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Keywords

For a product to appear in the Amazon search, the product listing must contain the searched keyword. Without it, the customer will not see your product. Include all the relevant keywords on your product page.

Keywords – general principles

When generating keywords to include in your listings, keep in mind the general behaviour of the Amazon search algorithm

- **Include all relevant keywords**. If a keyword is not in a listing then that listing will not appear at all for those queries
- **Repetition if not necessary.** Amazon does not consider keyword frequency as a ranking factor.
- **Plurals/singular.** Amazon will correct for singular and plurals i.e. it is not necessary to include both singular and plural of the same keyword
- **Positioning.** The positioning of a keyword is generally not a ranking factor. However for relevancy you should put your main keywords in the title where they are shown in search results.
- **Capitalisation.** This is not a ranking factor
- **Variations, synonyms and miss-spellings.** These should be included as Amazon does not correct for these.

Generating keywords

When searching for keywords for your Amazon listings, use the following sources

1. **Use your head.** Spend some time thinking about when they would buy your product, what kinds of questions they would have – even what kind of items they would buy instead of your product (either as a replacement or from a competitor).
2. **Amazon Autocomplete.** Amazon itself can even be used for keyword research. If you tap a few letters in the search box, products automatically appear as suggestions. This autocomplete function is not arbitrarily generated, rather, Amazon displays the terms search for most. So, it makes sense that autocomplete actually provides you with a set of legitimate keywords.
3. **Related items.** Look at products which are shown as Customers who viewed this item also viewed'
4. **Competitor products.** In the title and the product information of other products are keywords which you haven't thought of, but your competitors have!
5. **Keyword research tools.** Tools such as Sellics Sonar will give you a list of popular keyword by category and ASIN

Keywords tools include:

- Sellics Sonar (free)
- Jungle Scout
- Helium 3

As a result of your research, you should have a long list of keywords that covers all relevant queries from customers.

Organising keywords

Once you have generated your long keyword list you should divide these in a primary and secondary keyword list:

- **Primary Keywords**. 5 or 6 of the high-volume keywords for your category and product type.
- **Secondary keywords**. A larger list of lower volume but highly relevant keywords to weave into your product descriptions and back end keywords

Placing keywords in product listing

Your keywords should be used throughout your product listing. Remember that A+ content is not indexed.

- **Product Title**. Place your top 5 keywords in the product title. According to the new ranking algorithm, this is no longer necessary. You can now pay more attention to crafting a descriptive, yet readable title.
- **Bullet Points and Product Description**. You can place more keywords here, but only if it doesn't disrupt the informative clarity of the product texts.
- **Other Keyword Types**. Some products allow the definition of additional keyword types, such as Target Audience (e.g., men/women). Amazon filters them in the search, so make sure to add them.
- **More Details.** Assign additional product information, such as material type, to your product. Fill in this information as thoroughly as possible because customers can access it via the filter navigation and specific product finders.
- **Backend keywords**. Add up to 249 bytes of keywords in the "search terms" field. These should be keywords which for some reason you have not been above to weave into the elements above. Caution: Amazon will not index these keywords If you use more than 249 bytes (more information on backend keywords).

Optimising product listing

Title

The product title is important because its keywords tell potential buyers and Amazon's search algorithm exactly what your product is. It can be up to 200 characters long and 2/3 of the top 1000 products on Amazon have a product title of >80 characters and so use up much of this prime real-estate as possible.

Prioritize your main keywords at the front of your product title and address the main product benefits and features in a concise manner. The title should be descriptive and readable. Use capitalisation for readability and don't keyword stuff.

Bullets/product features

Product features are one of the key elements of a product listing. They should be punchy product features and not long paragraphs. The bullet points must include every important feature that distinguishes from your competitors. Keep it interesting and convincing enough for a buyer to make a purchase. Best practise:

- Use all 5 bullet point available
- Many sellers capitalise the first few words for emphasis
- Keep brief and skimmable
- Use sentence fragments to highlight features

Description

The description is fairly far down the page and so if a potential customer is reading this far, they are probably keen. The description should be a minimum of 150 works but don't to overboard. Best practise:

- Keep the description precise, clear, and short
- No need to repeat bullet points
- Describe how your product can make your customers lives easier and better.
- Talk about its functionality and features. Demonstrate using real life examples if it is feasible
- Start with a heading and elaborate your point
- Talk about the product quality and warranty if you offer any
- Include information only that is related to your product
- Do not use quotes or testimonials here
- Ensure that your description matches the images
- Use basic HTML to structure content

