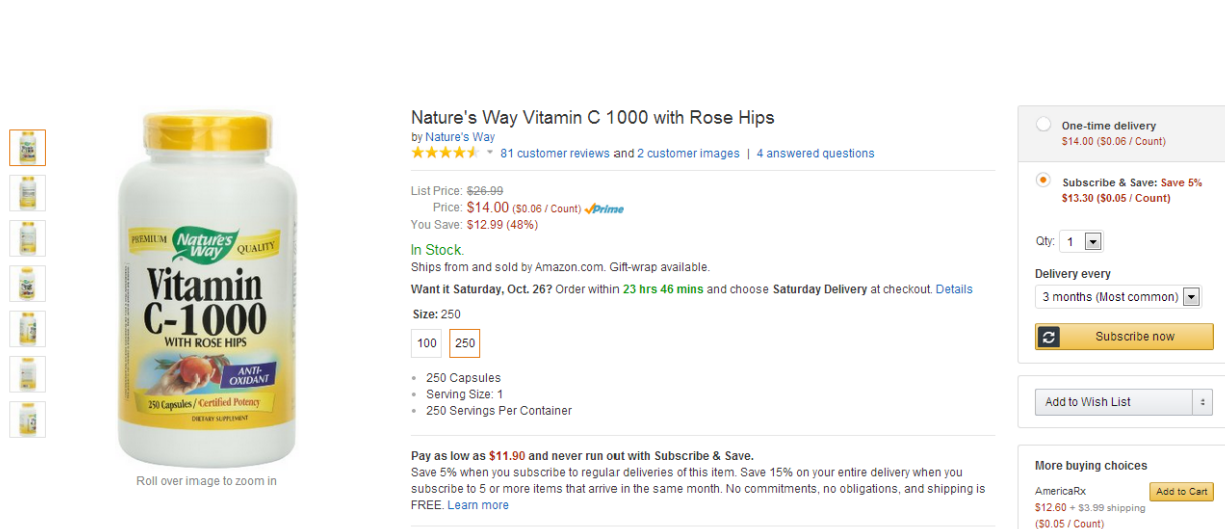


Key Components of a Bestselling Product Detail Page



This includes:

1. Product title
2. Description
3. Image
4. Other

With other being everything else plus the specific things you have to fill out based on your product and product categories.

Here's where you'll be happy to be part of this training.

Choosing Keywords that Bring you Amazon Buyers

Keyword searches is where most Amazon traffic comes from, not from special placements, categories or ads, etc.

Module 5 will break down how to get ranked for keywords. What you're getting right now is the right keywords to choose.

Why the right keywords matter for selling on Amazon:

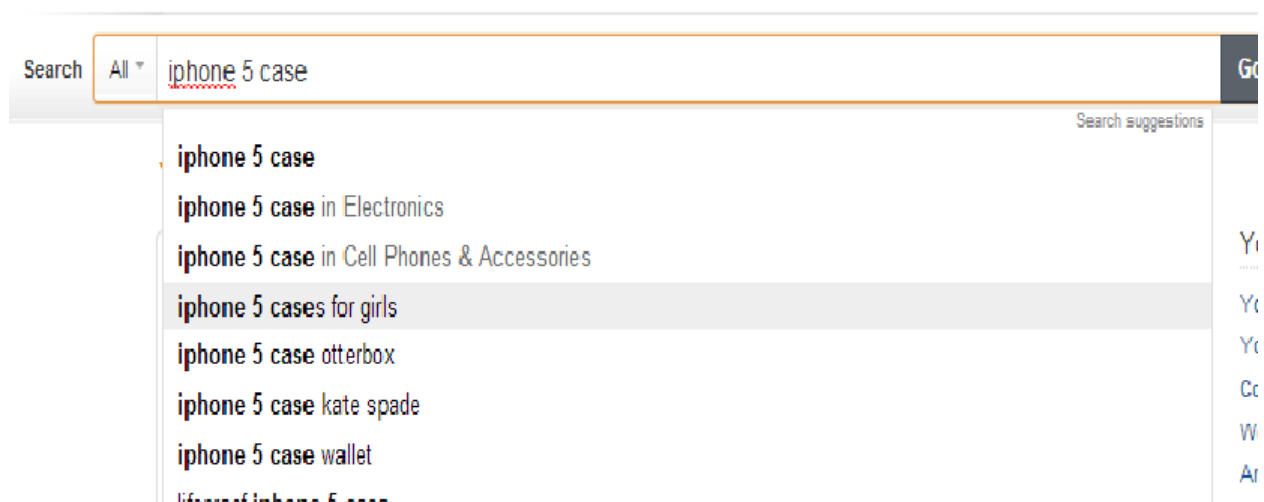
Will use keywords to get buyers in your:

- Product title
- Product description
- Marketing campaigns (Modules 5&6)

By the way, this is not your normal SEO stuff. We're talking about internal Amazon keyword rankings.

You want the highest traffic keywords and lower traffic keywords. There's a live example in this video which you should go alongside with.

The first thing he does is search for "iphone 5 case." The first thing he takes note of is the Amazon suggested search:



He then gathers all the keywords and places them under “other keywords” in a Word doc he creates.

Product: iphone 5 case

Primary Keyword: iphone 5 case

Other keywords:

- iphone 5 case in Electronics
- iphone 5 case in Cell Phones & Electronics
- iphone 5 cases for girls
- iphone 5 case otterbox
- iphone 5 case kate spade
- iphone 5 case wallet
- lifeproof iphone 5 case

Next, he goes to the Google Keyword External Tool (<https://adwords.google.com/o/KeywordTool>) and does an exact match search for his same keyword “S4 case.” Based on the fact that seems to have the highest global monthly searches, he makes that his primary keyword.

He then goes back and scans through other Google keyword results, and adds them to his “other keywords”.

Creating this list will aid you to have more traffic to your product page by using these keywords in your marketing and description which will be tackled more in the next video.

Sales Copy Strategy & Tactics to Sell More of Your Product

This is where you utilize persuasive writing to get people to purchase your products. Or “selling in print.”

Your headline, if correctly written, will take attention. Your description will get them excited about the benefits your product has to offer and why it’s better than others. You then give a strong call to action to get people to buy your product.

You may be familiar with copywriting relation to internet Marketing, which is usually connected to intangible info products. This is a different type of copywriting than selling

physical products. We use a lot of hype to sell information products because people can't use them like they would, for example a spatula.

One of the biggest keys to writing copy for physical products related to what you'll be selling on Amazon relates to differentiation. You're going to want your product to be different or stand out. You're going against "me too" type of copy at best and at worst, no copy (true). Most copy will be dry, you want to make yours exciting and engaging with a story. Most copy will focus on what the product is and not at what it does.

Core Components of Copywriting:

1. **Headline** – Grabs attention. Must contain a benefit related to the solution. Have something that makes people want to read further.
2. **Describe the problem** – For example, if you have an iphone, drop it once and it's broken, you're screwed. You need a case, but not just any case. You don't want a huge bulky case. You describe the problem so that people will be hoping you can give the solution. If you want some ideas about problems related to your product, read similar product reviews.
3. **Give the solution** – make the claim of your product. For example, your iphone case is barely noticeable when you put it on there, but it will save your iphone when you drop it. Even if you drop it or smash against a wall! Connect your product to the solution to the problem. Look at similar reviews to get ideas of the problems people didn't get solved by other products. And, don't lie about a benefit.
4. **Credibility** – The most convenient way to break down the specifications of your physical products and tie them to a benefit. Let's say a spec may be that you used double reinforced fiber optic plexiglass for your case. Let them know that. Then tie it to a benefit. "Since we used the double reinforced 12 ply fiber optic plexiglass, it allows a paper thin case that is just as hard as most cases that are 5x as thick. You get protection without giving up style!"

Plus, you can pull credibility from the manufacturing plant and incorporate that into your copy.

5. **Benefits** – A lot of this has already been mentioned.

6. **Social Proof** – Amazon reviews are great for this. The most perfect thing to use. But, you can put testimonials directly in your description before you even get an Amazon review.
7. **Your Offer** – What they get, bonuses or free gifts. The more you can differentiate in the intangible benefits plus bonuses you give them that no one else gives in your market, that your audience wants, that can be great push.
8. **Your Guarantee** – Make their purchase risk free. Let them now there is a no questions asked money back guarantee. You can state how long and how strong that guarantee is.
9. **Scarcity** – Why they should act now as opposed to waiting to get the product later. You can make the bonuses limited. You can also do limited time pricing, and sales discount and so forth. You can change the urgency, but you should use it when possible.
10. **Call to action** – Tell them precisely how to order the product. “Go to the top of this page, click the orange button and buy now”. Be very specific and assumptive with your call to action.

