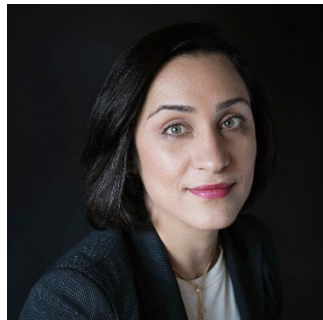


● Grow Your Amazon Sales – Dos and Don'ts





by

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I have 18 years of digital marketing expertise in Telecommunication, E-Commerce, IPTV, A.I. Development, Broadband, renewable energy and Financial industries. After spending ten years leading marketing teams for various fortune 500 companies, I decided to start Digital Marketing Experts. This marketing agency caters to small to medium size businesses in the Greater Toronto area. As a female entrepreneur, I have gained a unique perspective on the lives of female business owners. I understand the struggle and have learned how to design, execute and measure marketing strategies and customized campaigns for each business.

I believe it is essential to create a sustainable digital marketing strategy which will require a sharp vision and many metrics to accompany digital plans. Our digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing. For more information about our business, you can visit www.digitalmarketingexperts.ca or my LinkedIn profile <https://www.linkedin.com/in/maryamgolabgir>



**In 2022, Amazon
generated 513.98 billion
dollars in net sales
revenue.**

- **Researching and inserting high-performing keywords into your product listing**
- **Creating high-quality and Amazon-compliant product images**
- **Growing your customer reviews and positive ratings through excellent customer service**

Pillar #1: Product Title

✓ Do keyword research for an optimized title.

When looking for keywords related to your product, pick the one with high search volume and relevance to make the best shot.

✓ Do write a descriptive title in 250 characters or less.

Amazon allows a product title length of 250 characters. Add only key features like material, brand, quality, or color. Provide a descriptive title that will make it easy for customers to visualize the product.

Product titles are a vital part of a product listing and can make or break a sale. Amazon recommends sellers to craft their product titles in the following format:

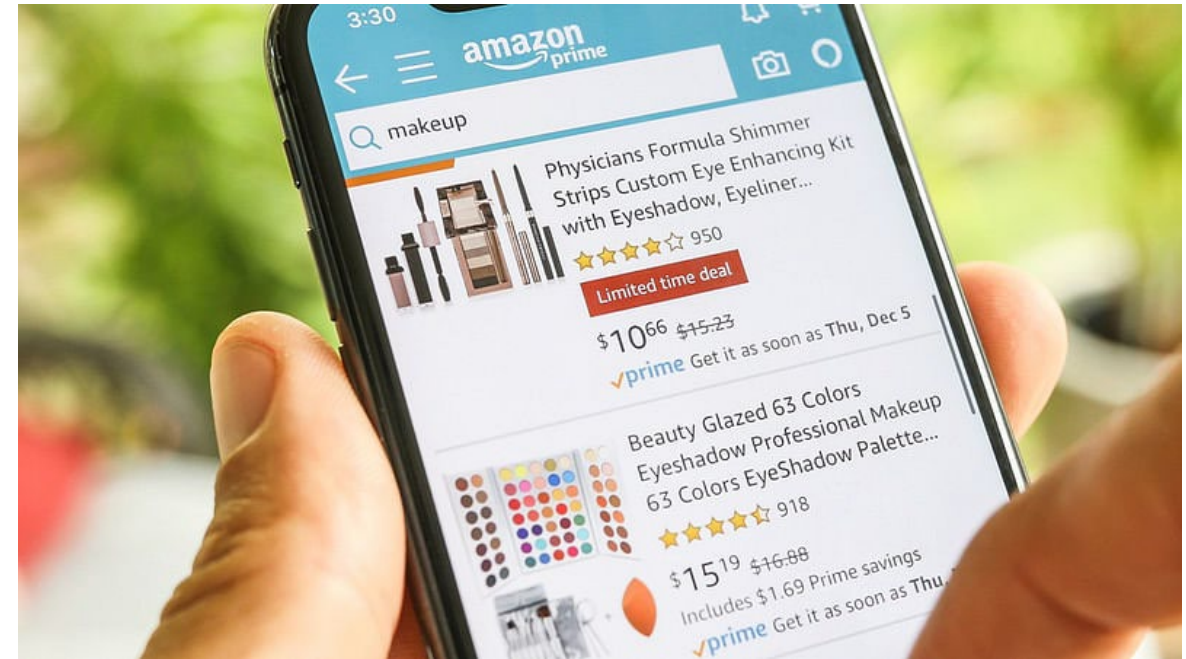
[Brand] + [Product line] + [Material or key feature] + [Product Type] + [Color] + [Size] + [Packaging/Quantity]

To put this into an example,

[Laura Ashley] + [Sophia Collection] + [300-Thread-Count] + [Pillow Cases] + [Blue] + [Queen] + [Set of 2]

So, the Amazon product listing will look like this:

Laura Ashley Sophia Collection 300-Thread-Count Pillow Cases (Blue, Queen, Set of 2)



✘ Don't add promotional statements.

