Amazon SEO
Masterclass

Get Your Products to the Top of Page 1 and Maximize Sales!

Struggling to rank your products on Amazon? 💡 What if I told you there's a proven formula that can take your listings from invisible to IRRESISTIBLE in just a few steps?

In this masterclass, I'm going to show you how to dominate Amazon search results with insider SEO strategies that most sellers have NO IDEA exist. Ready to skyrocket your sales? Let's dive in!

Amazon SEO (Search Engine Optimization) refers to the process of optimizing product listings on Amazon to improve their visibility in search results, increase click-through rates (CTR), and drive sales. It involves strategically placing relevant keywords and creating high-quality content to align with Amazon's search algorithm, known as **A9**. The goal is to rank higher on search results pages, as most shoppers rarely look beyond the first page.

Amazon SEO component, from most impactful to those that most sellers don't utilize! (and how you can beat them)

1. **Title**: Incorporating primary keywords upfront.
2. **Backend Keywords**: Hidden keywords that increase discoverability.
3. **Bullet Points**: Descriptive and SEO-optimized features/benefits.
4. **A+ Content & Alt Text**: Enhances indexing for additional keywords.

Key Components of Amazon SEO:

1. **Keyword Research:** Identifying high-volume, relevant keywords using tools like Helium 10, Jungle Scout, or Amazon's auto-suggestions (We recommend Helium 10)
2. **Content Optimization:** Using keywords naturally in titles, bullet points, and backend keywords.
3. **Image Optimization:** High-quality images with keyword-rich alt text to enhance discoverability and conversions.
4. **A+ Content:** Visually appealing and keyword-optimized descriptions to boost sales and indexing.
5. **Regular Updates:** Monitoring trends and updating listings to gain a bigger audience. This includes tracking our SEO ranking for keywords, adding new keywords, and finding relevant keywords that have seen an increase in search volume

Why Amazon SEO is Important

- **Visibility**: Most sales come from listings on the first page of search results.
- **Sales Growth**: Optimized listings attract more clicks and conversions.
- **Cost Efficiency**: SEO reduces dependency on paid ads by driving organic traffic. We want to aim for the **80/20 Rule**

80/20 Rule- We want 80% of sales coming organically from successful keyword ranking and a high BSR rank, while 20% should consistently from PPC campaigns to always keep us competitive By combining **SEO** with **PPC campaigns** and strong product fundamentals (pricing, reviews, and visuals), sellers can dominate search results and increase profitability!

Let's get started.

Keyword Prioritization for Amazon SEO

Although all components of your Amazon listing are important for SEO, some have a bigger impact than others.
Title > Backend Keywords > Bullet Points > A+ Content > Alt Text Focusing on the top three elements ensures better visibility in search results and a higher likelihood of conversions, while the last two are highly underutilized by Amazon sellers.

Step 1: Create a Master Keyword List (MKL)

The first step is to make a Master Keyword List, which contains all the relevant keywords we want to add to our listing based on how well our main competitors are ranked for it. Remember, if our competitors are having success with these keywords, we can too.

Keyword Phrase	Search Volume	Relevancy	B075473RBK	B07XRJJNSJ	B0CG99R37X	B0B5T9F74X	B091FPCLRV	B08KQGSMBT
bathrobes wome	1923	6	17	1	29	18	6	-
dressing gown w	854	6	16	29	8	20	12	-
womens robe	321	6	19	25	2	15	4	-
robe for women	217	6	17	26	3	15	5	-
dressing gowns	19865	5	14	25	6	60	21	-
dressing gown	16875	5	11	72	15	88	21	10
women's robes	7508	5	7	27	4	58	16	-
dressing gown	5022	5	8	42	24	26	13	-
bathrobe	1682	5	29	2	56	61	12	9
women's dressin	1469	5	17	49	8	27	23	-
womens dressin	1401	5	3	66	4	13	11	-
dressing gowns	1175	5	4	132	11	19	18	-
bathrobes	1049	5	10	3	79	81	22	17
robe women	717	5	27	36	4	12	1	-
fleece dressing	379	5	22	-	1	27	11	-
bathrobe women	379	5	6	1	9	44	3	-
ladies dressing	368	5	22	-	4	28	5	-
dressing gowns	335	5	20	57	6	24	17	-
woman dressing	317	5	7	63	9	18	20	-
dressing gown fo	308	5	5	55	9	16	13	-
warm dressing g	281	5	1	152	7	26	19	-
dressing goen	248	5	11	94	22	90	18	14

Identify Competitors:
Search your main product keyword on Amazon. If you don't know what your main keyword with the highest search volume is, use:

Helium 10 Cerebro:

1. Enter your ASIN (or competitor ASINs) into the tool.
2. Filter results by **Search Volume** to find high-traffic keywords.
3. Look for the most relevant keyword (aligned with your product and category).

