



# How To Optimize Your Product Page For Amazon

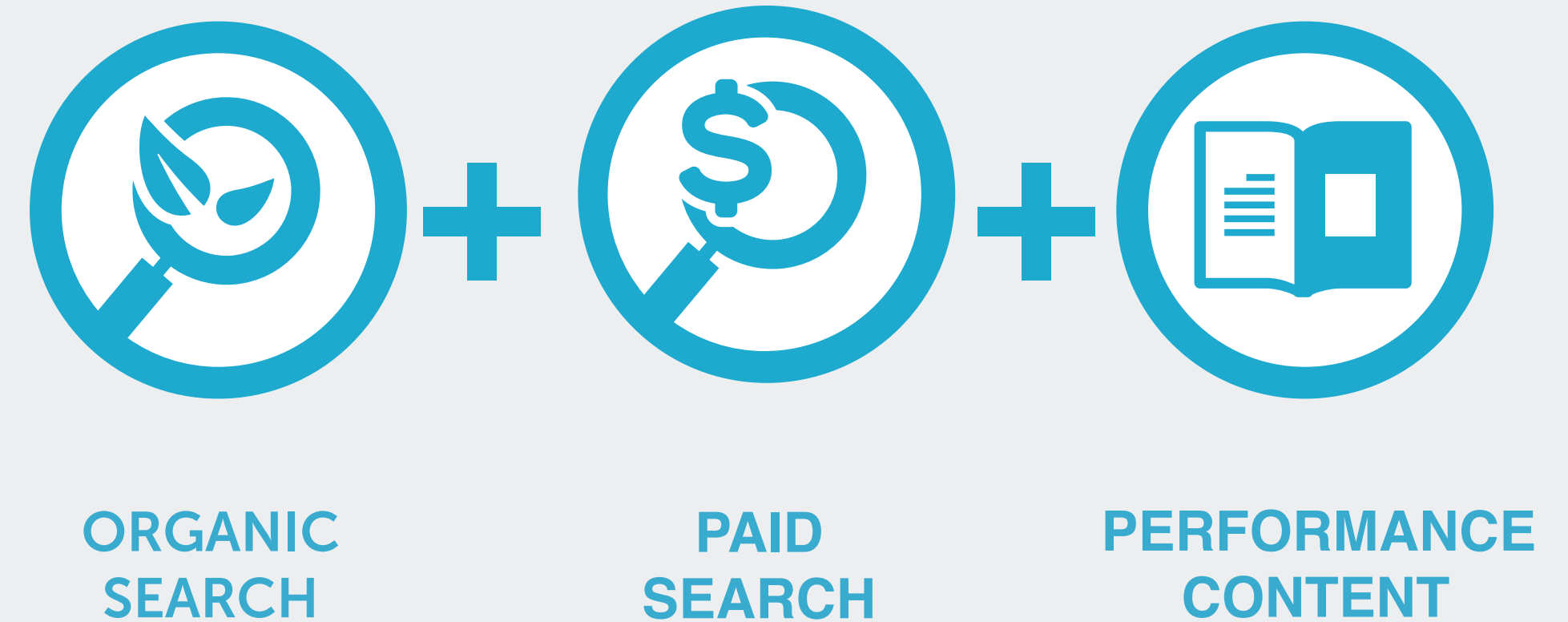
Kailin Witte | March 2021



# Hello

- Discoverability Group at VMLY&R
- Performance Content Director
- Work in Cincinnati, Ohio

## VMLY&R Discoverability Group



# Hello

- *Discoverability Group at VMLY&R*  
I work with a lot of smart search experts.
- *Performance Content Director*  
We write and optimize lots of Amazon product detail pages.
- *Work in Cincinnati, Ohio*  
I'm American and spell optimize with a "z."

## VMLY&R Discoverability Group



# We're Going to Have Our Differences

**amazon** **amazon.co.uk**

**amazon** **amazon**  
seller central vendor central

Check with your Amazon rep or see local rules and guides.



