

Amazon SEO Checklist

Brought to you by the optimization team at
MerchantWords' Listing Advisor



Keyword Research

- Researched product & category keywords
- Researched relevant keywords from competitors
- Researched sales funnel search terms
- Prioritized final keyword list by product relevance and search volume

Product Title

- Includes the most relevant high volume keywords
- Includes descriptors (size, color, use) and brand name (if you have a private label product)
- Is readable if truncated and mobile-friendly
- Follows Amazon's Product Listing Style Guide

Feature Bullet Points

- Incorporates relevant keywords not included in the title
- Highlights product features, uses, and benefits
- Answers common customer questions or feedback in reviews
- Does not include promotional or pricing information

Product Description

- Incorporates relevant long-tail keywords
- Incorporates related and complementary terms
- Reiterates product highlights
- Does not include HTML other than breaks

Backend Search Terms

- Incorporates generic terms that enhance the discoverability of your product
- Does not repeat terms from other fields
- Follows Amazon's guidelines

Product Images

ALL IMAGES

- Have a pure "Amazon white" background
- Have at least 1000 dpi and are not pixelated
- Are owned by you (or you have permission for use)
- Have descriptive image alt text

MAIN IMAGE

- Does not include text
- Shows the product for sale
- Displays 85% of the product in the image

SECONDARY IMAGES

- Using all image spaces
- Show product packaging
- Show unfolded/expanded product
- Show a detail shot (shows texture, fabric, etc.)
- Show a lifestyle shot with the product in use

Other

- Selected correct sub-category
- Merged duplicate listings and used variations when appropriate
- Updated A+ Content (Brand Registry only)
- Checked keyword indexing after 30 days

Sound a bit too complicated? Hire us to do the research and optimization for you!