Search that keyword into Amazon's search results.

Use Helium 10 to sort by revenue and extract up to 9 ASINs from top-selling competitors (including yours).

Add all ASINS into Helium 10 Cerebro:

1. Set a **search volume minimum of 200** to focus on keywords with sales potential- we only want to target keywords that generate consistent sales.

Word Count ⓘ		Search Volume ⓘ		Time Period ⓘ
Min	Max	200	Max	📅 Current

2. Export results to a CSV file and open in Google Sheets. Should look something like this:

Analyze Competitor Keywords:

1. We want to delete every column except: **Keyword Phrase, Search Volume, and all the ASINS**
2. Create a new column next to Search Volume for **"Relevancy"**. We want to add this criteria

	fx =COUNTIF(D2:K2, "<30")									
A	B	C	D	E	F	G	H	I	J	K
Keyword Phrase	Search Volume	relevancy	Our Product	B081TLJ4LD	B07L4LXWCW	B0CCNV7ZYK	B093TJWFT8	B09Q31M3JL	B0C4B63WJ8	B01N3945QM
pouch underwea	2552	6	7	61	1	16	12	13	19	73

What is this for? Our relevancy score shows us how many of our competitors are ranked in the top 30 for that keyword. We set the criteria to the top 30 rankings as that is where the majority of sales happen for each keyword.

For example, if a keyword has a relevancy score of 8, that means 8 of our competitor ASINS are ranked in the top 30 for that keyword. This means:

1. Highly relevant keyword for our product
2. We can achieve a high rank also as most of our competitors are
3. Prioritize keywords most relevant to your product that are proven to generate sales.

Simply drag down the formula to all the keywords, and each keyword will get its own relevancy score.

Score Keywords:

Simply drag down the formula to all the keywords, and each keyword will get its own relevancy score. (Hit autofill)

Assign relevancy scores to keywords.

Higher relevancy = higher priority.

Use these keywords to optimize your title, backend, bullet points, alt text, and A+ content.

We like to make it as easy as possible to identify our most important keywords via color coding as shown below:

Keyword Phrase	Search Volume	relevancy
pouch underwea	2552	6
manmade under	1445	6
all citizens elite t	491	6
boxer briefs, sup	260	6
david archy men	600	5
ball hammock ur	448	5
mens sack unde	415	5
underwear for m	330	5
ball hammock pc	315	5
ball holder under	313	5
ball lifter mens u	310	5
boxers that hold	300	5
mens underwear	279	5
ball sac underwe	257	5
tommy john ham	231	5
comfy balls unde	221	5
krakatoa underw	1915	4
ball pouch under	1657	4
bulge hiding und	658	4
men's pouch und	509	4
mens sack unde	496	4
mens ball pouch	455	4

Pro Tip: Manually go through each keyword to see if its applicable to your product: We don't want keywords that are:

1. Competitor Brand names (as they can remove our listings)
2. Patented Keywords
3. Keywords with spelling errors (Only suitable to put into our backend and alt-text)
4. Not describing what our product is

We like to **BOLD** keywords with a high search volume (above 1000) and a high relevancy score (more than half of competitors being ranked in the top 30). These are keywords we want to have as **EXACT MATCHES** in our title, bullet points, and backend search terms.

Step 2: Title Optimization

Keep It Simple and Strategic:

Main keyword (highest search volume and relevancy) should appear at the front of the title.

We want our main keyword **BEFORE** our brand name because:

1. Shows Amazon that this is our most important keyword and most relevant
2. Lets the customer know right away what our product is
3. Nobody cares about your brand name (sorry) unless you're a large brand (Dove, Nike, etc). Big brands have a high enough search volume, you most likely don't. Amazon customers care about many things (Images, prices, reviews) and your brand name most likely isn't one. Just have a look at this top seller's title, making millions on one product:

Some categories let you have a keyword before your brand name while some categories don't, so you have to test it out yourself. Ideally we want our main keyword prior to our brand name.

Title Format: Brand Name + Top Keyword + Supporting Keywords + Product Features.

Stay under **200 characters**, with the most important content in the first 80 characters for mobile.

Best Practices:

Avoid keyword stuffing.Don't drastically change the title all at once—opt for gradual improvements.