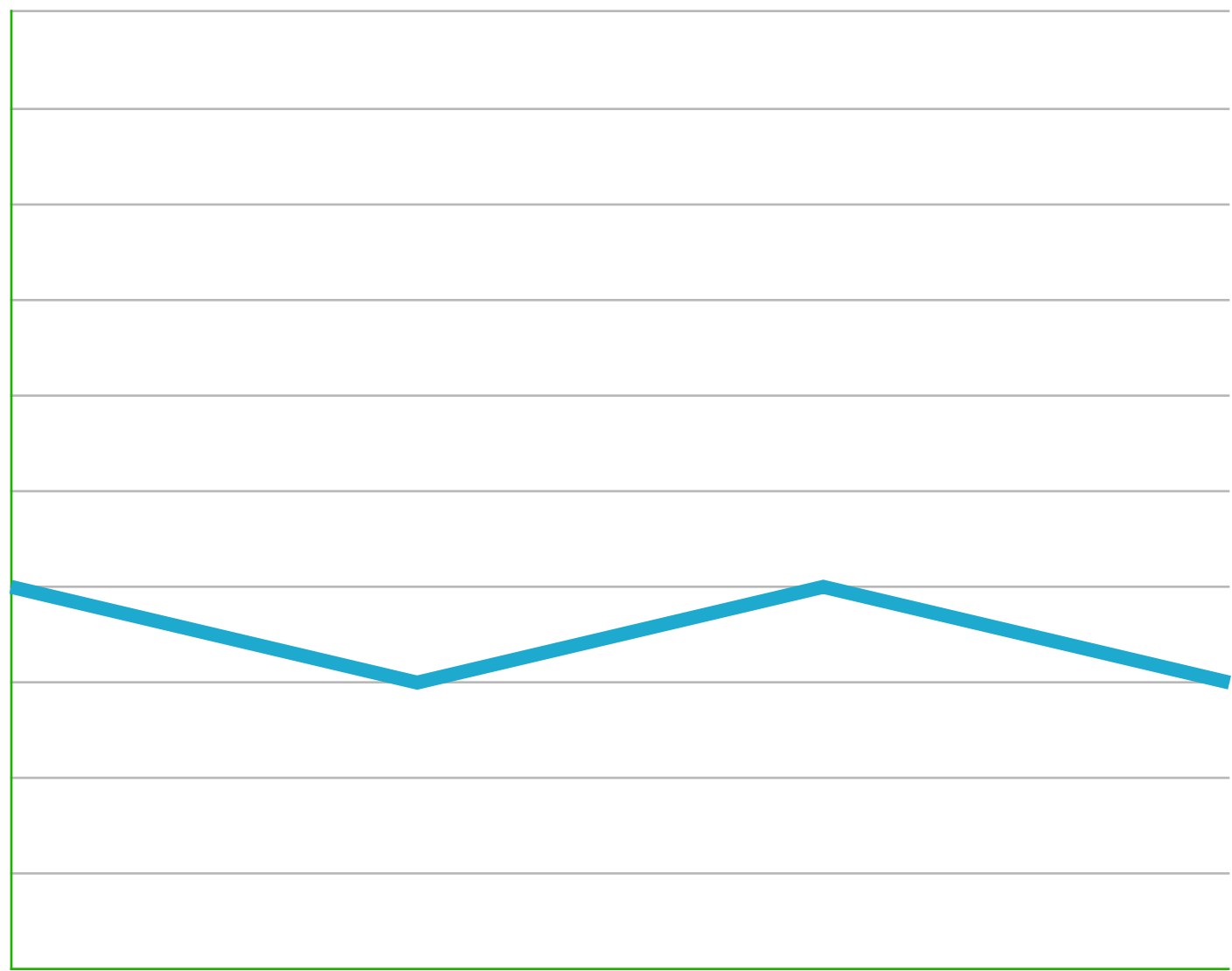


Why You're Here

# You Want This

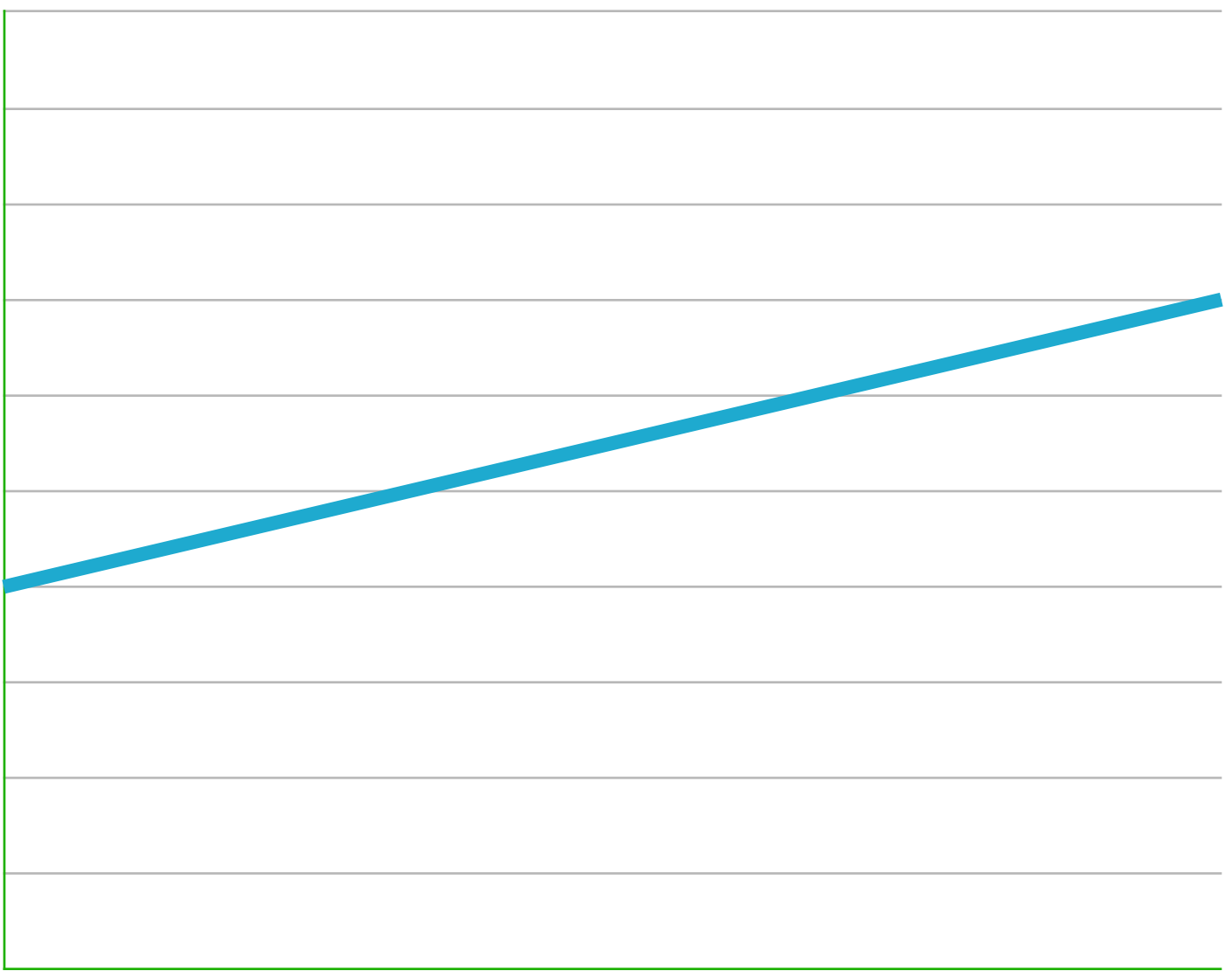
BEFORE

Sales



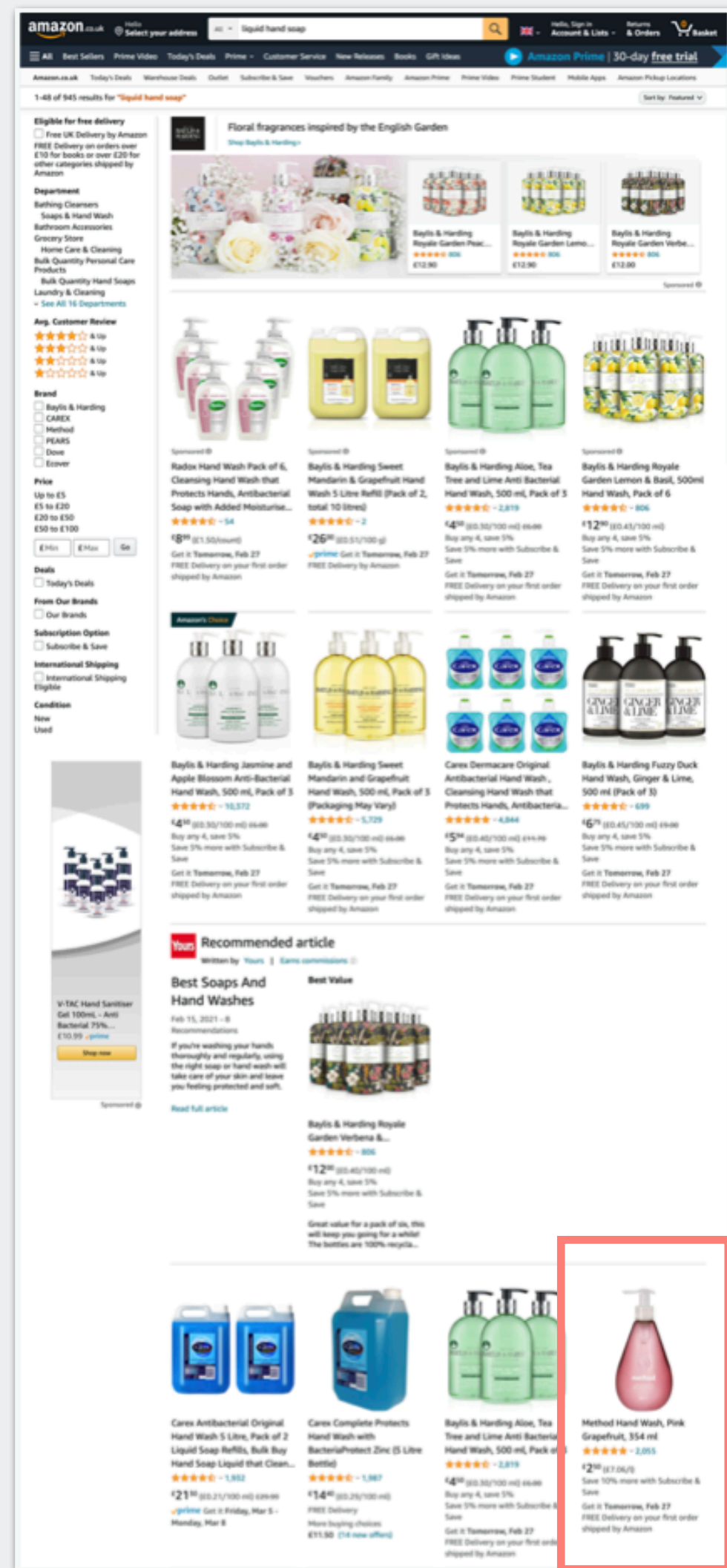
AFTER

Sales

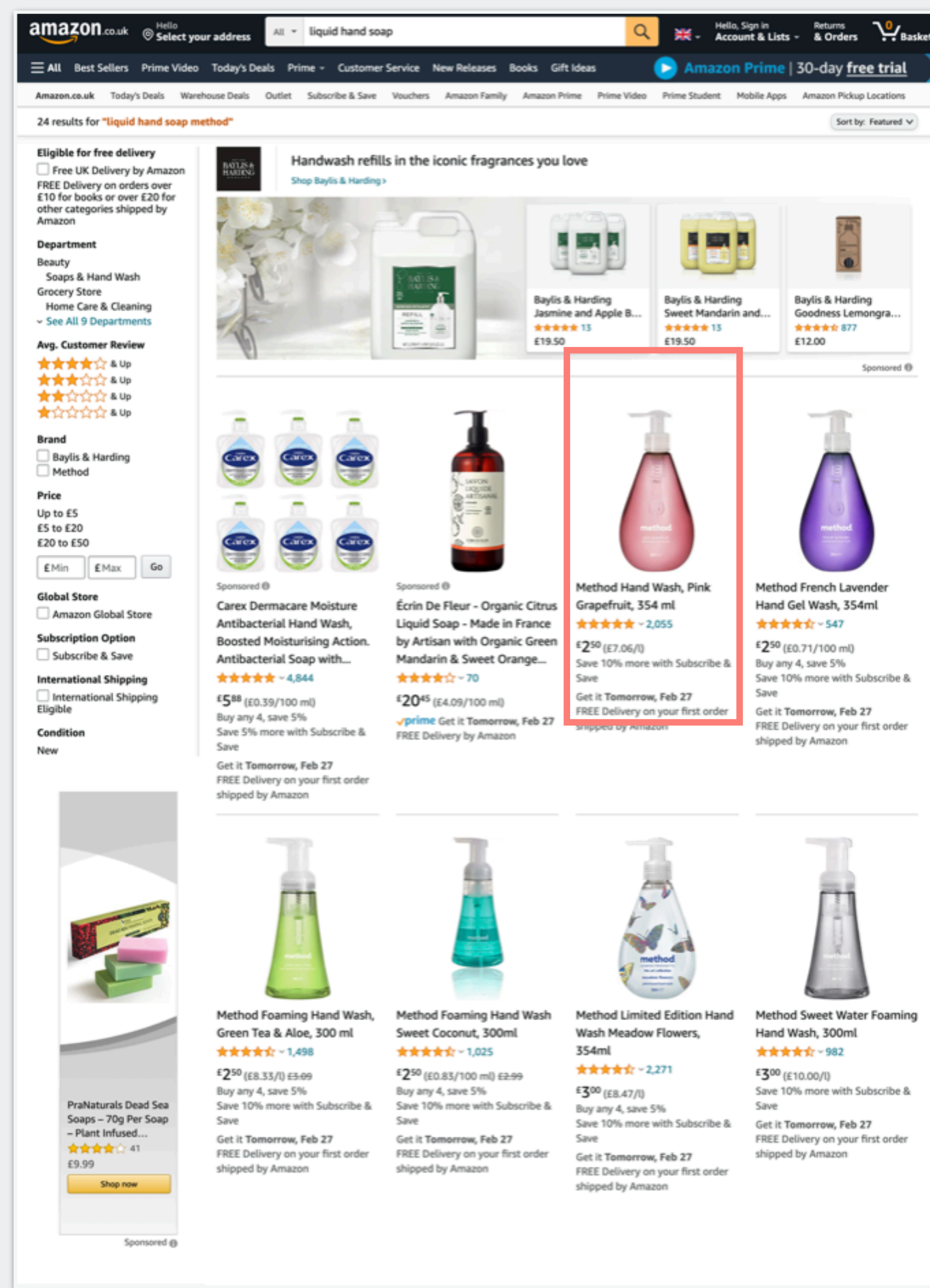


# So, Really

## BEFORE



## AFTER







## Organic Spot #1


## Organic Spot #8



## BEFORE

Food Cupboard
› Confectionery › Chocolate



## M&M's Peanut Chocolate Party Pouch Bag 1kg

Brand: Mars

★★★★★ 263 ratings

Was: £13.10

Price: **£10.71** (£10.71 / count)

You Save: **£2.39 (18%)**

**New (10) from £10.69 & FREE Delivery**

**Brand** Mars


**Item dimensions L x W x H** 16 x 6 x 20 centimetres

**Item weight** 1 Kilograms


**About this item**

- Crunchy peanuts coated in milk chocolate, encased in a sugar shell
- Peanut M&M'S are a great way to add colourful fun to desserts.
- Peanut M&M'S are a favourite party snack all year round.
- This classic chocolate snack has a peanut crunch and a colourful shell.
- Inside everyone there's a little nut.

› [See more product details](#)



|  |                                |
|--|--------------------------------|
| Porter per verpakking / Portions par paquet / Portionen pro Packung / Portionen per pake / Annotas per galleta / Portionen per forpackning / Bolek porci w opakowaniu / Portiones per paquet / Portioner / Taille de la portion / Portiongröße / Portionensmåle / Annotas per galleta / Bolek porci w opakowaniu / Portiones per paquet / Portioner / Tamaño de la porción | 40g                            |
| <b>Voedingwaardes / Information nutritionnelle / Nährwertinformation / Energiainformasjon / Ravintolainfo / Näringsinformation / Wartość odżywcza / Información Nutricional</b>  | 100g / 40g (1%)                |
| Energie / Valeur énergétique / Energi / Energia / Wartość energetyczna / Valor energético  | 2143kJ (100%)<br>512cal (100%) |
