

We have taken Hallowood Furniture Store in December Last year 2021 and Sales have grown multiple times since then

There are 4 - Major Areas of improvement Store Front | Keyword Research | Listing optimization | PPC Advertising

<https://www.amazon.co.uk/hallowoodfurniture>

Created in OCT21 . All the ASIN are Mapped in Categories . Supplier is ask to provide the available images in drive to retain the image quality.

We have to deal with 4- major issues.

- **SKU categorization:** We have to review each SKU to decide its category and Map it accordingly. Major Categories are consider as Pages and subcategories added under each page
- **Image Selection:** Limited Images are available. We have to choose the best suite
- **Brand Name change:** Brand Name attribute was Incomplete. Only “Hallowood” was Written instead of Hallowood Furniture” in the listings. Amazon was not adding them to store
- **By line Error :** Amazon Wasn’t linking the Products with under the Store

I took much of my time to deal with seller support team as even flat file updating wasn’t working on it.

Categorization

Page Name	Categories Name	Page Name	Categories Name
Bed Room	Bed Frame	Living Room	Bookcases
	Blanket Boxes		Side Tables
	Dressing Table		Coffee Tables
	Dressing Table Mirrors		Corner Units
	Childrens Bed Room		Display Cabinets
	BedSide Tables		TV stands
	Chest of Drawers		Animal Stools
	Dressing Table Stools		DVD & CD Storage
	Wardrobes		Nest of Tables
	Mattresses		Console Tables
Dinning Room	Dinning TABLES	Office	Cupboards
	Dressers		Storage
	Wine Racks & Cabinets		Wall Mirrors
	Dinning Sets		Foot Stools
	Display Cabinets		Book Cases
Sideboards and Tops	Desk Drawers		
Bathroom	Bathroom Storage		Desk - Computer/HomeOffice
	Wall Cabinets		Office Storage and Filing units

Front End

The screenshot shows the Amazon.co.uk website interface. The top navigation bar includes links for 'Today's Deals', 'Warehouse Deals', 'Outlet', 'Subscribe & Save', 'Vouchers', 'Amazon Prime', 'Prime Video', 'Prime Student', 'Mobile Apps', 'Amazon Pickup Locations', and 'Amazon Assistant'. The main content area displays a grid of furniture products. A dropdown menu is open for the 'Living Room' category, listing sub-categories: Bookcases, CD & DVD Storage, Coffee Tables, Wall Mirrors, Nest of Tables, and Side Tables. Below the menu, a product listing for 'Hallowed's oak office desk' is visible, featuring a desk with a chair and a laptop. The text on the page reads: 'Hallowed's oak office desk assembled to give your workspace ready to go character to any home or business environment.' The Windows taskbar at the bottom shows the time as 6:51 PM on 12/29/2022.

Dealing Seller Support

Amazon

Hello from Amazon Selling Partner Support,

We understand that you want to update the brand name for the ASIN:B08LTX6G4F

We have fixed the incorrect attribute for ASIN B08LTX6G4F.

Brand: Hallowed Furniture

Thank you for your input.

I hope I was able to address your concern. If you have any additional information or questions regarding this case, please feel free to reopen it. Please help us improve our service levels by letting us know if you were satisfied with the support provided:

17:50
21/12/2021

259,472 GBP of Sales Contributed through store within 1 Year

amazonads Stores Halloween Furniture United Kingdom

Insights: Stores

Halloween Furniture [See live Store](#)

Advertise with Sponsored Brands

Stores Store builder **Insights** Help

Date Range This year Export

Overview

Create source tag

Visitors ⓘ 19,750	Views/Visitor ⓘ 2.82	Sales ⓘ £259,472.68	Units sold ⓘ 2,154	Orders ⓘ 1,823
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Visitors ⓘ 19,750	Views ⓘ 55,631
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Top pages Top sources Top tags

by Sales ▾

Started in July 22 : A total of 300 SKU are optimized.
Which included attributes addition, Keyword Research and Title and Bullets optimization