No competitor brand names to prevent Amazon flags.

Crafting Titles:

Use keywords you rank in the **top 50** for and have at least 1,000 search volume (Run Helium 10 Cerebro for this). We are adding this to our title so we can get an even higher organic rank.

Make sure they are highly relevant to your product.

Exact matches of these keywords should also appear in your bullet points.

For example if this were our title:

Westlane Linens 100% Egyptian Cotton Terry Toweling Bathrobe Hotel & Spa Quality Unisex Dressing Gown Bath Robes for Men & Women

And our main keyword we were in the top 50 for are:

1. **Women's Bath Robes (7500 search volume)**
2. **Men's Bath Robes (3000 search volume)**

We would change it to:

Westlane Linens **Women's Bath Robes - Men's Bath Robes,** Unisex Dressing Gown Bath Robes for Men & Women, 100% Egyptian Cotton Terry Toweling Bathrobe Hotel & Spa Quality

Most customers won't read past the first 80 characters, so don't worry about it being as appealing as possible; rather make it as optimized.

REMEMBER, TEXTS ARE FOR ROBOTS, IMAGES ARE FOR PEOPLE!

This is not a set once and leave it process; you want to constantly optimize your title.

1. Add new keywords we want to aggressively rank for
2. Remove keywords inefficiently ranking or too competitive.
3. Always track your progress

Step 3: Backend Keywords

Generic Keywords ⓘ *Zapatillas para deportes acuáticos; Derek Rose; Electricic*

500 Characters of Gold:

Use backend search terms to include smaller, relevant keywords you couldn't fit in visible content.

Add spelling variations, Spanish terms, and long-tail keywords.

Spanish terms are heavily underutilized in the USA marketplace, especially where there is a heavy demographic.

Avoid duplicates and irrelevant terms.

1. We want to copy the 50-60 most relevant keywords from our Master Keyword List based on their relevancy score.
2. Take these keywords to **Helium 10's Frankenstein** and run it through.
3. Make sure the "Remove duplicates", "convert to lowercase", and "Add only spaces" are checked.
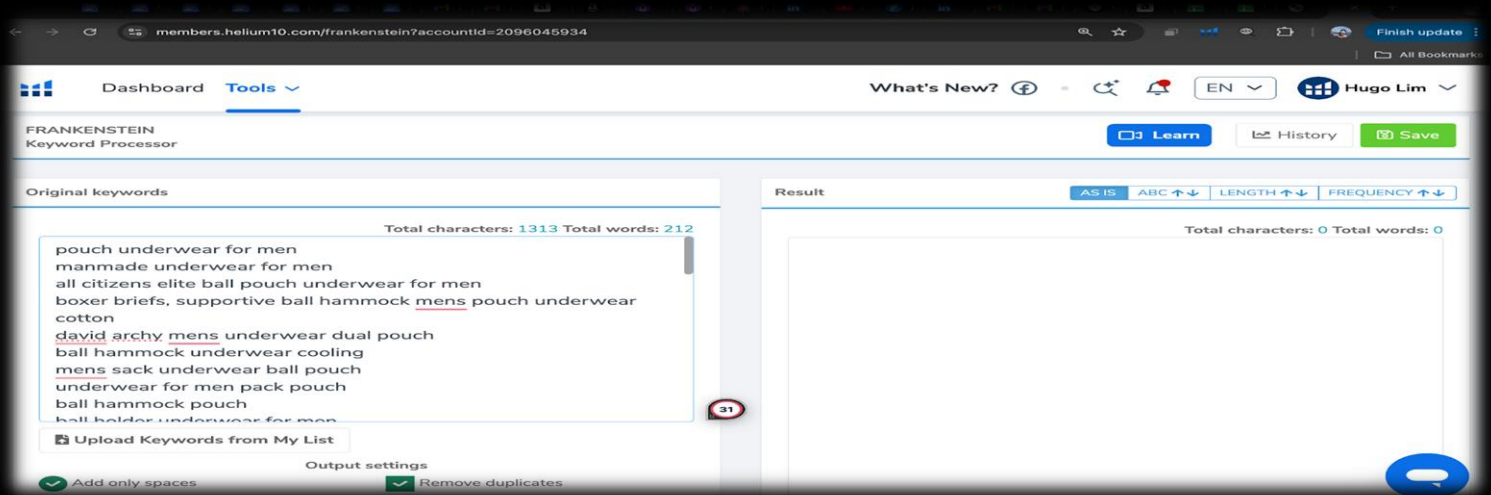
It'll spit out something like this:

We want to utilize close to 500 characters, as that is the limit. Add as many keywords as possible:
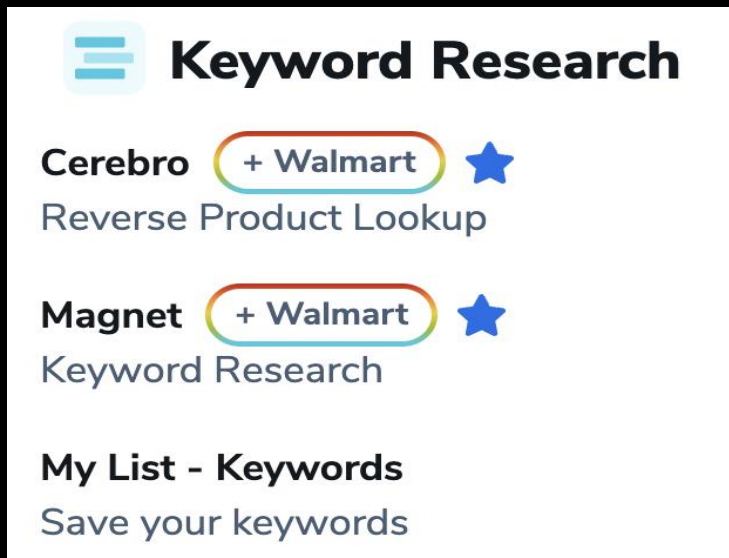
1. Remove brand names
2. Irrelevant terms (can identify with a simple Amazon search)
3. No duplicates
4. Remove "to", "the", "for", etc. This allows us to save space and add more keywords.

This is a constant process of removing and adding keywords from your Master Keyword List until you hit close to 500 characters.

Once done, head to Seller Central, edit listing, and add to generic keywords

We want to always track our progress and ranking, so we want to add all our keywords to Helium 10's My List:

Maintenance:
Regularly update your backend keywords every two weeks- add new keywords from Master Keyword List, remove keywords already on your front-facing listing.

Ensure all terms are indexed and track progress.

Step 4: Bullet Points

If you have existing bullet points, you can find areas in it to add your most relevant keywords from your Master Keyword List.

Exact match keywords.

Although customers don't read all this usually, it should still have good copywriting + SEO optimized.
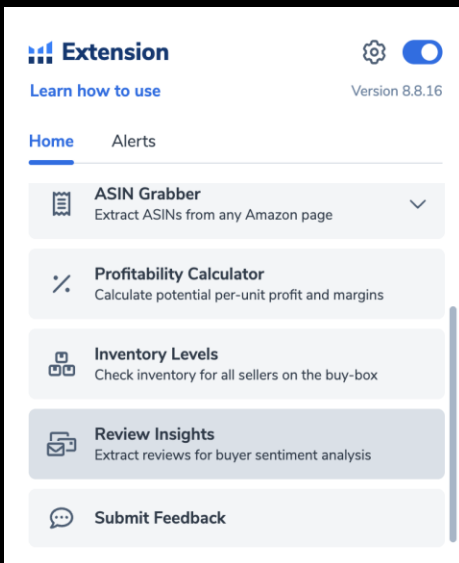
Utilize chat gpt.

Structure:

1. Format each bullet point: **BENEFIT IN ALL CAPS – Supporting Features (SEO-optimized)**.
2. Ideal length: **150-200 characters per point** (check category-specific limits).

Utilizing Chat GPT to craft bullet points:

Method we use from Sumner Hobert:

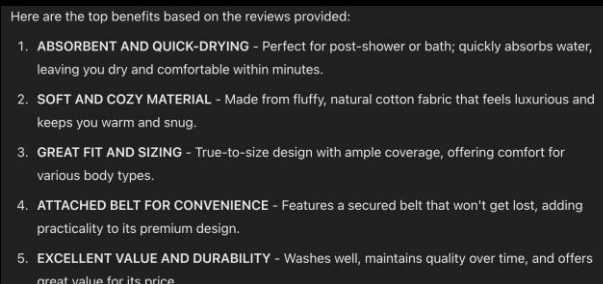Go to top competitors listing, run helium 10 review insight, copy up to 50 of the most recent reviews.

Copy into Chat GPT, and tell it to:

Provide the top 4-5 benefits of this product based on these reviews, using this format:

"BENEFIT IN ALL CAPS- wording that supports this benefit with features. Each benefit being less than 200 characters. Make it sound like you are selling the product to a customer."