| Vetier / Matières grasses / Fett / Fedt / Rävav / Tuszcz / Grassas   | 26g 10g (14%)                  |
| vetier verzadigd vet / dont saturés / davon gesättigte Fettsäuren / matiet fedt / vetäi hyödyntetty / Matiasat tiett / w tym kwasy nasycone / de las cuales saturadas  | 10g 4.1g (21%)                 |
| Koolhydraten / Glucides / Kohlenhydrate / Kulhydrat / Hiilihydraatti / Kulhydrat / Hydroxydri / Hidratos de carbono  | 54g 24g (29%)                  |
| vetier suikers / dont sucres / davon Zucker / heraf sockerarter / pitta sokkera / vetäi sokerit / de los cuales azúcares   | 5.4g 2.1g (23%)                |
| Suiter / Proteïnes / Eiweiss / Protein / Proteini / Białko / Proteinas   | 9.9g 3.9g (8%)                 |
| Zout / Salt / Salz / Sól / Sól / Sól / Salt  | 0.09g 0.04g (< 1%)             |



## AFTER

Food Cupboard > Confectionery > Chocolate > Pouches & Bags

Roll over image to zoom in

## M&M's Peanut Chocolate Party Bulk Bag, 1kg

Brand: M&M's

★★★★★ 15,820 ratings | 33 answered questions

#1 Best Seller in Chocolate Pouches & Bags

RRP: £7.99

Price: **£5.89** (£5.89 / kg)

You Save: **£2.10** (26%)

Promotion Message Buy 4, save 5%. 1 promotion

**Note:** This item is eligible for **FREE click and collect** without a minimum order. [Details](#)

**New (18) from £5.89 & FREE Delivery** on your first eligible order to UK or Ireland.

Style Name: **Peanut**

£7.99 (£7.99 / kg)

£5.00 (£15.97 / kg)

**£5.89** (£5.89 / kg)

Brand

M&M's

Flavour

Peanut, Chocolate

Item

6 x 20.4 x 16.8 centimetres

dimensions L x

W x H

Item weight

1 Kilograms

### About this item

- Made with roasted peanuts and real milk chocolate all wrapped in a thin crispy colourful shell
- Peanut M&M'S are everyone's favourite party snack all year round. Perfect for enjoying with a movie, at birthday parties, and sharing with friends
- Add a colourful finish to any dessert with peanut M&M's