List of KW research Files

bathroom cabinet KWs	6/24/2022 2:43 PM
Bed Kws	6/24/2022 8:05 PM
Bench KWs	6/24/2022 2:52 PM
Blanket Box Kws	6/24/2022 2:58 PM
Bookcase Keyword Research	6/24/2022 3:03 PM
CD storage KWs	6/24/2022 3:08 PM
Chest of Drawer	6/24/2022 8:02 PM
Coat hangers KWs	6/24/2022 3:17 PM
Coat Rack Kws	6/24/2022 3:19 PM
Coffee Table KWs	6/24/2022 3:25 PM
Console Table	6/24/2022 8:03 PM
Cupboard KWs	6/24/2022 4:49 PM
Cupboard Organiser	6/24/2022 4:52 PM
CupBoard-2 KWs	6/24/2022 2:32 PM
Dining Chairs	6/24/2022 4:55 PM
Dining Table	6/24/2022 5:04 PM
Display Unit Kws 2	6/24/2022 2:32 PM
Display Unit KWs	6/24/2022 5:07 PM
Dressing table KWs	6/24/2022 5:09 PM
Foot Stool	6/24/2022 5:10 PM
Mirror KWs	6/24/2022 5:12 PM
Nest of Tables KWs	6/24/2022 8:08 PM
Office Desk KWs	6/24/2022 5:14 PM

Keyword Research of Book Case

ASIN of Top selling Competitors of each SKU are collected. They are passed through reverse ASIN on helium 10. Then on the Basis of Relevancy and Search Volume relevant keywords are finalized

Keyword Phrase	Search Volume	Relevancy	B079TS4ZM2	B08LDKST55	B07B7LT3WN	B092QKZT5C	B08LDMD9GS	B07932SHST	B083GRHUMB
bookcase	19528	10	9	2	34	5	31	4	33
book shelves	2353	6	98	35	27	187	34	29	25
bookcases	1004	6	31	10	150	13		3	38
book case unit	494	6	3	2			32	4	84
book storage	1404	5	10	12	38	167	30	86	2
bookshelf bookca	877	5	25	4	34		8	89	29
billy bookcase	667	5	20		79	27		7	
cube bookcase	233	5	3	2	221	5	33	134	117
book shelf	20926	4	31	191	2		134	32	16
bookshelf	11354	4	61	53	6	12	212	37	80
kids bookshelf	2806	4	31		7		156	41	56
book case	2164	4	12	13	213	127	216	8	55
white bookcase	1821	4	7	256	138	246		2	43
bookcases and she	1470	4	9	171	39	87	110	5	123
bookshelves	977	4	98	22	25	26	96	23	76
slim bookcase	973	4	14	271	176	125	46	17	243
storage cube	809	4	24	40	267	43	14		
small bookshelf	560	4	11	178	24	49	168	23	27

List of Content Optimized Created

Name	Date modified
CMT-CHA501-SGY-4	6/22/2022 8:50 PM
CMT-CHA502-SGY-2	6/22/2022 8:50 PM
CMT-CHA502-SGY-4	6/22/2022 8:42 PM
FIN-CHA201-SGY	6/25/2022 6:53 PM
FIN-CHA202-SGY	6/25/2022 6:54 PM
FIN-CHA301-SGY	6/25/2022 6:52 PM
MET-CHA1-P	6/25/2022 12:08 AM
MET-CHA3-DGY-P	6/25/2022 1:24 AM
MET-CHA3-LBN-P	6/25/2022 7:23 PM
MET-CHA3-P	6/25/2022 1:24 AM
MET-CHA3-RED-P	6/25/2022 1:36 AM
MET-CHA4-DGY-P	6/25/2022 1:06 PM
MET-CHA4-LBN-P	6/25/2022 1:17 PM
MET-CHA4-LGY-P	6/25/2022 1:21 PM
MET-CHA4-RED-P	6/25/2022 1:27 PM
MET-CHA5-BLU-P	6/25/2022 12:52 PM
MET-CHA5-LGY-P	6/25/2022 12:52 PM
MET-CHA5-PUR-P	6/25/2022 12:54 PM
MET-CHA5-RED-P	6/25/2022 12:52 PM
MET-CHA6-BLU-P	6/25/2022 5:04 PM
MET-CHA6-LGY-P	6/25/2022 5:13 PM
MET-CHA7-BLU-P	6/25/2022 6:23 PM
MET-CHA7-CRE-P	6/25/2022 6:24 PM