Top Notch Product Titles

A good title:

1. Helps drive traffic based on keyword and relevance
2. It's a great headline
3. It's an under-utilized Amazon promotion tool.

More on the promotional aspect of the title in the next module.

Product Title Specs

- Max length = 250 characters
- Part of it will become part of your product URL

- If Amazon ever won't let you update, just click "**Contact Seller Support**" > "**Inventory**" > "**Wrong information on product pages**" and submit update request.
 - If denied, wait a few hours and submit again

In some cases, after you have some success, Amazon locks down the products information for whatever reason. In this scenario, and the information is not updating within an hour or so, then just hit on the "wrong information on product pages"..

You should also include your primary keyword in your title, and also many of your other keywords. Just don't repeat it and make sure it sounds equally appealing to a human as a search engine.

Basic Formula:

Main Keyword – Other Keywords – Benefit/Feature – Sales Copy

ASM Way:

iPhone 5 Case – Black, Hard Luxury Designer Case For Your Apple Phone – For Girls & Guys – Latest Stylish Design with Silicone Core – Perfect Custom Fit Case for Your Awesome Device – Protect Your Investment – Lifetime Guarantee.

Yes, it's lengthy and looks weird. Amazon however will truncate the title with ellipses when listing it and most people will not read the full title the first time they see it. But when they click on the title, if they wanted to, they could read the full thing.

Point is, you want to add in as much as you can in the allotted number of characters that Amazon allows.

Product Descriptions that Sell

The better you can write a persuasive copy, the more products you can sell. This translates into high conversions, which will provide you higher rankings in Amazon's search results – because it makes Amazon more money.

Here are some specs: You can have up to 2,000 characters. You can use basic HTML. Don't mind the "*the description you provide should pertain to the product in general, not your particular item..*" Ignore that.

If your updates don't take within an hour, then use the same trick as the last video for getting your listing changed.

Below the video itself is a template you can download to help you with a product description formula. It includes the html as well. Basically, anything between a <p> and a </p> will be a paragraph. A
 is a line break. Anything between and will bold the listing. That's pretty much the only html you'll have to know for product listings on Amazon.

Images that Convert Shoppers to Buyers

Your image is presumably more powerful than your product title, so it's essential to get the right type of high quality image.

Product Image Specs

- Number of Images Available: 9
- Main image: Pure white background
- At least 1000px on longest side to be zoomable to boost sales
 - 500px minimum on longest side
- File type: .jpg (preferred), .png, .gif

The zoomable thing is a big deal. Amazon will scale down your product images, however, if they are big enough (500px minimum for either width or height), then when a user hovers their mouse over the product image, Amazon will add a zoom-in feature automatically.

Use big images at least 1000 px x 1000 px. You should use all of your 9 images and you want to have high quality photographs or digital representations of your graphics.

The first product we look at is the Olive Oil Sprayer. He shows how one image result has less white space than another, and one that uses almost the space, so there's very little white background left.

He also shows an iPhone 5 case result that looks like this:



This is a nice image. Naturally, it's not a photograph, but a graphical digital image with an effect on it. I prefer to do this and will do for our Amazon listings.

Personally, messing around with a photographer, having the right lighting, the fact that almost everyone else uses photographs, makes me want to easily whip up a digital representation of the product or simply go to <http://fiverr.com> and pay \$5 to \$20 for someone to do it. Odesk.com can also be an option.

Other Components of a Product Detail Page

Different products will have different components and options based on what category the product falls in.

Try to fill out as many fields as necessary and be accurate. Leave it blank if you don't know the answer. Otherwise, write it like you would the other type of sales copy we've discussed for the product description.

You'll have to fill out any required field which will be noted with a red star next to the field.

You want to fill in the "key product features" on the 'description' tab of the listing set up. Also, fill out the search terms (use your top 5 keywords) and the product dimensions/weight.