Amazon's terms are clear that you should not add promotional information in your title. This is only one of the many ways Amazon ensures a fair and level playing field for all sellers on the platform. Be sure to comply with Amazon's strict guidelines or risk getting an account suspension.

✘ Don't use HTML tags or special characters.

When optimizing Amazon listings, avoid the use of HTML tags or special characters. These can negatively impact the display and readability of the product listing page. Instead, focus on clear and concise product descriptions, relevant keywords, and high-quality images to maximize visibility and conversions for your Amazon listings.



Pillar #2: Product Images

✔ **Do comply with Amazon's image guidelines.**

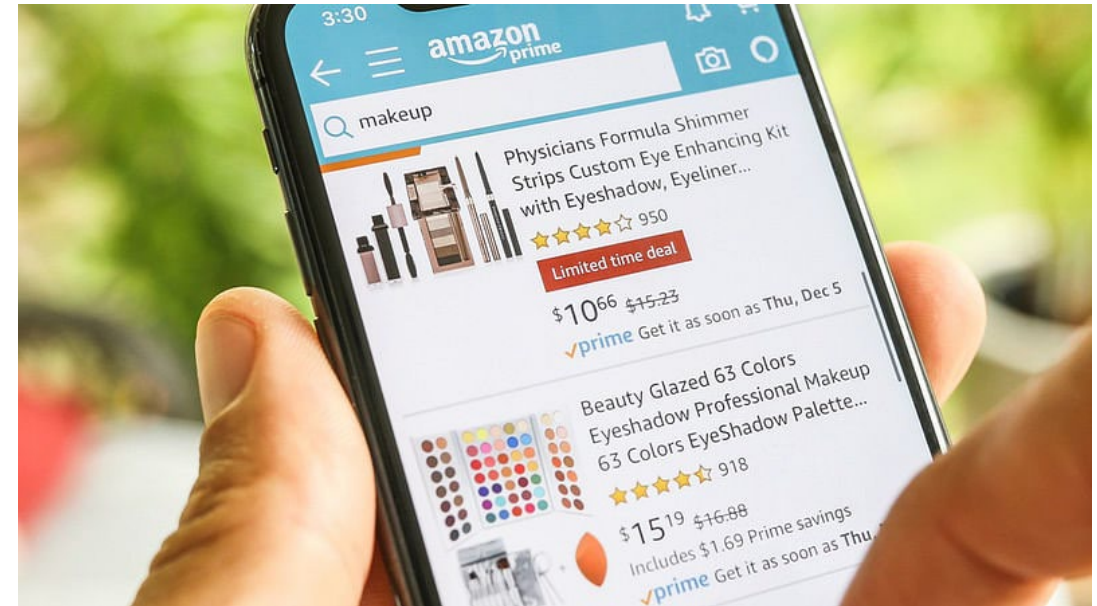
The primary image is the first thing that customers usually see. To ensure high-quality and uniform images across the platform, Amazon has a set of site standards for MAIN and ALL product images

✔ **Do show your product in different angles.**

After optimizing the main image, you can add pictures of your product from different angles, highlighting product features, packaging, and other details. Product images should be aesthetically pleasing to encourage customers to buy your products. You can include lifestyle or everyday use shots through the Amazon Enhanced Brand Content/A+ Content.