Content Created

ASIN B09ZPZFLZN
SKU CMT-CHA502-SGY-4

Title: 199

Hallowood Furniture Upholstered Grey Fabric Dining Chairs - Set of 4 Dining Chair with Sturdy Metal Legs in Black Finishing for Dining Room– Modern & Stylish for Kitchen, Home, Office & Restaurant

Bullets

- **MATERIAL** | Hallowood Furniture are upholstered in neat fabric which is immune to dirt marks and spots. Dining chairs set of 4 are supported by strong & tough metal legs.
- **VARSATILE AND MODERN** | Dining chairs have contemporary state-of-the-art modern design. Their elegant look can provide a final touch to your dining room. These could be a great addition to any space such as Kitchen offices, restaurants or cafes.
- **DESIGN & DIMENSIONS** | Dining Chair backrest and soft-padded seat is ergonomically curved with appropriate angles that supports waist and buttocks. Its width is 45cm, Height is 86cm and Depth is 54cm, and it weighs 17 kg.
- **QUALITY GUARANTEE** | Hallowood Furniture provides a Three Year Quality Guarantee. These chairs are manufactured with superior quality materials and meant to last long.
- **ASSEMBLY** | Hallowood Furniture kitchen chairs come with four high qualities easy to assemble legs. All packages include instructions manuals.

Description

This on-trend fabric chair with chrome legs is the epitome of contemporary style. The chair has a slim profile with an understated but exquisite curved design. Ideal as a dining chair, home office chair, or casual chair, it will bring a touch of class wherever you place it in the home. The

Page 2 of 2 353 words English (United States)

Competitor Analysis of each product is performed to review the design pricing and change point