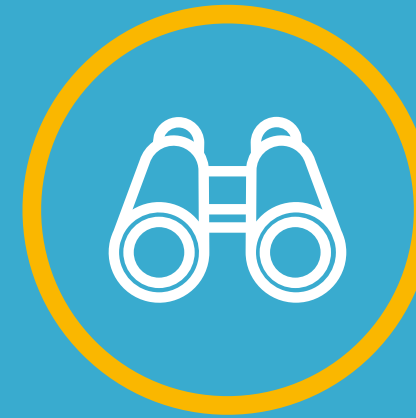


**And Really,  
You Need All Three**

# Product Detail Page (PDP) Content Performs When It:



Maximizes All  
Available Real Estate



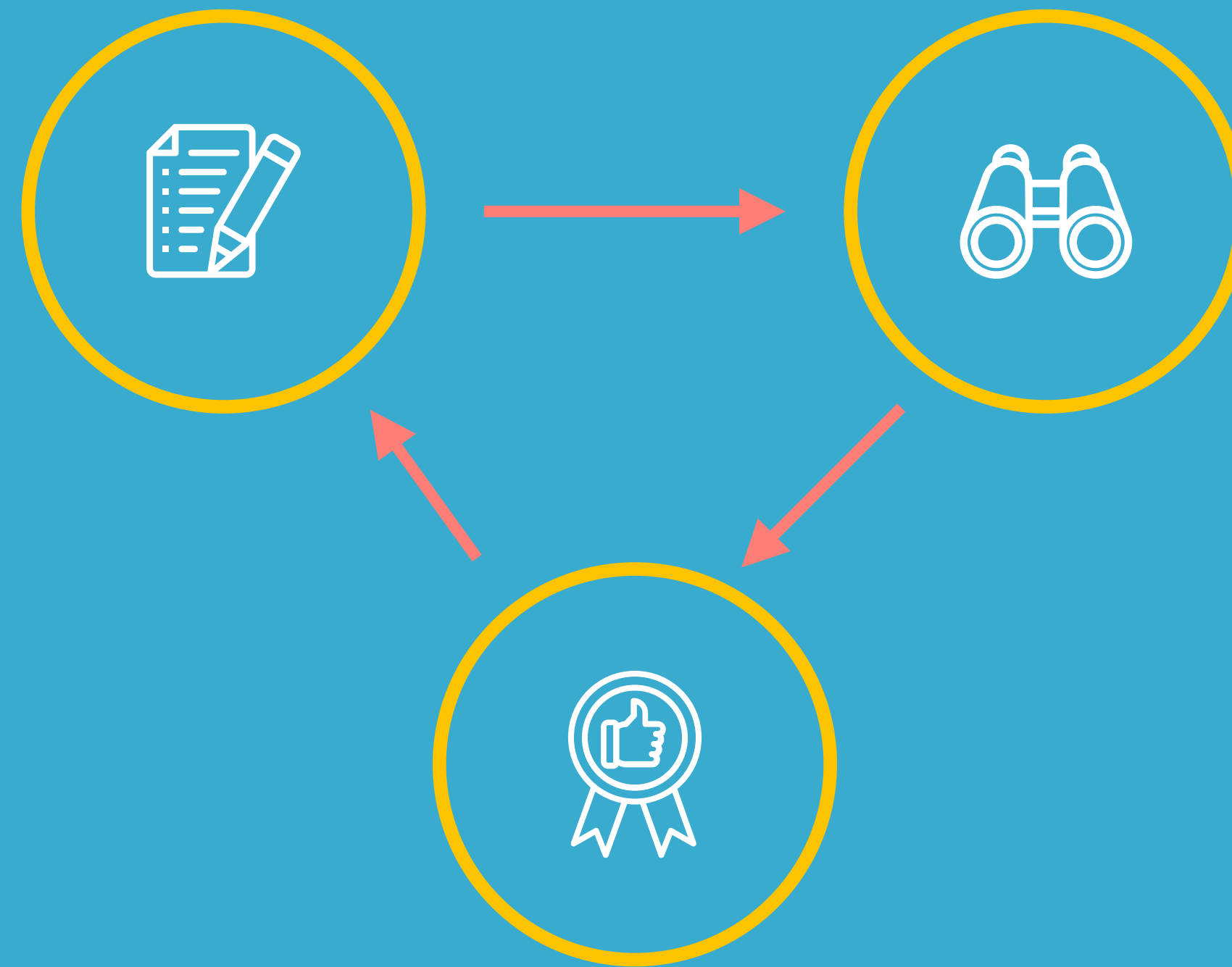
Ranks High & Stands  
Out In Search Results



Delivers Vital Information  
to Drive Conversion



# All Three Need to Work Together



# All Three Need to Work Together





**This Is Just the Start**



Let's Dig In

# Meet Our 6 Factors

Six core factors that we've seen impact Amazon search results.







# All Work in Unison



# Quick Definition

## **ASIN = Amazon Standard Identification Number**

A unique identifier for products in Amazon's system.  
Every product has one.

1 ASIN = 1 PDP

[amazon.co.uk/dp/B0111AIZ68](https://amazon.co.uk/dp/B0111AIZ68)

| Additional Information |  |
|------------------------|--|
| ASIN                   | B0111AIZ68   |
| Customer Reviews       |  14,607 ratings<br>4.8 out of 5 stars |
| Best Sellers Rank      | 20 in Baby Products ( <a href="#">See Top 100 in Baby Products</a> )<br>3 in <a href="#">Wet Baby Wipes</a>                |
| Date First Available   | 27 July 2015   |

**Let's Explore!**

# 1. Product Visibility

Paid Ads &  
Organic Rankings



# Visibility Metrics

Many different metrics.

Ultimately, the top metric we look at is Glance Views.

**Glance Views** are when shoppers view your PDP.



# 2 Ways to Influence Visibility

- 1. Rank high organically**

(low cost, but takes time)

- 2. Drive paid ads to product detail pages**

(faster, but higher cost)

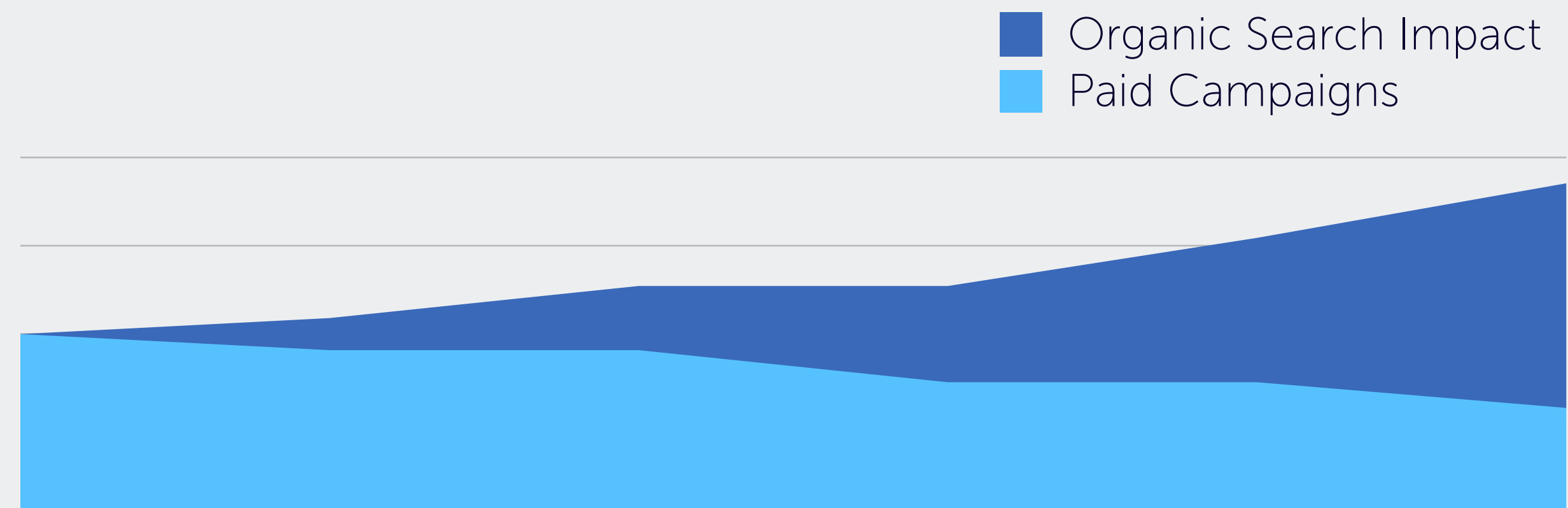
# 2 Ways to Influence Visibility

## 1. Rank high organically

(low cost, but takes time)

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(faster, but higher cost)



Paid & Organic Working Together for Product Visibility

## 2. Product Availability

Stock Rate &  
the Buy Box



# Product Inventory



Roll over image to zoom in



Dartington Crystal ST1401/P - Wine Master Chefs Taster Wine Glasses, Set of 2 x 380ml

[Visit the Dartington Crystal Store](#)

★★★★★ 831 ratings | 11 answered questions

**Currently unavailable.**

We don't know when or if this item will be back in stock.

Style Name: **Wine Master Crystal Red Wine Pair**

Cheers Red Wine 4 Pack

£13.98

Drink Red Wine 6 Pack

£24.00

**Wine Master Crystal Red Wine Pair**

--

|             |                    |
|-------------|--------------------|
| Material    | Crystal            |
| Colour      | Transparent        |
| Brand       | Dartington Crystal |
| Item weight | 1.15 Pounds        |
| Capacity    | 380 Millilitres    |

**About this item**

- 24% lead crystal speciality glasses

Share    

**Currently unavailable.**

We don't know when or if this item will be back in stock.

 [Select delivery location](#)

[Add to List](#)

>

Have one to sell?

[Sell on Amazon](#)

# Meet the "Buy Box"

The Buy Box can look different within each category and on each PDP.

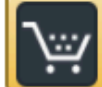
**£199.00**


FREE delivery: **Thursday, March 4** in the UK [Details](#)


Fastest delivery: **Tuesday, March 2**  
Order within 5 hrs 15 mins [Details](#)

**In stock.**

Quantity:

 Add to Basket

 Buy Now

 [Secure transaction](#)

Dispatched from and sold by Amazon.