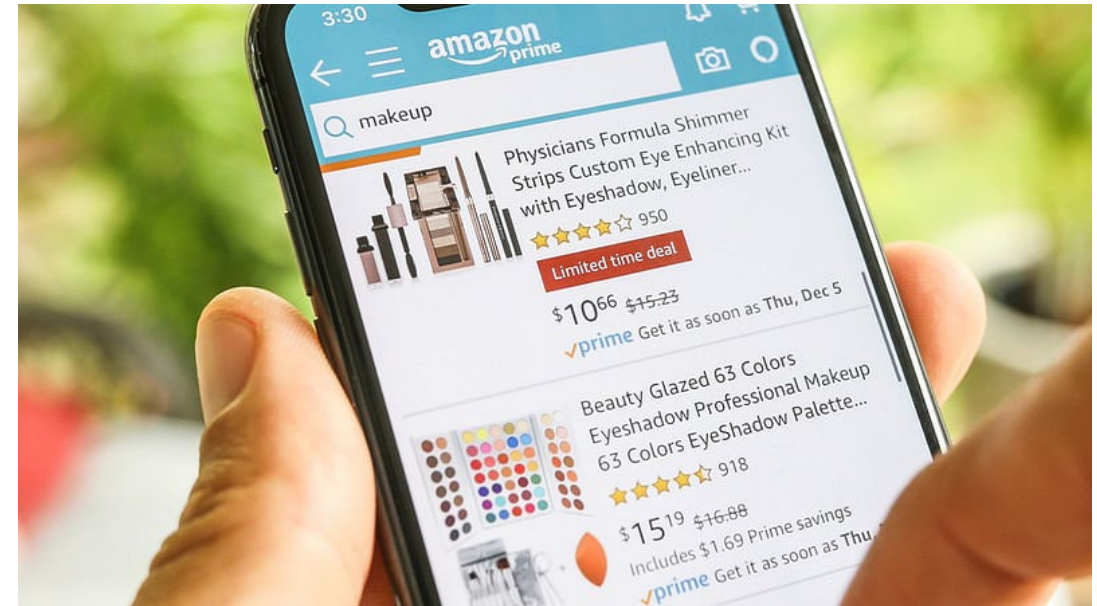
✔ **Do use relevant keywords for image file names.**

Optimizing your image file names is a part of search engine optimization, so be sure to insert high-performing keywords here, too. Doing so can help Amazon's A10 algorithm rank your Amazon listings higher. Also, use descriptive keywords that are relevant to the product listing.



✘ Don't show irrelevant items.

Avoid including items that are not a part of the product. These can be used for additional photos in your enhanced brand content but not for main photos. Adding other items, especially in the main image, can create confusion on the buyers' end. They may think the item is included in the bundle and be surprised when it's not included in the package.



Pillar #3: Key Product Features (Bullet Points)



✓ **Do list only the product's most essential features.**

Once potential customers have clicked on your listing, they'll want to know more about your product. This is where your bulleted key product features come in. Describe your product's features and benefits, and highlight why it is the best possible option on Amazon.

✗ **Don't add details just to fill out the character requirement.**

You're not obliged to fill in five bullet points for the product detail page. What matters is to deliver good bullet points and relevant details to encourage buyers to purchase your product.