Main Keyword : Dining Chairs											
Top 10 Competitors	Seller 1	Seller 2	Seller 3	Seller 4	Seller 5	Seller 6	Seller 7	Seller 8	Seller 9	Seller 10	Seller 11
ASIN	B08H21XZ74	B09WRQDCRF	B09FM1261C	B09FY5L35P	B08FD58BFR	B07358N7GD	B07BRH1HSJ	B08XBZBLHP	B0883WCPCS	B01NBSYMKX	B088QGJ31W
Product Page Link	https://www.amazon.com/dp/B08H21XZ74	https://www.amazon.com/dp/B09WRQDCRF	https://www.amazon.com/dp/B09FM1261C	https://www.amazon.com/dp/B09FY5L35P	https://www.amazon.com/dp/B08FD58BFR	https://www.amazon.com/dp/B07358N7GD	https://www.amazon.com/dp/B07BRH1HSJ	https://www.amazon.com/dp/B08XBZBLHP	https://www.amazon.com/dp/B0883WCPCS	https://www.amazon.com/dp/B01NBSYMKX	https://www.amazon.com/dp/B088QGJ31W
Brand Name	AINPECCA	IHANA	MCC direct	MCC direct	HNNHOME	MCC direct	Millhouse	Panana	MCC direct	MCC direct	Hallowood Furniture
Title	AINPECCA Set of 4 Velvet Dining Chair	IHANA Dining Chair Set of 4 Dining Chair	MCC direct Set of 4 Dining Chair	MCC direct Set of 2 Dining Chair	HNNHOME Set of 2 Dining Chair	MCC direct Set of 2 Lined Fabric Dining Chair	Millhouse Dining Chair Set of 4 Dining Chair	Panana Stunning Velvet Dining Chair Set of 4 Dining Chair	MCC direct Set of 2 Faux Leather Dining Chair	MCC direct Set of 2 Linen Dining Chair	Hallowood Furniture Set of 4 Dining Chair
Main Image											
No of Ratings	1316	357	69	71	488	249	686	362	144	438	N/A
Rating Score	4.7	4.7	4.3	4.4	4.4	4.3	4.6	4	4.2	4.1	N/A