**Add Extra Protection? Check if this cover meets your needs:**

☐ [AppleCare+ for Headphones \(2 Years\)](#) for **£29.00**

**Add an Accessory:**

☐ [Apple Lightning to USB Cable \(2 m\)](#) **£29.00**

 [Select delivery location](#)

Add to List


**£23.99**


FREE delivery: **Thursday, March 4** in the UK [Details](#)


Fastest delivery: **Tuesday, March 2**  
Order within 5 hrs 13 mins [Details](#)

**In stock.**

Quantity:

 Add to Basket

 Buy Now

 [Secure transaction](#)


Sold by [SeventhContinent](#) and Fulfilled by Amazon.

**Add Extra Protection? Check if this cover meets your needs:**

☐ [2-year Accidental Damage insurance](#) for **£4.99**

☐ [3-year Accidental Damage insurance](#) for **£6.79**

☐ Add gift options

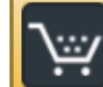
 [Select delivery location](#)


Add to List


**£56.50**

Fastest delivery: **Tuesday, March 2** [Details](#)


**Only 1 left in stock.**

 Add to Basket


 Buy Now

 [Secure transaction](#)

Dispatched from and sold by [Harts Of Stur.](#)

 [Select delivery location](#)

Add to List

 [Select delivery location](#)

See All Buying Options

Add to List



# Meet the "Buy Box"

## It's where you can tell:

- *If it's in stock.*

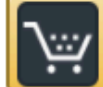
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Order within 5 hrs 15 mins [Details](#)

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Quantity: 1 ▾

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 [Select delivery location](#)

Add to List

 [Select delivery location](#)

[See All Buying Options](#)

Add to List

# Meet the "Buy Box"

## It's where you can tell:

- *If it's in stock.*
- *Who is selling it*

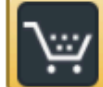
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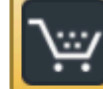
 [Select delivery location](#)


[Add to List](#)


**£56.50**

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**Only 1 left in stock.**

 Add to Basket


 Buy Now

 [Secure transaction](#)

Dispatched from and **sold by Harts Of Stur.**

 [Select delivery location](#)

[Add to List](#)

 [Select delivery location](#)

[See All Buying Options](#)

[Add to List](#)

# Meet the "Buy Box"

## It's where you can tell:

- *If it's in stock.*
- *Who is selling it*
- *Who is shipping it*

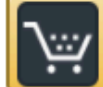
**£199.00**


FREE delivery: **Thursday, March 4** in the UK [Details](#)


Fastest delivery: **Tuesday, March 2**  
Order within 5 hrs 15 mins [Details](#)

**In stock.**

Quantity:

 Add to Basket

 Buy Now

 Secure transaction


Dispatched from and sold by Amazon.

**Add Extra Protection? Check if this cover meets your needs:**

☐ AppleCare+ for Headphones (2 Years) for **£29.00**

**Add an Accessory:**

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 Select delivery location

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**£23.99**


FREE delivery: **Thursday, March 4** in the UK [Details](#)


Fastest delivery: **Tuesday, March 2**  
Order within 5 hrs 13 mins [Details](#)

**In stock.**

Quantity:

 Add to Basket

 Buy Now

 Secure transaction


Sold by **SeventhContinent** and **Fulfilled by Amazon.**

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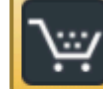
 Select delivery location


Add to List


**£56.50**

Fastest delivery: **Tuesday, March 2** [Details](#)


**Only 1 left in stock.**

 Add to Basket


 Buy Now

 Secure transaction

Dispatched from and sold by **Harts Of Stur.**

 Select delivery location

Add to List

 Select delivery location

See All Buying Options

Add to List



# Meet the "Buy Box"

## It's where you can tell:

- *If it's in stock.*
- *Who is selling it*
- *Who is shipping it*
- *If there are multiple sellers*

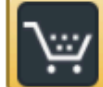
**£199.00**


FREE delivery: **Thursday, March 4** in the UK [Details](#)


Fastest delivery: **Tuesday, March 2**  
Order within 5 hrs 15 mins [Details](#)

**In stock.**

Quantity:  ▼

 Add to Basket

 Buy Now

 [Secure transaction](#)


Dispatched from and sold by Amazon.

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☐ [AppleCare+ for Headphones \(2 Years\)](#) for **£29.00**

**Add an Accessory:**

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 [Select delivery location](#)

[Add to List](#)


**£23.99**


FREE delivery: **Thursday, March 4** in the UK [Details](#)


Fastest delivery: **Tuesday, March 2**  
Order within 5 hrs 13 mins [Details](#)

**In stock.**

Quantity:  ▼

 Add to Basket

 Buy Now

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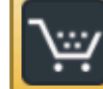
 [Select delivery location](#)


[Add to List](#)


**£56.50**

Fastest delivery: **Tuesday, March 2** [Details](#)


**Only 1 left in stock.**

 Add to Basket


 Buy Now

 [Secure transaction](#)

Dispatched from and sold by [Harts Of Stur.](#)

 [Select delivery location](#)

[Add to List](#)

 [Select delivery location](#)

[See All Buying Options](#)

[Add to List](#)



# Inventory & Third-Party Sellers

## Buy Box Ownership Can Change


You can purchase the same product, on the same PDP, on the same day and buy from different companies.


**£13.85**


**FREE delivery: Thursday, March 4**  
on your first eligible order to UK or Ireland.  
**Fastest delivery: Tuesday, March 2**  
Order within 4 hrs 43 mins  
[Details](#)

**In stock.**


Quantity:

 **Add to Basket**


 **Buy Now**

 **Secure transaction**

Dispatched from and sold by Amazon.

 [Select delivery location](#)

**Add to List**

**Pedigree Mixer Dry Food for Small Adult Dogs 1+ Cereal, ...**  
★★★★☆ 145 ratings

**2 other options**  
sorted by price + delivery: low to high [Filter](#)

**New**  
**£7<sup>99</sup>**  
(£5.33 / kg)

**FREE delivery: March 4 - 6** [Details](#)

**Add to Basket**

Dispatches from  
Sold by

UK Business Supplies  
[UK Business Supplies](#)  
★★★★☆ (35382 ratings)  
95% positive over last 12 months