Should look something like this:

Here are the top benefits based on the reviews provided:

1. **ABSORBENT AND QUICK-DRYING** - Perfect for post-shower or bath; quickly absorbs water, leaving you dry and comfortable within minutes.
2. **SOFT AND COZY MATERIAL** - Made from fluffy, natural cotton fabric that feels luxurious and keeps you warm and snug.
3. **GREAT FIT AND SIZING** - True-to-size design with ample coverage, offering comfort for various body types.
4. **ATTACHED BELT FOR CONVENIENCE** - Features a secured belt that won't get lost, adding practicality to its premium design.
5. **EXCELLENT VALUE AND DURABILITY** - Washes well, maintains quality over time, and offers great value for its price.

Once these are made, we want to go back to our Master Keyword List, find our most relevant exact match keywords we want on our listing, and implement them into these bullets as seems fit.

This will consist of addition + subtraction, add relevant keywords as seen fit, remove keywords. We want it to be smooth in conversion while also being SEO optimized. We can reuse the exact match phrases already in our title, as it will help with visibility. Similar to the backend terms, we want to check ranking every 2 weeks, see if we can add new keywords to rank, etc.

Step 5: A+ Content & Alt Text
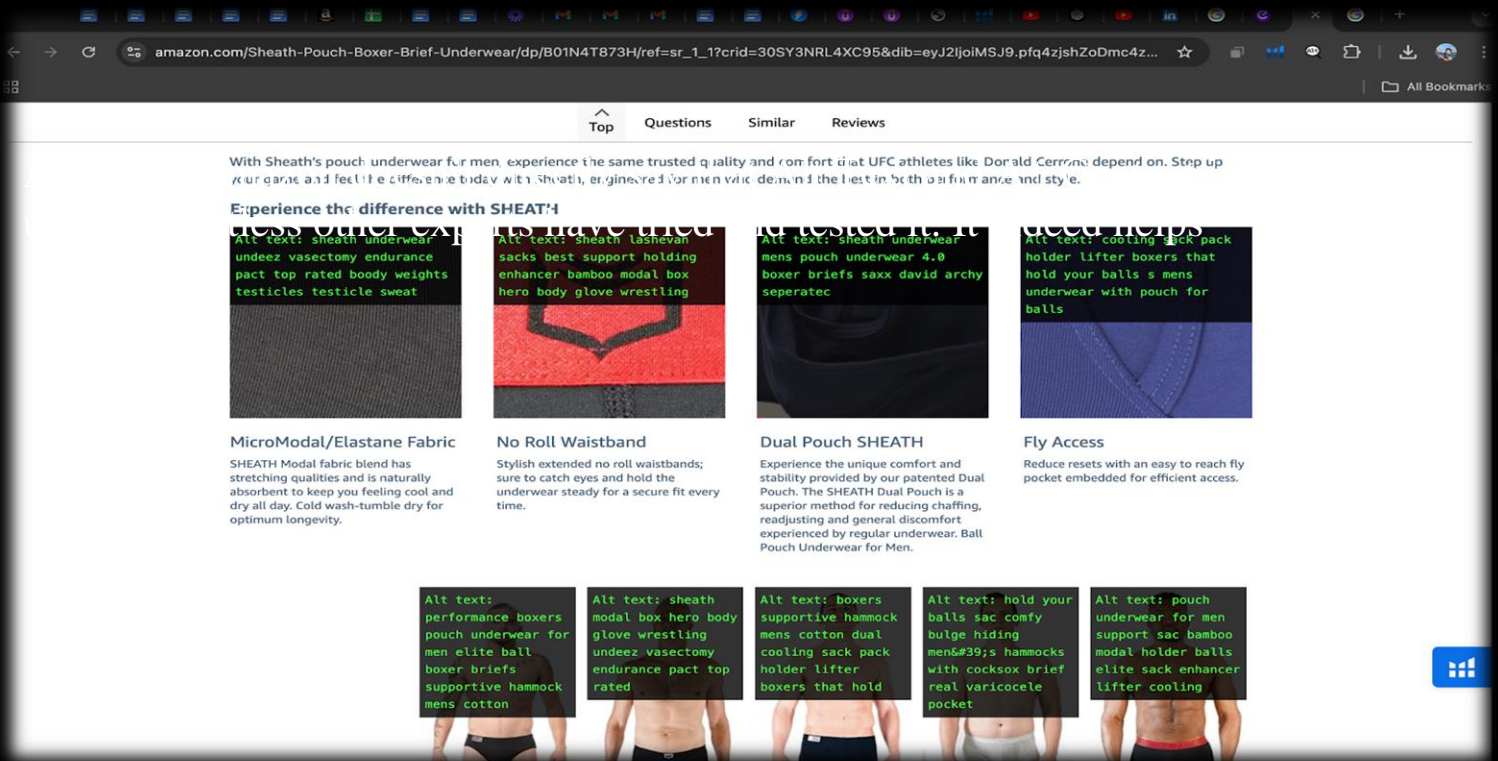
with keyword indexing, which you can try for yourself.