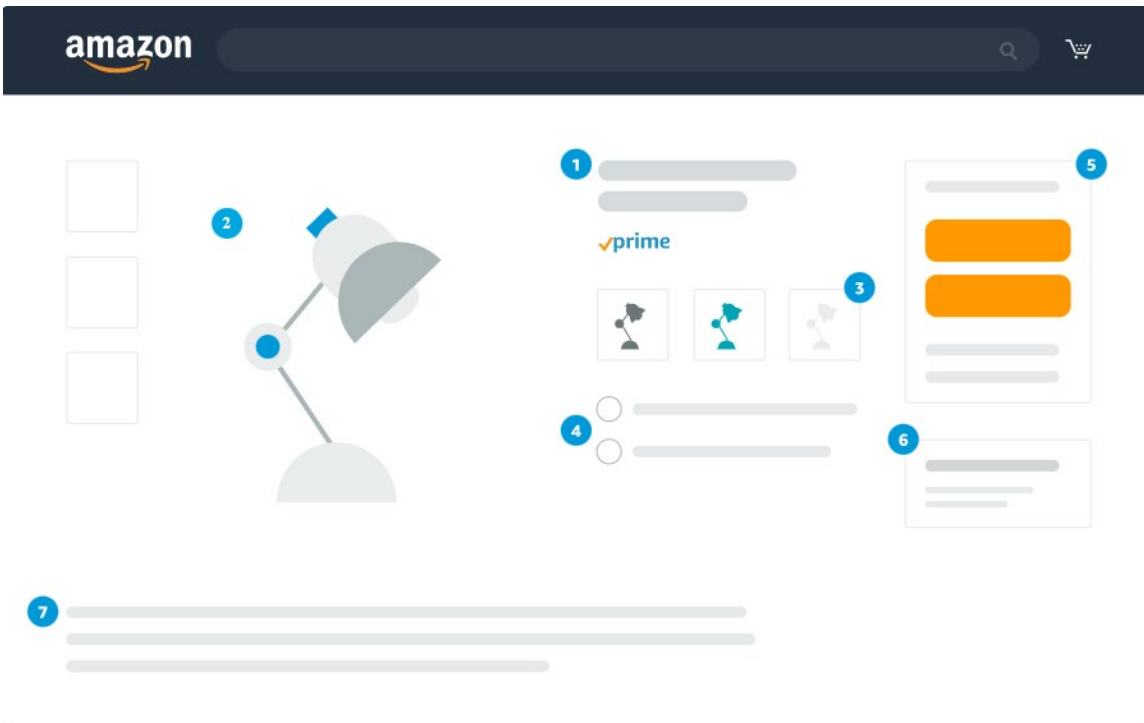
✗ **Don't add lengthy text content.**

Use the product description space if you have more than five bullet points to describe your product features. When you use Amazon Enhanced Brand Content, you have more freedom to express and promote your product in the product descriptions. Yet, instead of bulk texts, insert catchy images too.

✗ **Don't use time-sensitive comments and special characters.**

You cannot mention subjective or time-sensitive comments, promotions, shipping information, or use special characters. Amazon is clear on its rules, so do follow them.

Pillar #4: Product Description



✓ **Do insert SEO keywords.**

Utilize the characters to create a concise, descriptive, and search engine-optimized list of the product's features. Incorporate high-performing search terms from your keyword research, write each bullet point in fragments, and start each point with capital letters.

✓ **Do describe the significant product features within 2,000 characters.**

Following Amazon's guidelines, you can expound on your product features within 2,000 words in the product description section.

✓ **Do provide factual information on the product detail page.**

Like the vital product features on the bullet points, explain the product's benefits and features in clear and concise sentences.

✓ **Do consider A+ content to explain your products further.**

You can further extend your searchability by using A+ content. Think of this as an extended version of your listings. It's an additional section where you can elaborate on your products with more creative freedom. The A+ content feature is not accessible to all sellers as it is only eligible for brand-registered businesses.

✓ **Do use correct grammar and punctuation.**

Since this part is searchable on Amazon, use correct grammar and punctuation. For Amazon listing optimization, employ search terms to describe the product in detail.



✗ Do not practice keyword stuffing.

How many keywords can you put in the product title? According to Amazon, you can only mention your keyword once, and additional uses shall not increase the value of the keyword.

Keyword stuffing to optimize listings can get you in trouble as it is a black hat tactic. Add the related keywords you could not use in the front end in your store's backend keywords.

This method also generates high irrelevant traffic, so you target an irrelevant population instead of reaching a target audience that will buy your product. It leaves you with more bounces from customers searching for a different product. Your product listings' ranking can also get demoted as a result.

Pillar #5: Amazon Product Reviews



✓ **Do give excellent customer service.**

To receive a helpful review from your customer, you must provide them with the best customer service and not compromise your products' quality. Make it a habit to offer them the best experience by updating them on their packages, always securely pack the item to avoid damage, provide smooth returns and refunds for damaged items, and ensure they are satisfied with their orders.

✓ **Do respond to queries in a timely and professional manner.**

Business and brand owners should know how to handle customer queries, reviews, and feedback. Most of the time, customers have several questions regarding the product and shipment. Respond to them in a polite and friendly manner. If there are problems, find quick solutions.

✗ **Do not debate with the customers.**

When you receive negative feedback and low ratings, do not debate or quarrel with the customer. There may be feedback that you know for sure is not true. In this case, defend your product by highlighting success stories or politely explaining what may have occurred instead of pointing fault at the customer or invalidating their feedback.

Pillar #6: Amazon Product Rating



✓ **Do create action plans based on feedback and rating.**

Your product rating can affect your store because customers sometimes filter the search result to only the top 4-5 ratings. Optimize your Amazon product listing by staying on top of feedback and ratings.

Check if the dire ratings have a pattern. You may also gather feedback from your customers through email campaigns and ask to resolve a problem before your customer can place a review. Know which aspects of your product you need to improve, and take action right away.

✓ **Do not think that ratings are just stars or numbers.**

It is a mistake for Amazon sellers to ignore ratings because they are just stars on the product page. However, in this generation of visual consumers, the stars are the basis of a seller's performance. Not everybody has the time to read through the feedback and look at the ratings instead, so this detail should be something sellers should keep an eye on.

ANY QUESTIONS?