**New**  
**£9<sup>49</sup>**  
(£6.33 / kg)

**FREE delivery: March 3 - 5** [Details](#)

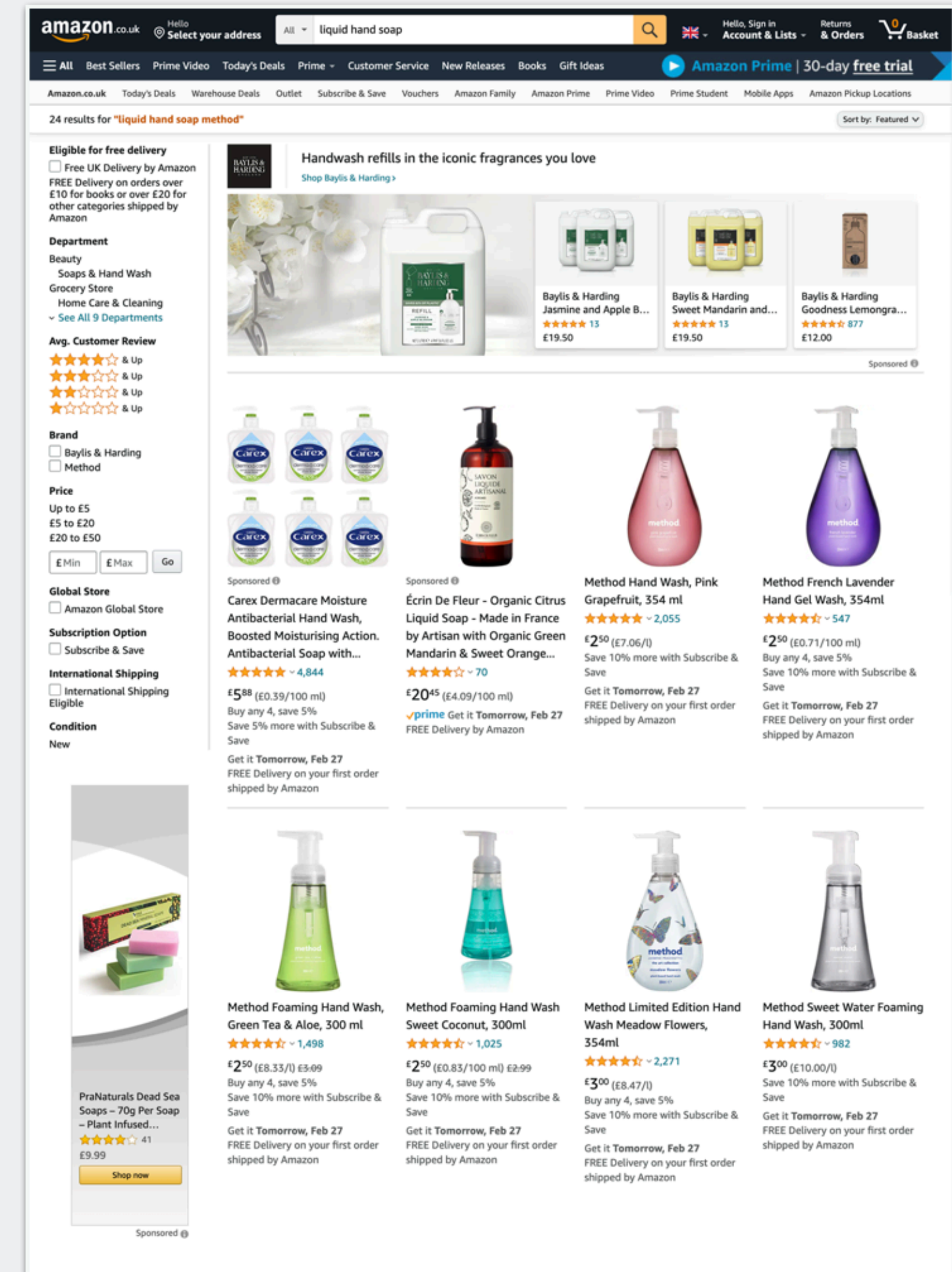
**Add to Basket**

Dispatches from  
Sold by

ORMSKIRK PETS  
[ORMSKIRK PETS](#)  
★★★★☆ (1313 ratings)  
99% positive over last 12 months

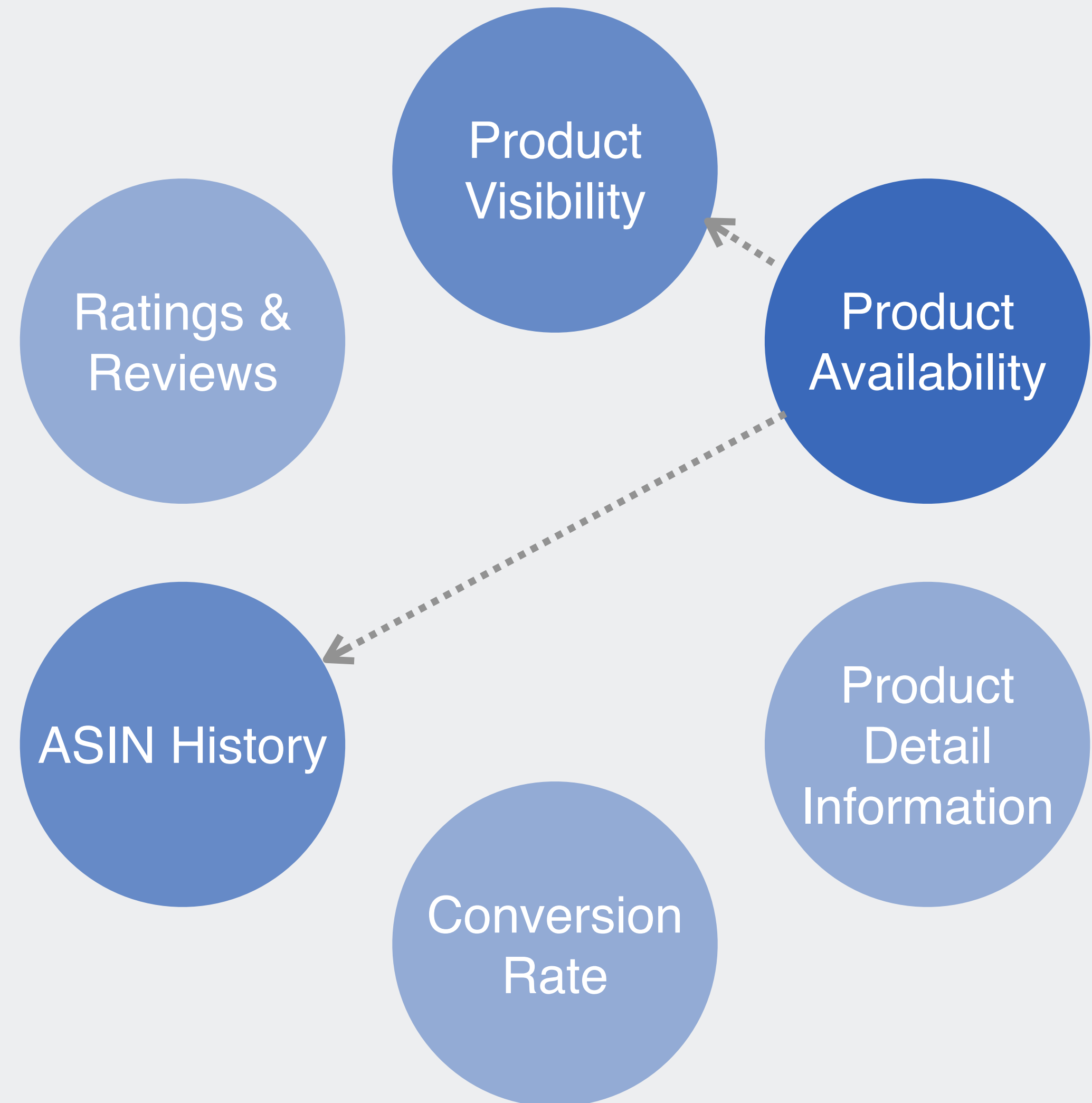
# A Lasting Impact for Search

Products can be rewarded when they have a good **in-stock rate** and are consistently available to sell.



# Control the Buy Box

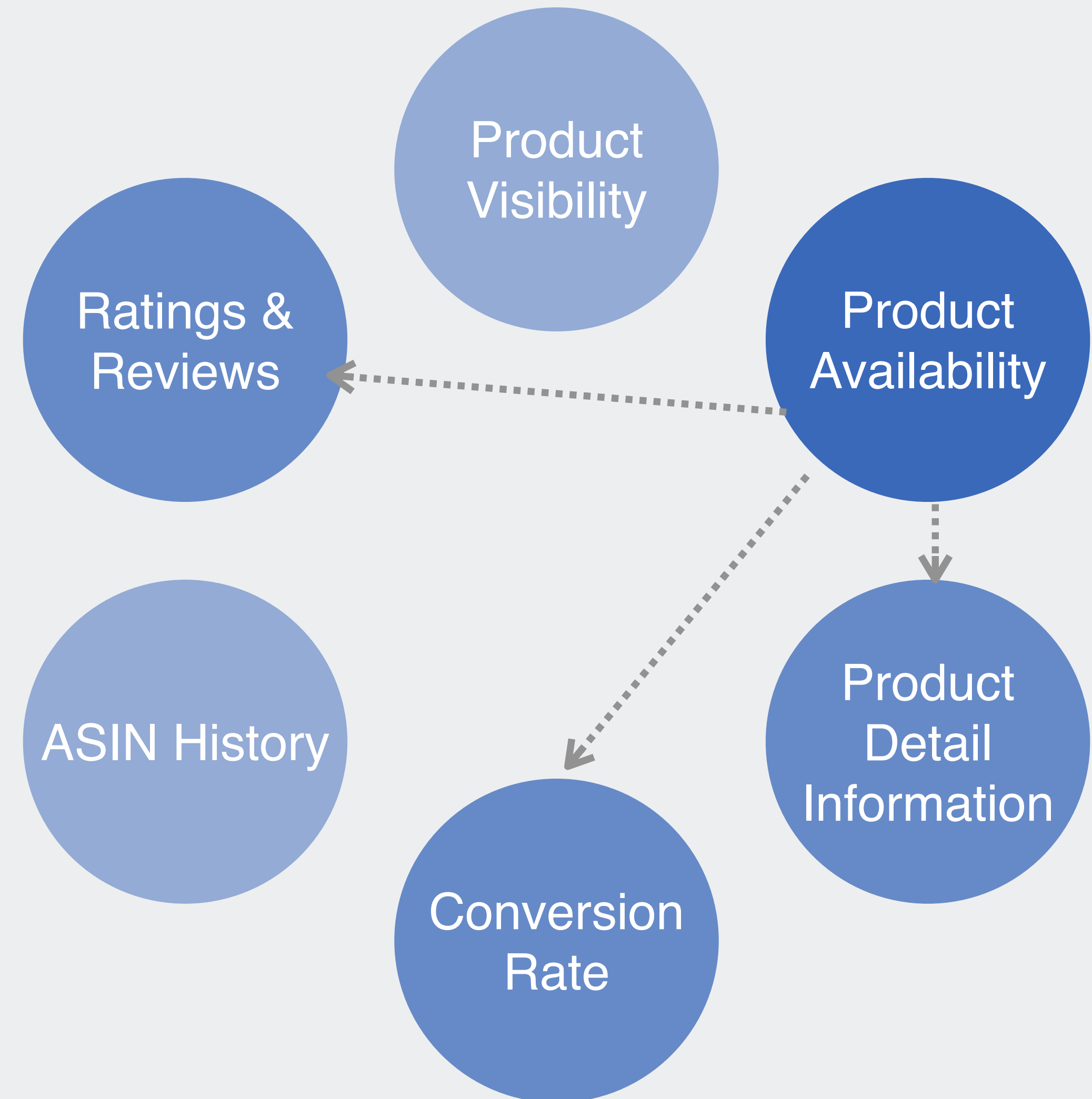
Owning the buy box gives you credit for the sale. It also might help build up the ASIN's sales history to improve visibility.



