on

5. Use a dash to create separation between the information

Example:

ParentCo Electrical Outlet Cover Plate For Baby Proofing |
Easy Installation (4 Pack)

Bullets

In the bullets, you get a chance to **explain your product's features and benefits in a better way**. They include the most important information about the product in a way that connects with customers' needs and emotions. A good way to do this is to awaken desire, familiarity, and nostalgia with the product

**Each listing has 5 bullets, with 100-200 characters each.
Follow the next template to write them:**

Main Goal: Grab attention

1

Answer this question: *Why should the customers buy this product?*
Add the most important aspects of the product and the keywords you want to rank. Some people only read this bullet, make sure you put here why customers need this product in their lives

Main Goal: Add value

2

Answer these questions: *What's included with your product? What's the added value the customer will receive with this product?* The idea is to let customers know that they will be getting an experience with this new product, make them think about the future life they'll have after using/consuming this product

3

Main Goal: Guarantee

Make sure you put here that the product has a 100% Satisfaction Guarantee, and that you're customer's purchase is protected

Bullets

4

Main Goal: Extra benefits and uses

Answer these questions: *Where can customers use this product? How can customers use this product? What benefits will they be getting?* Add all the extra benefits and uses the product has

5

Main Goal: Gift/Perfect for

Most people look for gifts on Amazon. Make sure you add how you can gift this product to a special person. Also, you can add information about which target audience you are aiming for

Important!

- Remember to use the keywords you have on your list
- Use a vocabulary that matches the brand's
- Make sure the bullets are easy to read and informative
- You can use emojis to enhance the bullets

About this item

- 🧑‍🦱 HAIR GROWTH OIL: Formulated with omega fatty acid & natural oils to stimulate hair growth & prevent hair loss
- 💎 RESTORE: No more thinning edges, bald spots, shedding, & breakage with our hair growth treatment
- ✅ SATISFACTION GUARANTEE: All our products have a 100% Satisfaction Guarantee and are MADE IN THE USA
- 🌻 PLANT-BASED: Packed with Castor Oil, Almond Oil, Aloe Oil, & Sunflower Oil to strengthen the hair shaft
- ❤️ PERFECT GIFT: Gift your loved ones longer, fuller, & healthier hair this Valentine's Day

Description

The description is the section where the customers look for more detailed information about the product

Keep in mind these key aspects while making the description:

- It should be between 1000-2000 characters
- It should be segmented in paragraphs so it doesn't look heavy and full-packed with information
- Add the keywords you weren't able to use before
- Have the information bulleted

Follow this template:

- **Brand information**

Create two sentences with information about the brand experience

- **Product's benefits**

Have a bulleted list with the benefits, highlights, and most important features

- **Specifications**

Add information about the product size, ingredients, and dimensions if necessary

- **What's included**

Mention all the items that will come in the box, if necessary.

- **Special recommendations**

Add information about another product that goes well with the current listing

- **Guarantee**

Make sure you specify the information about the guarantee

A+ Content

A +Content is a listing's product description of brand owners which allows them to tell their brand story with enhanced image and video content

It gives you the opportunity to present information like:

- Competitors' comparisons
- Product's uses
- Product's benefits

And more with high-quality visuals

To have access to A+ Content you need to have
Amazon's Brand Registry

D'Serv

RESTORE Broken Bonds

D'Serv Professional Hair Care was founded on the belief that everyone deserves a second chance at healthy hair. Our products are designed to help rebuild broken bonds between you and your hair and get results that leave you feeling confident, beautiful, and in control

Our concentrated natural, plant-based deep rooter conditioner helps soothe and exfoliate your scalp to remove dandruff

All products are made by salon professionals with over 36 years of experience to help restore your hair confidence

MADE IN USA **PARABEN FREE** **CRUELTY FREE**

How to use:

- Apply to damp or wet hair
- Massage your scalp
- Wash out, or leave-it applied to improved results

COMBAT HAIR LOSS & End Dry Hair Days

Prevent breakage, reduce thinning, add moisture, hydrate and detangle your hair with our Silk Milk Conditioner

Sage Extract: Nourishes hair follicles, improves the overall quality of your hair, and rejuvenates dry or thinning hair

Leaf Juice: Adds volume to hair, gives natural shine, and reduces itching and dandruff

Aloe Vera: Promotes hair growth, prevents itching on the scalp, reduces dandruff, and conditions your hair

Lemongrass: Strengthens hair follicles which helps fight hair loss

Silk Milk RESTORED CONDITIONER

NO SODIUM LADRYL OR LARRETH SULFATES
FRITATING & STRENGTHENING
HELPS MINIMIZE SPLIT ENDS & SHEDDING
MAINTAINS HEALTHY HAIR

Images

The images are one of the most important parts of the listing. Some customers will **ONLY** read the title and watch the images, so we have to make sure they have enough information to convince the customer to buy the product

They need to be:

- High-quality with the best possible lighting
- A combination of product images, lifestyle images, and infographics
- Add the same information you put in the bullets
- Dimensions: 1,500x1,500 px
- Format: PNG, JPG, JPEG, GIF

Amazon gives you the opportunity to add up to 9 images per listing

Main Image

The main image is relevant for CTR and CR, this is the picture customers will see on Amazon's search results. You want to make it attractive so they can click on the listing.

Recommendations:

- Use a professional, high-quality photo with white background
- The product must fill 85% of the image
- The product needs to be attractive, easily recognizable, and well lit
- Don't add any text to the image
- Don't show product packaging

Images

Additional Images

The additional images are basically the ones that will give all the product information. Here we'll need to make infographics and show lifestyle images. You can add images that show:

- Extra product shots: you can show the product from different shots (back, packaging, etc)
- Product's benefits: create a few infographics highlighting all the benefits, remember that the main goal is to sell an experience
- What is included: show images of which products are included when you make the purchase, for example, if it's a six-pack you need to show the six products
- Specifications: add infographics with the size, measurements, ingredients, certifications, and claims
- Products' uses: make sure you highlight who and how customers can use the product and how it will affect their lives



**We hope this guide was
very helpful for you and
your business!**

**For more information, schedule a free consultation
shophowell.us**



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