Most brands neglect this aspect of their listing being SEO optimized, when it in fact helps with indexing for keywords and ranking further.

Title, bullet points, and backend terms matter the most, but this is an underutilized field which can help showcase your product to audiences your competitors are neglecting.

This is why you must have A+ content on Amazon in 2024; it helps with conversion while also providing more room to generate traffic.

Alt Text for Images:

For the alt text, we want to use Claude AI or CHATGPT.
1. Copy and paste the most relevant keyword phrases from the Master Keyword List into it (up to 50-60)
2. Use this criteria "**create 50 random sets of 100 character combinations using these list of phrases (keep the phrase for each line intact)**"
3. Each photo in A+ content has up to 100 characters of alt text.
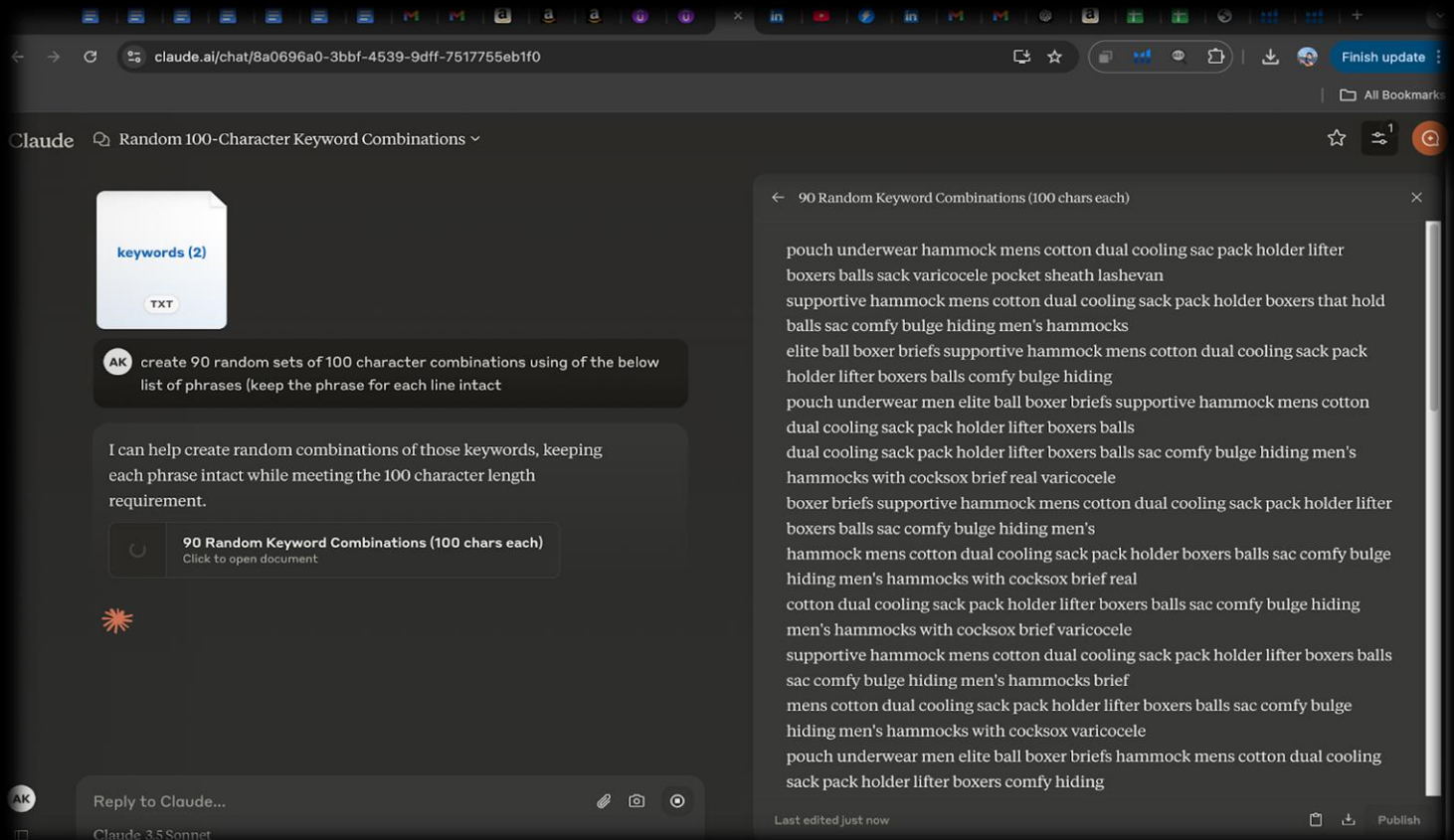
4. Use each separate set on your alt text for a+ content, all over the place. Simply copy and paste each set.