Current Price	171.99	44.99	99.99	54.99	104.99	72.99	109.99	95.99	64.99	99.99	129.99
6 Months BSR	13434	8328	34196	20383	32854	39203	30370	22318	72185	84585	N/A
Estimated Monthly Sales	346	345	322	264	263	143	200	134	99	58	N/A
Estimated Monthly Revenue	59509	15522	32197	14517	27612	10438	21998	12863	6434	5799	N/A
Age in Months	42	19	4	3	25	68	53	23	79	79	0
No of Variations	9	9	10	10	12	4	2	5	4	4	2
Helium Listing optimized	10	9	10	10	10	8	7	6	8	8	5
Sub Category	Dining Chairs	Dining Chairs	Dining Chairs	Dining Chairs	Dining Chairs	Dining Chairs	Dining Chairs	Dining Chairs	Dining Chairs	Dining Chairs	Dining Chairs
Color	Orange	Pink	Grey	Yellow	Yellow	Grey	White	Grey	Black	Grey	Beige
Material	Velvet	ther, Wood, Polypropylene	Faux Leather	Faux Leather	Velvet	Linen	Wood	Faux Leather	Wood	Linen	Linen
Style	Contemporary	Mid-Century Modern	Retro	Retro	Modern	Modern	Contemporary	Modern	Modern	Contemporary	Modern
Assembly	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Images Quality	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Any other Special Features	Pair of 4	Pair of 2	Pair of 4	Pair of 2	Pair of 2	Pair of 2	Pair of 2	Pair of 4	Pair of 2	Pair of 2	Pair of 2
Captured Search Volume	37972	2174	32164	25790	4267	26939	24396	8511	1129	994	0
Keyword Captured %	90%	10%	45%	40%	30%	65%	30%	45%	30%	30%	0%
Ranked KWs	18	2	9	8	6	13	6	9	6	6	0

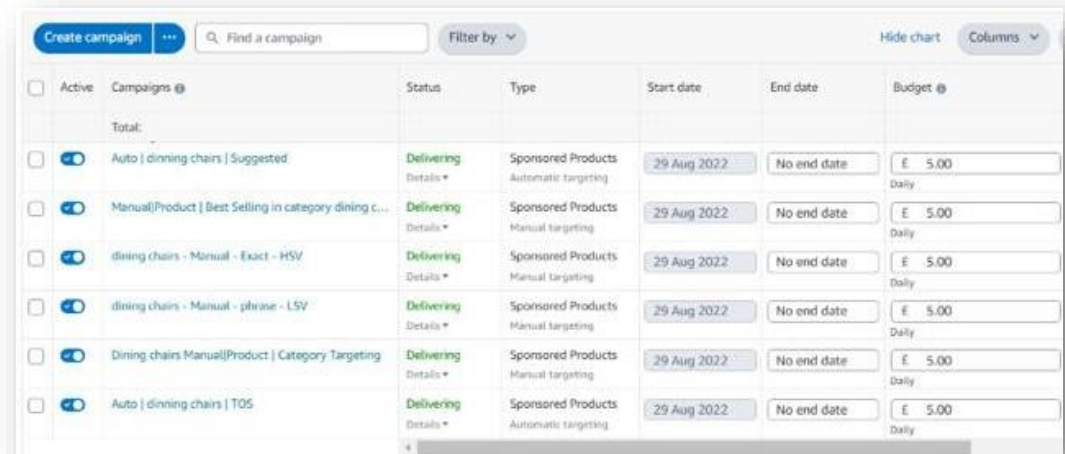
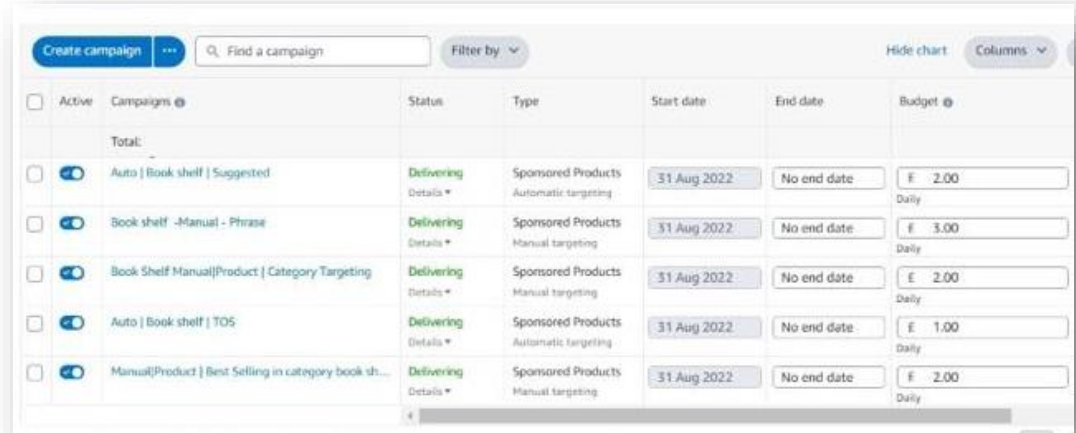