# Control Your PDP

**Own the buy box and you also own:**

- Content on the PDP
- The profits
- Quality control for the item shipped to shoppers
- Ratings and reviews from shoppers





# Out of Stocks

## They Can Haunt the ASIN Long After Stock Is Replenished

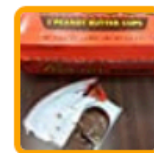


### ★★★★☆ Don't order in the summer

By ATC on August 7, 2019

I have ordered this product before with no issues and they are great and priced affordably but I ordered them recently in the summer and although they were shipped with an ice pack, they arrived melted and deformed. Also, it was sent with only one ice pack to keep 3 boxes of Reese's cold and the ice pack was completely melted when they arrived and the boxes a little soggy but that was not really a big deal. We buy these to sell individually and didn't discover that the majority are unsellable until it was too late to get a replacement.

### Images in this review





# Out of Stocks

## They Can Haunt the ASIN Long After Stock Is Replenished

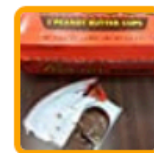


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Images in this review



Overcome shopper barriers  
(chocolate melting in transit)

# 3. Product Detail Information

Optimizable Content  
On Your PDP





# Content Optimization on the PDP

## Google Search

www.amazon.co.uk › Weetabix-Cereal › k=Weetabix+...

[Weetabix Cereal - Amazon.co.uk](#)

Results 1 - 16 of 117 — Amazon.co.uk: Weetabix Cereal.

www.amazon.co.uk › Weetabix-Wholegrain-Biscuits-4...

[Weetabix Wholegrain Breakfast Cereal, Pack of 48 Biscuits ...](#)

Free delivery and returns on all eligible orders. Shop **Weetabix** Wholegrain Breakfast Cereal, Pack of 48 Biscuits. ... Unless expressly indicated in the product description, **Amazon.co.uk** is not the manufacturer of the products sold on our ...

★★★★★ Rating: 4.7 · 528 reviews

## Amazon Search



Weetabix Wholegrain Breakfast Cereal, Pack of 48 Biscuits

★★★★★ ~ 548



Weetabix On The Go Chocolate Breakfast Drink, 250 ml, Pack of 8

★★★★★ ~ 743

£6<sup>67</sup> (£3.34/l) £11.92

£6.34 with Subscribe & Save discount

Buy any 4, save 5%

Get it **Tuesday, Mar 2**

FREE Delivery on your first order shipped by Amazon



Weetabix Wholegrain Biscuits, Pack of 24

★★★★★ ~ 367



Weetabix Crispy Minis with Banana 600 g (Pack of 10)

★★★★★ ~ 56

£28<sup>90</sup> (£4.82/kg)

£27.46 with Subscribe & Save discount

**Save £7.60** with voucher

**prime** Get it **Tuesday, Mar 2**

FREE Delivery by Amazon

Only 14 left in stock (more on the way).

6

Both Amazon and Google likely crawl different sections of the PDP to help shoppers find the products relevant to their queries.

# Search Rank Is Important

70%

of Amazon customers never go  
past the first page of search results.

SOURCE: Amazon-Owned Data



# Tools for Keyword Research

1. Helium 10 for Amazon Search Data
2. Google Keyword Planner for Google Search Data

## WHAT WE FIND

- Shopper Search Behavior & Need States
- Branded Terms
- Unbranded Terms

easy snacks sunflower seeds bulk giant  
roasted big jumbo salted large gluten free  
healthy snack packs keto kids low calorie carb  
fat salt organic paleo prime pantry protein raw  
food sun flower kernels seed vegan

# Key Terms for Relevancy

Work in a combination of **branded and unbranded terms** into the text to help increase a PDP's relevancy.

| Branded Terms                  | Unbranded Terms    |
|--------------------------------|--------------------|
| SunSmart Beach Bag             | Beach Bag          |
| SunSmart Tote Bag              | Beach Bag Tote     |
| SunSmart Tote for Women        | Large Beach Bag    |
| SunSmart Beach Bag With Zipper | Designer Beach Bag |

# Don't Forget the Unbranded Terms

78%

**of Amazon search queries**

are for generic goods and  
don't include a brand name.

SOURCE: Marketplace Pulse Research July 2019





# Anatomy of a PDP\*

## Optimize these PDP components:

- A. Product Category
- B. Product Title
- C. Key Features Bullets
- D. Product Description
- E. Basic Images (ATF)
- F. Enhanced Content (A+)
- G. Specifications/Attributes
- H. Search Terms (hidden)

F

From the manufacturer



**Vanilla Cake with Fresh Fruits and Flowers**  
Impress your family and friends with this gorgeous and easy-to-make two-tiered vanilla cake. Made with Betty Crocker Velvety Vanilla Cake Mix.



**Delicious Chocolate Fudge Brownies**  
Made with Betty Crocker Chocolate Fudge Brownie Mix, fresh raspberries and white chocolate drops.



**Discover Betty Crocker Gluten-Free**  
You don't have to refrain from a slice of delicious chocolate cake anymore with our Gluten-Free range! Try Betty Crocker Gluten Free Chocolate Fudge Brownie or Gluten Free Devils Food Cake.

G

### Product information

Flavour Name:Gluten Free Chocolate Fudge Brownie Mix

### Technical Details

#### General Information

|                      |                                       |
|----------------------|---------------------------------------|
| Product Dimensions   | 28.8 x 15.2 x 19.2 cm; 2.84 Kilograms |
| Item model number    | 7020017480                            |
| Allergen Information | Contains: Milk, Soy, Egg may contain  |
| Weight               | 2.49 Kilograms                        |
| Units                | 2490.0 gram                           |
| Storage Instructions | Store in a cool, dry place            |
| Manufacturer contact | PO Box 363, Uxbridge, UB8 1YT, UK.    |
| Country of origin    | Greece                                |
| Brand                | Betty Crocker                         |
| Speciality           | Vegetarian                            |
| Manufacturer         | General Mills UK                      |

#### Additional Information

|                      |  |
|----------------------|--|
| ASIN                 | B07DCTJ8V4   |
| Customer Reviews     | ★★★★★ 375 ratings<br>4.7 out of 5 stars                            |
| Best Sellers Rank    | 18,079 in Grocery (See Top 100 in Grocery)<br>13 in Brownies Mixes |
| Date First Available | 24 May 2018  |

#### Warranty & Support

Amazon.com Return Policy: Regardless of your statutory right of withdrawal, you enjoy a 30-day right of return for many products. For exceptions and conditions, see [Return details](#).

#### Feedback

Would you like to [tell us about a lower price?](#)

H

Search Terms ⓘ

cake mix gluten free dessert

\*PDPs vary by category and country.