5. Make sure to include spanish keywords if included.
Go to Advertising -> A+ Content Manager

Add each separate set for the alt text in each module:
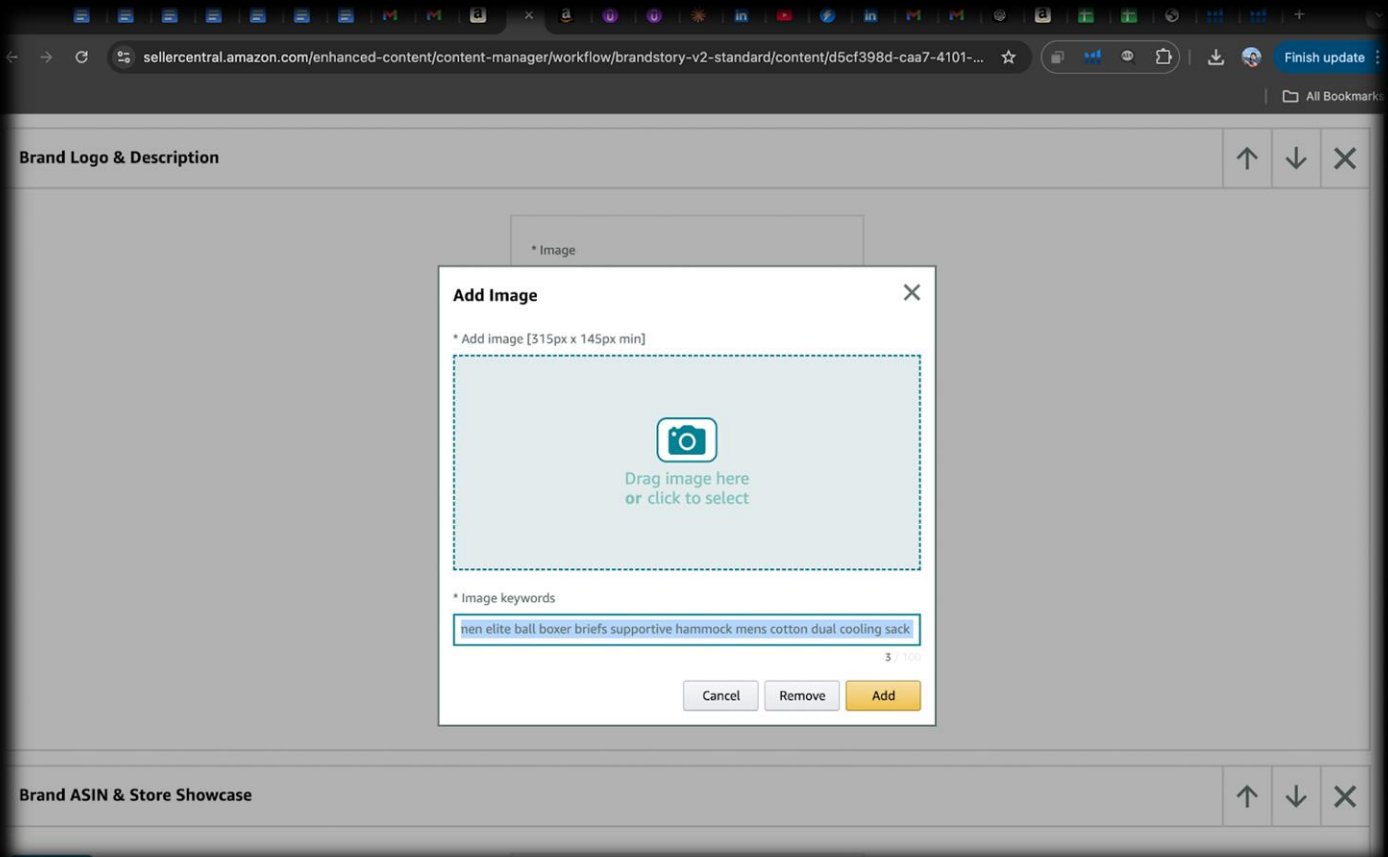
A+ content