PPC Advertising Campaign :

PPC structure created to add campaigns accordingly. Multiple Campaigns are added on same SKU with different bidding and budgeting strategy

PPC campaigns launching on Console

Budget	Phrase	Search Volume	Campaign Name	Bidding Strategy
1	dining chairs	21629	dining chairs - Manual - Exact - HSV	Suggested Bid
2	dining chair	1990		
3	chairs for dining room	964		
4	dining chairs set of 2	833		
1	dinning chairs	346		
2	2 dining chairs	296	dining chairs - Manual - phrase - LSV	Suggested Bid
3	dinning chairs pack of 2	265		
4	dining chsirs	247		
5	dinning chair	184		
1	B08W29D1TS		Product Best Selling in category dini	Suggested Bid
2	B084DRP77X			
3	B09ZJ1D7SH			
4	B08FD58BFR			
5	B09FY5L35P			
6	B07BRH1HSJ			
7	B09GL6PQMG			
8	B08BF6BLMW			
9	B095S2QS46			
10	B07358N7GD			
1	Brand Defense Campaigns		Manual Brand Campaigns	Low Bid
2	ASIN defense Campaigns			
3	Bradn Attack Camapigns			
1	Category Targeting		Manual Product Category Targeting	Suggested bid
	Home & Kitchen > Furniture > Dining Room Furniture > Dining Chairs			
1	Auto PPC Campaings		Auto dining chairs Suggested	Suggested Bid
2		Auto dining chairs Lowest Bids	Lowest Bid	
3		Auto dining chairs TOS	Lowest Bid with hight TOS	



PPC Advertising Campaigns are reviewed after regular intervals and adjusted for improvement

Hollywood Furniture PPC Status						
15 Aug to 10 Oct						
Portfolio	Campaign name	SKU	Spend	Sales	ACOS	Remarks
bathroom Floor Cabinet	Auto Suggested Bathroom	FBA_CLF-BAT1600	£39.97	£83.32	48%	Reduce Bidding 50% + Negative Targeting
	Manual Bathroom cabinet		£11.39	£83.32	14%	
	Bathroom cabinet -Manual		£6.36	£196.65	3%	Increased Budget 100%
	Manual Product Best Sel		£1.08	£0.00	N/A	Close
	Auto TOS Bathroom cabir		£2.69	£0.00	N/A	Close
Book Shelf	Auto Book shelf Sugges	FBA_BEW-DIS1880	£65.72	£399.96	16%	
	Book Shelf Manual Produc		£17.53	£399.96	4%	Increased Budget 100%
	Auto Book shelf TOS		£8.01	£0.00	N/A	Closed
	Manual Product Best Sel		£2.49	£0.00	N/A	Closed
	Book shelf -Manual - Phras		£0.27	£0.00		
Bookcase	Auto Bookcase Suggest	FBA_COT-SBC	£85.16	£983.29		
	Bookcase Manual Product		£93.91	£1,079.12		
	Auto Bookcase TOS		£19.38	£0.00		
	Bookcase - Manual - Phrase		£11.99	£166.66		
	Manual Product Best Sel		£2.21	£0.00		
Coffee table -Manual - Phrase	FBA_BTN-RCOF800	£58.29	£83.32			
	FBA_FIN-COF001-OAK	£34.96	£74.99			

