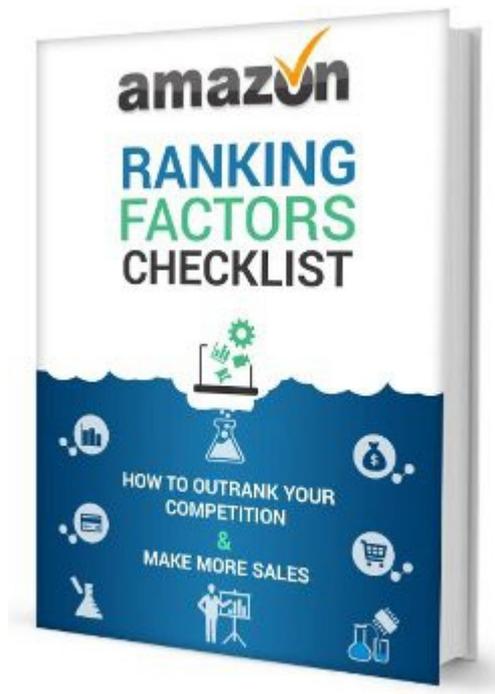


AMAZON Ranking Factors Checklist

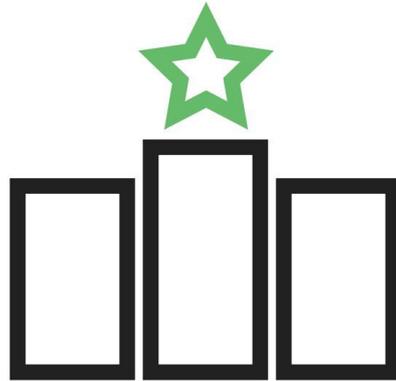


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Amazon Ranking Factors Checklist



This checklist covers what we consider to be the 26 most important ranking factors that impact your Amazon Ranking.

Some of the factors listed below are things that we know for a fact impact Amazon rankings, others are based on ‘educated guesses’ that we’ve made based on information we’ve read, and trends we’ve seen.

The 26 factors listed are divided into 9 main groups:

- Click through rate
- Conversion rate
- Sales history
- Internal referral path
- Product reviews
- Inventory availability
- On page keywords
- Outside traffic sources
- Seller account authority

Read on for all the gory details ☺

This checklist was originally inspired by a blog post on Feedbackz.com that discussed ranking factors. We’ve taken the ‘thoughts’ from Feedbackz.com, and tweaked them to represent what we believe based on what we’ve seen.

Click Through Rate

1. Quantity & Rating of Reviews
 - a. Is your average 4.5 stars or higher? If not, work on getting more 5-star reviews.
 - b. Do you have at least 15 reviews? If not, get more.
 - c. If you have 15 reviews, aim for 50, we see that as the second tipping point.
 - d. If you have 50 reviews, work out what the average is of the 5 products with the highest review counts on page 1 of the searches, and set this as your new target.
2. Main Product Image
 - a. Is your image occupying as much of the space available as possible? If not, work on improving this.
 - b. Are you using badges, and if so, do they clutter the image or make the thumbnail look of a lower quality? If so, remove the badge/icon.
 - c. Is the image crisp and clear? If not, replace it with a higher quality image.
3. Product Title
 - a. Have you written for humans or robots? You need to write for humans, if you haven't done this, re-write your title.
 - b. Have you included your main 1-2 keywords in your title? If not, try to include them (in a way that doesn't look like you're stuffing keywords).
4. Brand Name
 - a. Is your brand name niche specific? If not, for your next line of products, try to open a new Amazon account (request permission) and use a niche specific brand name.

Conversion Rate

5. Overall Product Listing Optimization
 - a. Are all of your images at least 1,000 pixels by 1,000 pixels? If not, get bigger images (make sure they are high definition and not pixelated).
 - b. Are you using as many images as you possible can? If not, add more images.
 - c. Do your bullet points highlight the main customer benefits? If not, re-write these.
 - d. Have you chosen the category most suited to your product? If not, change it.
 - e. Does your product listing reinforce the first impression that your visitor got when they saw the thumbnail and title? If not, work on this. You need to show consistency.

- f. Does your listing confirm all product specifications? If not, work on this. Customers expect to know all the details about what they're buying.
- 6. People & Benefit Focused
 - a. Have you written for a HUMAN or a robot? If you've focused on stuffing keywords in, then rewrite your listing so that it's optimized for a human, this is far more important than 'robot optimization'.
 - b. Have you turned all your features into benefits? If not, add "so that" after each feature to turn it into a customer benefit.