Make it as appealing as possible; adding keywords should be natural and sound good still.
Don't keyword stuff, we have the backend and alt text for that.
Anything front facing needs to be readable + seo optimized as best as possible.
Ideally try adding your most relevant keywords and longer tail keywords as they are easier to integrate in copy.
A+ Content should absolutely be **SEO optimized**, but its primary purpose is to convert traffic into sales. Combining strong visuals, engaging storytelling, and subtle keyword usage creates a powerful driver for both conversions and discoverability.

Ongoing Optimization is Key

Amazon SEO is a **continuous process**, not a one-time setup.

Track all keywords in Helium 10.
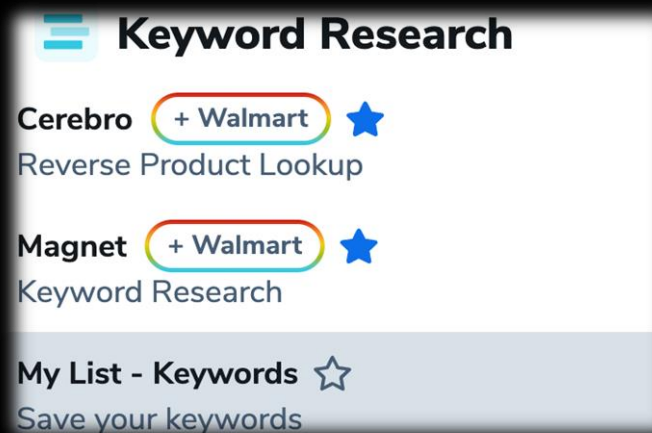
Monitor rankings, update listings with new keywords, track search volume, and remove outdated ones every two weeks.

Maximize Your Results: PPC + SEO

SEO drives organic traffic, and PPC amplifies visibility. Combined with stellar visuals, competitive pricing, and strong reviews, you'll dominate your niche.

Need Help Scaling Your Amazon Brand?

Let us analyze your store!

- **Complimentary Video Analysis**: Discover how to scale your brand effectively using keyword ranking strategies, improving your Click Through Rate, and optimizing your listings!
- **Complimentary PPC Audit**: Learn how to save money while scaling profitably. My team of PPC experts will breakdown every possible cent you could save and utilize elsewhere to scale!

We've helped countless brands reach **7 figures** while maximizing profitability. Let us do the same for you!

Date

Custom

📅 01/12/2023   📅 31/12/2023

Sales breakdown

Marketplace total

Fulfilment channel

Both (Amazon and seller)

Apply

Sales Snapshot   Taken at 09/01/2024, 23:01:46 GMT

Total order items	Units ordered	Ordered product sales	Avg. units/order item
31,904	**32,375**	**£536,925.60**	**1.01**

Avg. sales/order item
£16.83

Spend ⌄ ⓘ	Sales ⌄ ⓘ	ACOS ⌄ ⓘ	CPC ⌄ ⓘ
£24,354.12	**£132,153.69**	**18.43%**	**£0.21**

Create campaign | 🔍 Find a campaign | Filter by ⌄ | Bulk actions ⌄

Columns ⌄   Date range: 1 Dec – 31 Dec 2023 ⌄   Export

PPC Performance (Oct 17 - Oct 31)

										BSR Comparison		
										https://www.am	https://www.am	https://www.am
Impressions	Clicks	CTR	Orders	Spend	PPC Sales	ACOS	ROAS	Total Sales	TACOS	Product # 1	Product # 2	Product # 3
336,336	1,322	0.39%	218	$2,523.12	$7,664.00	32.92%	3.04	$21,953.00	11.49%	66,217	205,910	305,680

PPC Performance (Nov 1 - Nov 15)

										BSR Comparison		
										https://www.am	https://www.am	https://www.am
Impressions	Clicks	CTR	Orders	Spend	Sales	ACOS	ROAS	Total Sales	TACOS	Product # 1	Product # 2	Product # 3
559,341	1,405	0.25%	228	$2,128.13	$8,274.00	25.72%	3.89	$25,171.00	8.45%	50,126	151,690	240,695

Improvement % :-

| 66.30% | 6.28% | -0.14% | -0.10% | -15.65% | 7.96% | -21.87% | 28.00% | 14.66% | -26.44% | -24.30% | -26.33% | -21.26% |

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