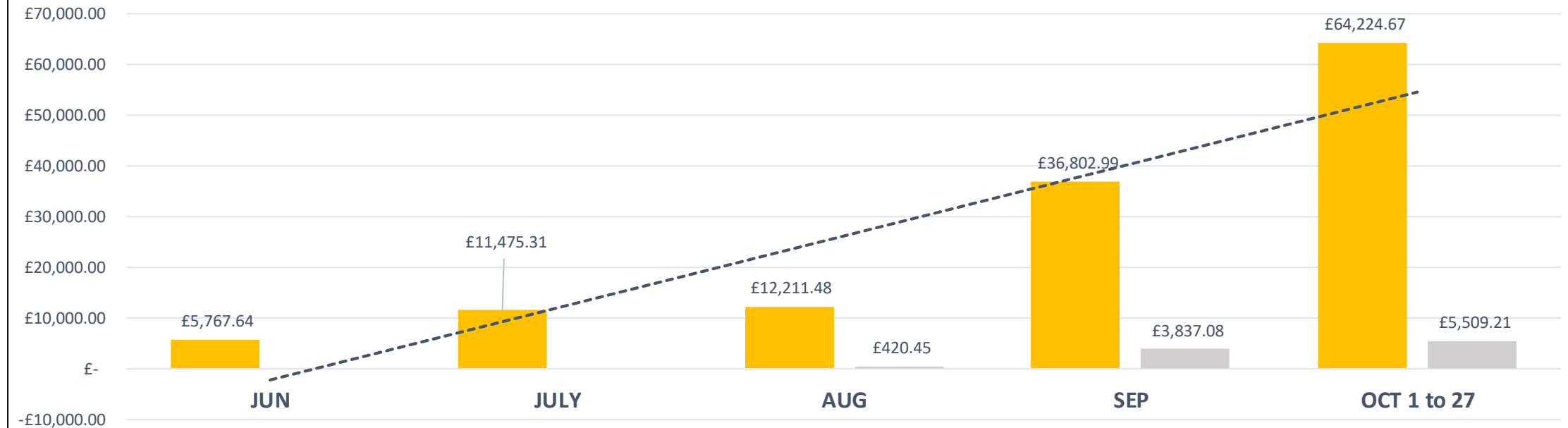
Organic Sales Month OCT 1 to 27 2022					PPC Sales Month Oct 1 to 27 2022						
(Child) ASIN	SKU	Units ordere	Ordered product sale	Portfolio	Impression	Clicks	Spendin	Orders	Sales	ACOS	ROAS
B08X8RQQT	FBA_MET-DES02	27	£ 1,632.57	Shoe Bench	167,015	284	£ 114.45	3	£ 421.64	0.2714	3.6841
B091ZD88L6	FBA_RT105-BEI-P	47	£ 5,169.53	Side Table 2	87,397	182	£ 36.77	4	£ 358.29	0.1026	9.7441
B09KY4C6CB	FBA_MAL-DES	21	£ 1,120.08	Shoe cabinet	140,511	410	£ 91.29	7	£ 1,312.45	0.0696	14.3767
B09R2BQJ18	FBA_FIN-CHA201-SGY	26	£ 2,357.24	Glass coffee table	81,542	285	£ 67.46	1	£ 116.66	0.5783	1.7293
B083WH8KGV	FBA_MET-CHA2-P	23	£ 2,862.23	Cupboard	146,383	752	£ 184.92	12	£ 1,318.16	0.1403	7.1283
B09KY5LF7R	MAL-SHO500-3T	18	£ 844.65	Bookcase	338,574	435	£ 181.11	12	£ 2,045.74	0.0885	11.2956
B08DF4GG1B	FBA_MET-CHA3-DGY-P	32	£ 4,584.68	Painted side table	325,083	243	£ 89.67	5	£ 491.58	0.1824	5.4821
B08X9Q83HQ	FBA_MET-DES04	16	£ 947.83	Glass Side Table	134,448	789	£ 125.20	10	£ 904.88	0.1384	7.2275
B07ZP9HXCP	FBA_CLF-TVC800	13	£ 2,339.87	Fabric Dining Chairs	470,226	1,924	£ 695.05	18	£ 2,962.25	0.2346	4.2619
B08X6MYDWW	FBA_CLF-CUP700	13	£ 1,769.87	Fabric Scandinavian Chair	226,574	731	£ 282.86	11	£ 1,499.84	0.1886	5.3024
B01MUGWVVA	FBA_COT-SBC	12	£ 2,399.88	Leather Dining chairs	153,490	466	£ 234.44	5	£ 699.93	0.3349	2.9855
B07W7KLMK9	FBA_HRE-TV1800	12	£ 4,199.88	Desk	800,216	4,158	£ 742.48	36	£ 1,924.98	0.3857	2.5926
B07Z6HVHG1	FBA_CLF-SH940	11	£ 2,487.73	Coffee Table	225,475	733	£ 130.23	1	£ 124.99	1.0419	0.9598
B07ZPBW8O9	FBA_CLF-TV1800	11	£ 3,329.89	Nest of tables	40,639	221	£ 36.47	5	£ 434.92	0.0839	11.9254
B08FMW6ZDC	FBA_MET-CHA3-LBN-P	13	£ 1,849.87	Console Tables	84,696	284	£ 66.63	5	£ 444.94	0.1498	6.6778
B091ZB821R	FBA_RT105-ROU-P	15	£ 1,540.18	Shoe Rack	145,454	695	£ 227.20	15	£ 592.38	0.3835	2.6073
B09NM761WR	FBA_BEW-DIS1880	13	£ 2,079.87	Side Table	28,671	193	£ 38.97	1	£ 24.99	1.5594	0.6413
B083QK6CK5	FBA_MET-CHA3-P	20	£ 2,844.80	Glass plant table/side table	183,397	902	£ 148.64	6	£ 474.95	0.313	3.1953
B08FMYHMTV	FBA_MET-CHA4-LGY-P	11	£ 879.89	bathroom Floor Cabinet	155,334	475	£ 93.98	4	£ 363.29	0.2587	3.8656
B09KXZLQF1	MAL-COF450	10	£ 311.90	Dining chairs 2	219,560	843	£ 233.94	2	£ 279.98	0.8356	1.1968