Images

The main image of the product is vitally important as it creates the thumbnail which appear in the search results. It should be a professional quality image fills at least 85% of the picture. Amazon's image guidelines include:

- Images must accurately represent the product and only show the product that is for sale.
- The product and all its features must be clearly visible.
- MAIN images should have a pure white background
- MAIN images must be professional photographs of the actual product (graphics, illustrations, mock-ups or placeholders are not allowed). They must not show excluded accessories; props that might confuse the customer; text that is not part of the product; or logos, watermarks or inset images.
- Images must match the product title.
- Images should be 1000 pixels or larger on the longest side. This minimum size requirement enables the zoom function on the website. Zoom has been proven to enhance sales.

Full specification can be found here:
https://www.amazon.com/gp/help/customer/display.html?nodeId=202073580

Image tips:

- Amazon allows you to upload seven images (six plus your main photo); we strongly recommend using all seven slots. Even if you have a simple product, show the product at different angles, include packaging, close-ups, lifestyle shots, explanatory graphics, etc..
- Make sure your image is at least 1000 pixels on the longest side, as that's what enables the hover-to-zoom function. It's an extremely helpful feature that allows customers to get a better sense of your product quality. And this can increase your conversions.

- Use images to help explain your product to those who won't take the time to read your product description. Think of your customers' biggest objections and/or questions, and address them in a graphic. Even if your graphic is just a money-back guarantee badge, that can give potential shoppers the assurance they're looking for.

Technical details + more information

The additional information fields contain product attributes such as material, target audience and age range. The keywords in these fields indexed and also used for search filtering

Example product listing

Keywords

- Feeding spoon
- Dispensing spoon
- Bootle for weaning
- Squeezable feeding spoon
- Baby feeder
- Squirty food dispenser
- Newborn baby spoon

Title

Nikidom Silicone Squeezable Feeding Spoon, Ergonomic Curved Baby/Infant Food Dispensing Spoon Bottle for Weaning 4 Months +, Dishwasher Safe, BPA Free - 90ml - Ocean

Length: 166 characters

Description

Nikidom squeezable silicone baby food allows easy, one-handed feeding to your baby/infant. With its large size, it is a feeder bottle which is simple to clean and to use. This dishwasher-safe silicone spoon is BPA, phthalates and PVC free. Spoon tip easily screws onto bulb for no-fuss preparation and can be boiled or sterilized.

Nikidom baby food dispensing spoon has a specially designed ring to connect the body and the spoon hermetically, which facilitates cleaning which prevents food leakage. This soft spoon is gentle on baby's gums. The ergonomic spoon handle is transparent, flexible and comfortable to grip. Each part can be disassembled and cleaned. Please wash with water before use, and then sterilize it in boiling water for 2-3 minutes. Dishwasher safe. After washing, place in a cool and dry place.

The Squeeze Feeder Spoon is uniquely designed to ease the transition from liquid feeding to solid feeding. The feeder holds 90 ml of hot or cold food and is suitable for 4 Months + Baby/infant.

Length: 167 words

Bullets

- LARGE CAPACITY SQUEEZABLE SILICONE SPOON BABY FEEDER. Nikidom baby spoon feeder makes it a lot easier to feed a fussy baby. Capacity for 90ml of food, hot or cold

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- EASY TO USE FEEDING SPOON. The Nikidom squirty food dispenser allows you to conveniently feed your little one with one hand. It is easy to use. The newborn baby spoons handle is transparent, flexible, comfortable to grip, large, and is easy to clean.
- BPA FREE MATERIAL. Nikidom Silicone Feeding Spoon is made of high-quality materials. This feeder does not contain BPA, phthalates nor PVC. It will not hurt the baby's delicate mouth.
- EASY TO CLEAN AND DISINFECT. Hand wash or dishwasher safe. Includes a spoon cap which also doubles as a base to keep it standing upright away from the dirty tabletop.
- SPILLPROOF TIGHT NECK SEAL. With a specially designed ring to connect the body and the spoon hermetically, which facilitates cleaning.

Backend Keywords

toddler silicone utensils fork feeder infant set bottle first bowls travel training hot items free teether eating safety plastic weaning rubber dispenser easy case mesh fruit dispensing newborn product trainer essentials temperature beginner guard