Sales History

- 7. Revenue from Past 7, 14, 30 Days (plus conversions, units sold etc.)
 - a. Improving all factors that are within your control will improve this set of metrics.
- 8. Refund Rate
 - a. If you think your refund rate could be improved, and it almost always can, as yourself the following:
 - a.i. How can you improve product quality?
 - a.ii. What are the things customers complain about in reviews? Can you improve these things or eliminate the reason someone would complain?
 - a.iii. Do your customers know how to contact you if they need something? If not, make it clearer.
 - a.iv. Are you charging a fair price? It's fine to market at higher prices, but if it's causing problems with unrealistic expectations and increasing the refund rate a lot, then consider lowering the price.
- 9. Age of Product Listing
 - a. Not much you can do here, just know that when you enter a new marketplace, older competitors do have a slight advantage due to their age. This will reduce over time.
- 10. Total Historic Sales Revenue
 - a. This will strengthen as you get more sales, and improving other factors will obviously improve this one too.

Internal Referral Path

11. Super URLs

- a. Are you using a Super URL or asking people to “search and buy” your product when you:
 - a.i. Mail your VIP list asking them to buy a product
 - a.ii. Ask your friends/family to buy your products
 - a.iii. When you distribute coupons (you can use a redirect URL which is the Super URL)

If you are not leveraging this factor on all possible avenues, then do it. The preferred option is to get people to “search and buy”, not to use the Super URL, however the Super URL is better than nothing (there are constantly rumors circulating that Amazon place no weight on this at all).

Product Reviews

12. Review Tipping Point #1

- a. Do you have 15 reviews with an average rating of 4.5 stars or higher? If not, get more!

13. Review Tipping Point #2

- a. Do you have 50 reviews with an average rating of 4.5 stars or higher? If not, get more!

14. Review Length

- a. Compared to your competitors, do you have a good mixture of short and long reviews? If not, make a point of asking for long detailed reviews.

15. Rank of the Reviewer

- a. Not much you can really do here, but if you’re getting real sales and reviews, then this will eventually balance out to a niche average over time. If you have less than 15 reviews and all are from ‘lowly ranked’ reviews, see if you can make contact with a top reviewer to give your review portfolio more strength.

16. Total Votes on Reviews

- a. Is the most voted review favorable to your product? If not, do something about it (get people to vote up one of the best reviews!)

17. Customer Videos & Images in Reviews

- a. Do you have any image and video reviews? If not, see if you can manipulate a few (you don’t need many).

18. Customer Questions & Answers

- a. Have you personally replied to every question (using your brand name)? If not, do it. This will increase trust.
- b. Do you have a big known brand in your niche that people search for? If so, make sure you include their brand name in your questions (get

someone to ask a question using the brand name), it'll help your rankings for that term.

Inventory Availability

19. Over 150 Units Available

- a. If you sell more than 100 products/month, do you have at least 150 in stock? If not, you may want to consider raising the amount of inventory that you hold.

On Page Keywords

20. On Page Keywords, Density, and Keyword Position

- a. Are you using your main target keywords in prominent places on your listing in a way that reads well to humans? If not, add them in there.

21. Product Title Keywords

- a. Is your main keyword included in your product title (and ideally at the start of the title)? If not, add it in.

22. Search Term Box

- a. Have you used every space possible in the Keywords tab inside Seller Central? If not, add more keywords.
- b. Have you duplicated keywords? If so, remove the duplicates and replace them with something else.

23. Product Descriptions

- a. Is your product description written for humans, and does it read well? If not, fix it. There's not much benefit to keyword stuffing descriptions if it makes the description read poorly.

24. Keywords in Customer Reviews

- a. This one is harder to manipulate, but will balance out naturally over time.

Outside Traffic Sources

25. Non-Amazon Traffic

- a. Do you have a plan to build non-Amazon traffic sources? If not, look at ways to do this. Here are a few simple ideas:
 - a.i. Leveraging Crowd Force
 - a.ii. YouTube traffic
 - a.iii. Build an audience on Facebook and other social media sites
 - a.iv. Build an email list
 - a.v. Distribute "break even" coupons to a wide array of coupon sites

NOTE: We recommend sending highly targeted traffic. If the traffic hurts your conversion rate, then it may be detrimental. If you're worried about this, send traffic to a pre-sell page (on your brand website) where you give all the information about your product before sending them to your Amazon listing.

Seller Account Authority

26. Seller Account Authority
 - a. Maintain a healthy Amazon account.

We hope you've found this checklist useful!

The Next Logical Step

If you are serious about building a white label business on Amazon then be sure to check out our [Amazon Cashflow Blueprint today](#).



For a limited time this is available at a steep discount (~~\$67~~ only **\$7**) and is the same system we have used to build a \$184,409 / Month “*and growing*” eCommerce Business.

[Click Here to Get the Cashflow Blueprint Now for Only \\$7 – Limited Time Only !](#)