SKU which are optimized and advertised are review separately

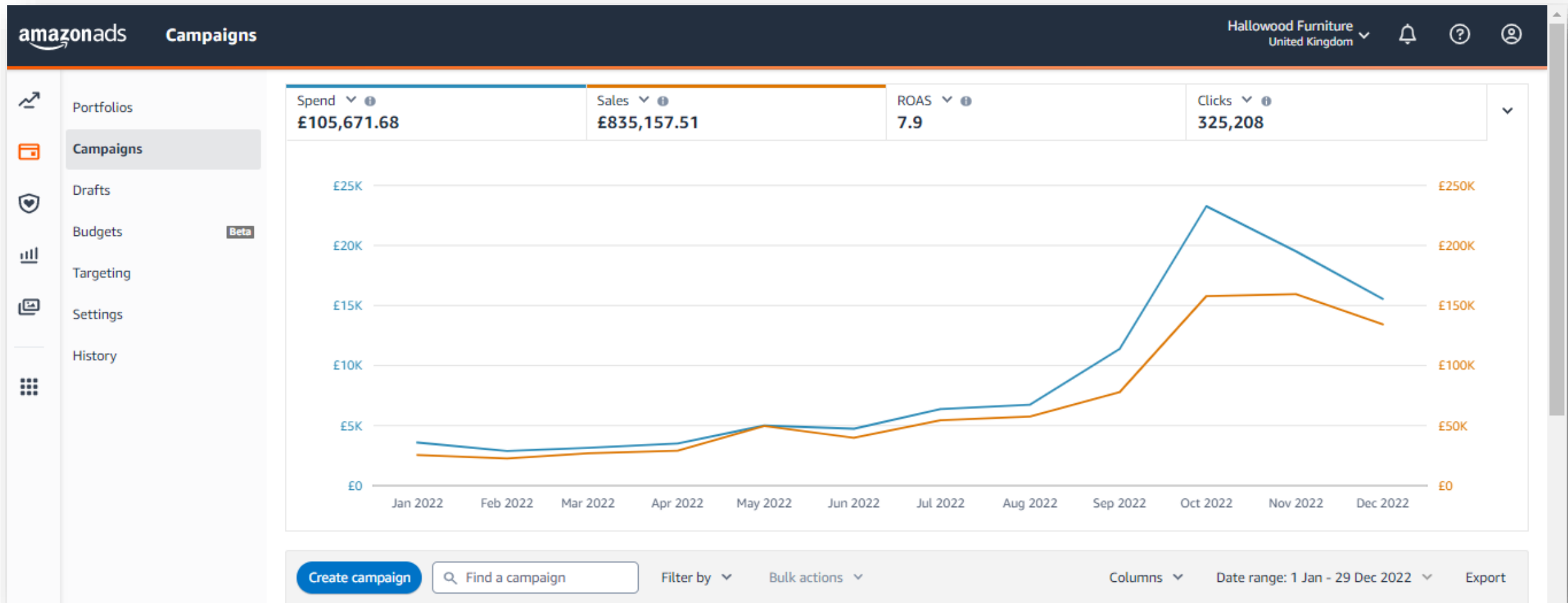
Monthly Sales Trend 2022

Month	Units Sold	Total Sales	PPC Spending	PPC Sales	Organic Sales	ACOS	TACOS
JUN	36	£ 5,767.64			£ 5,767.64		
JULY	68	£ 11,475.31			£ 11,475.31		
AUG	85	£ 12,211.48	£ 420.45	£ 1,108.18	£ 11,103.30	38%	3%
SEP	312	£ 36,802.99	£ 3,837.08	£ 19,338.40	£ 17,464.59	20%	10%
OCT 1 to 27	557	£ 64,224.67	£ 5,509.21	£ 23,655.06	£ 40,569.61	23%	9%

Sales Vs Expense



PPC improvement: A step Improvement Curve



Sales Growth from 50K Per Month to 300K Per Month

amazon seller central | Hallowood Furniture | United King... | Search

Campaign Manager | Business Reports | Shipments | FBA Inventory | Edit

Sales Dashboard [Learn more](#)

Refresh | Download

Date: Year to date - 29/12/2022 | Sales breakdown: Marketplace total | Fulfilment channel: Both (Amazon and seller) | Apply

Sales Snapshot Taken at 29/12/2022, 14:56:36 GMT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
18,108	20,090	£2,541,696.20	1.11	£140.36

Compare sales

Graph view | Table view

Units ordered

Ordered product sales

Compare: What's this

Comparison	Units	Sales
<input checked="" type="checkbox"/> This year so far	So far 20,090 Units	£2,541,696.25
<input checked="" type="checkbox"/> Last year	By end of year 14,500 Units	£1,902,676.47

FEEDBACK

Activate Windows
Go to Settings to activate Windows.