1. How to Write Amazon Listings

a. Competitor Review Research

i. Go to Amazon, type in the main keyword for the product you're researching
1. As you'd search for it when typing it in - use common sense
ii. Make a list of the top 10 results (ignore sponsored ads)
iii. Look at the reviews of each of the 10 listing - filter by 'All critical'
iv. Record 20 critical reviews in a spreadsheet, separating each competitor by tab.
1. In a separate column, record a statement or a few keywords describing each review and its complaint - be concise!
2. You'll end up with 100-200 reviews.
v. Summarize your research.
1. You'll find 6-10 common complaints.
2. List these complaints in another tab - 'Top 10 Complaints'
vi. **Further Research (optional)**
1. Search through the Q&A on Amazon for the product
   a. In Google: *site:amazon.com/forum "[product]" "[Review summary]"*
      i. i.e. *site:amazon.com/forum "baby blanket" "too small"*
2. Repeat the above step for all complaints
3. Go through all the search results and find the ones that relate to the the [Review summary] complaint.
4. Select the best results and record them in a spreadsheet.
   a. If your Google search produces no results, move on to the next [Review summary].

b. Removing Duplicate Keywords

i. Open your keyword list from the spreadsheet
ii. Paste them in a new word processing document and prepare them for formatting by getting all the keywords on 1 line
1. Use the Find > Replace function
   a. Find: ^w
   b. Replace with: ^p
   c. Click "Replace All"
iii. Use a tool to remove duplicate keywords from your listing
1. http://www.scriptalicious.com/tools/keyword-list-cleaner/
2. Copy and paste the words from the word processing document
3. Check the following options:
   a. Remove duplicates
   b. Remove blank lines
4. Click "Run List Cleaner"
iv. Copy the list to the spreadsheet & remove the non-relevant words

1. **Optional**
   a. Include keywords & keyword phrases that you'd like, such as "cotton baby blanket"
v. Paste the list into the Feature And Benefits tab from the Competitor Review Research SOP

c. **Creating the Title** (using the customers reviews & keyword from previous steps)

   i. Format you must follow: [Brand Name] [Product Name] [Product Benefit]
      1. 123Kids Baby Blanket Will Help Your Little One Get A Good Night's Sleep
      2. You also need to check the style guide (https://www.evernote.com/OutboundRedirect.action?dest=https%3A%2F%2Fsellercentral.amazon.com%2Fgp%2Fhelp%2F201576440%2Fref%3Dag_201576440_cont_200270100) to see how many keywords are allowed in your category. Use the number in the Inventory tab.
      3. Use this website (http://www.lettercount.com/) to count the characters in your title.
   ii. Your goal with your title is to use as many keywords as possible while still being easy to read.
   iii. Separate keywords in the spreadsheet into three columns:
      1. Keyword List
      2. Keywords Used
      3. Keywords Remaining
   iv. Use the remaining keywords in your bullet points

d. **Creating the Bullet Points and Product Description**

   i. Features vs Benefits
      1. Explain the two
      2. Features - facts about the product
         a. We have the most up-to-date English
      3. Benefits - advantages of using that product
         a. you will get the best English education available today
   ii. Use the Review document created in previous steps to come up with Features and Benefits
      1. Pick the top complaints, turn them into positives
         a. Too small to be a blanket -> *Perfect sized blanket*
         b. Poor quality -> *Highest quality*
      2. Add the phrase "which means that" to the positive complaint
         a. *Perfect sized blanket* **which means that**…
         b. *Highest quality* **which means that…**
      3. Use the step above to help you brainstorm benefits
         a. Don't aim for perfection, this is a draft
         b. Follow the steps, write the first benefit that comes to mind
         c. USe the Q&A from the Review doc to help guide you

        d. **Examples**

            i. *Perfect sized blankets* **which means that** it is ideal as a cuddle or night time blanket

            ii. Highest quality **which means that** you never have to buy another blanket

4. Now, **PERFECT** the bullet points

    a. Take a break first - this is an important & difficult step

    b. **DO NOT REPEAT ANY OF THE KEYWORDS IN THE LISTING - Titles, bullets, etc. SHOULD ALL USE DIFFERENT KEYWORDS, NONE REPEATED**

        i. This is an Amazon rule from the Style Guide

    c. Rewrite the bullets made in Step 3 into five bullet points without repeating any of the keywords.

    d. Use the keywords from the "Keywords Remaining" column of the spreadsheet created in step 1.c.iii.

5. Write the Product Description

    a. Summarize the 5 bullet points created above and write 1 paragraph

        i. Remember - **DO NOT REPEAT ANY OF THE KEYWORDS!!**

2. Generating a keyword list (This goes between a & b above)

a. Amazon Suggestions to Find Popular Search Phrases

    i. Visit this webpage: http://tools.seochat.com/tools/suggest-tool/

    ii. In search box, enter your main search phrase, eg. "dog shock collar"

    iii. Choose "Amazon" (deselect the rest)

    iv. Click "Search"

    v. This generates a list of amazon "suggestions" in alphabetical order. Scan the list quickly and add relevant / useful search phrases to your worksheet.

b. Main Search Phrase People Use

    i. Amazon titles

    ii. Google KW Planner

c. Competitor Analysis

    i. Top 15 listings

    ii. Title + Bullets

d. Suggest Tool

    i. Manual Suggest

    ii. SEO Chat tool

e. Google KW Planner

    i. Keyword Ideas

    ii. Search Volume, commercial intent

f. Reverse ASIN

    i. Top 5 ASIN's

        ii.   25 top keywords

g. Organize Spreadsheet
    i.   Google Drive
    ii.   Major Search Phrases
    iii.   Minor Search Phrases
    iv.   Brands
    v.   Misspellings

h. Single Word List
    i.   Tab #2
    ii.   Duplicate

i. Write out listing with search phrases
    i.   Title, bullets, Search field in Seller Central
    ii.   Keyword Optimizer

j. Amazon Ads and/or Adwords
    i.   Input keywords from findings

k. Using Reverse ASIN Tool
    i.   This goes after 'Generating a keyword list' above.
    ii.   See the document Josh sent.