# Amazon Search Engine Visibility\*

| Page Element                | AMAZON | GOOGLE |
|-----------------------------|--------|--------|
| Category                    | ✓      | X      |
| Product Title               | ✓      | ✓      |
| Key Feature Bullets         | ✓      | ✓      |
| Product Description         | ✓      | ✓      |
| Basic Images                | X      | X      |
| A+ Enhanced Content         | X      | ✓      |
| Specifications & Attributes | ✓      | ✓      |
| Search Terms (hidden)       | ✓      | X      |

\* As of March 2021 for amazon.com

# Accurate Content Is Vital

Incorrect or incomplete content has stopped

98%

**of shoppers**  
from purchasing a product.

SOURCE: Episerver Study February 2017

# Guiding Principles for Commerce Content



# Product Titles

Betty Crocker Gluten Free  
Chocolate Fudge Brownie Cake Mix  
415g (Pack of 6)



| Search Engine | AMAZON | GOOGLE |
|---------------|--------|--------|
| Visibility    | ✓      | ✓      |



# Product Titles

Betty Crocker Gluten Free  
Chocolate Fudge Brownie Cake Mix  
415g (Pack of 6)



**Consider the order** of the words to maximize keyword combinations.

Betty Crocker Gluten Free,  
Gluten Free Chocolate  
Gluten Free Chocolate Fudge  
Chocolate Fudge  
Chocolate Fudge Brownie  
Fudge Brownie  
Brownie Cake  
Brownie Cake Mix  
Cake Mix  
Cake Mix 415g



# Hero Images

X



✓



Make the hero image and key attributes stand out in search results.

# 4. Conversion & Seller Rank

Sales Volume



# Sales Volume

The more a product sells,  
the more it can help with  
future organic search.

## Product details

Size: Dog- over 18 lb

[Manual \[PDF\]](#)

[User guide \[PDF\]](#)

**Product Dimensions:** 4.8 x 4.8 x 1.5 inches ; 4.8 ounces

**Shipping Weight:** 4.8 ounces ([View shipping rates and policies](#))

**ASIN:** B00B8CG602

**Item model number:** 85588303

**Average Customer Review:** ★★★★★ 7,737 customer reviews

**Amazon Best Sellers Rank:** #1 in Pet Supplies ([See Top 100 in Pet Supplies](#))

#1 in [Pet Supplies > Dogs > Flea & Tick Control > Flea & Tick Collars](#)

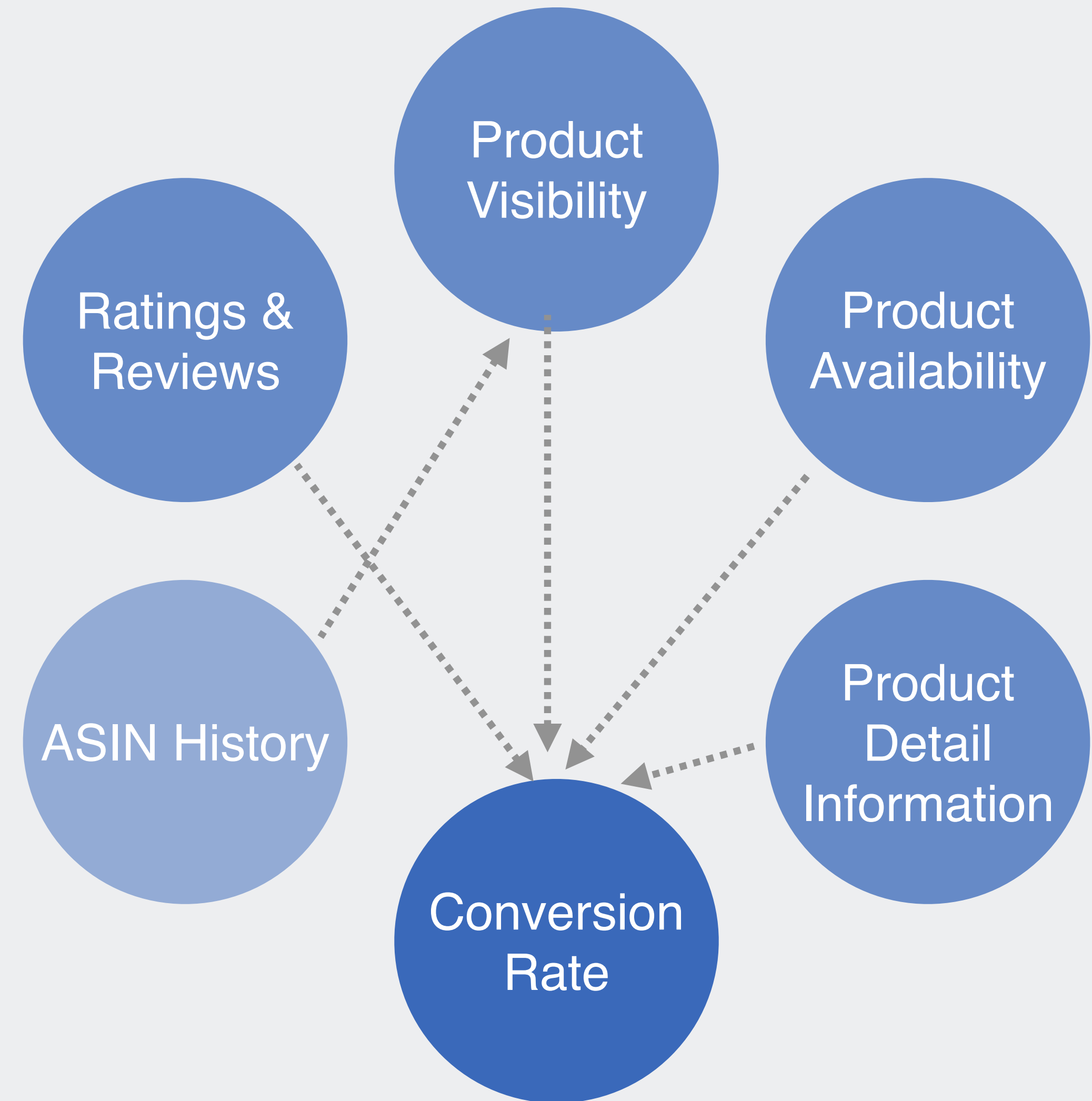
*Seller Rank (#1 in Category and #1 in Sub-category)*



# Driving Conversion

To different degrees, almost everything can impact conversion:

- Product visibility
- Product availability
- PDP content
- Ratings and reviews





# 5. Master ASIN History

Sales History



# ASIN History

In general,  
the longer an ASIN is active on Amazon,  
the more sales history it gathers,  
**the better the chance to rank higher.**

6

## Additional Information

|                      |   |
|----------------------|---|
| ASIN                 | B06XGLMR1B  |
| Customer Reviews     | ★★★★★ ∨ 1,570 ratings<br>4.8 out of 5 stars                             |
| Best Sellers Rank    | 80 in Grocery (See Top 100 in Grocery)<br>2 in Chocolate Pouches & Bags |
| Date First Available | 8 Mar. 2017   |

## Additional Information

|                      |   |
|----------------------|---|
| ASIN                 | B08FZS2R9J  |
| Customer Reviews     | ★★★★★ ∨ 9,219 ratings<br>4.4 out of 5 stars                                 |
| Best Sellers Rank    | 72 in DIY & Tools (See Top 100 in DIY & Tools)<br>2 in Reusable Respirators |
| Date First Available | 4 Dec. 2020   |

# 6. Ratings & Reviews

Customer Satisfaction



# Internal Search Impact

From what we've seen,  
ratings and reviews  
do not impact Amazon's algorithm,  
positively or negatively.

Customer Reviews

★★★★☆

7,761

3.9 out of 5 stars ▾

5 star

62%

4 star

8%

3 star

5%


2 star

6%

1 star

19%

Write a review



Bayer Seresto Flea and Tick Collar for Large Dog- fro...

by Bayer Animal Health

Size: Dog- over 18 lb | [Change](#)

Price: **\$54.99** + Free shipping with Amazon Prime

Top positive review

[See all 5,446 positive reviews ▸](#)

441 people found this helpful

★★★★★ **It works! The first product we've ever used that actually kills fleas!**

By Lisa Kearns on May 25, 2017

We have an outdoor dog that is absolutely covered in fleas nearly year round, since we don't get hard freezes here in North Carolina. We've tried Frontline, Capstar, Program, Advantage, flea collars, flea shampoos, spraying fipronil in the area around the barn where he lives, diatomaceous earth, brewers yeast and garlic, cedar oil and cedar chip bedding, and nothing worked. We even used corn oil to coat and suffocate the fleas, which worked but only for a day or [Read more](#)

Top critical review

[See all 2,315 critical reviews ▸](#)

60 people found this helpful

★☆☆☆☆ **Buyer beware**

By patricia ashley on December 17, 2016

I used on my 24 lb cockapoo for 2 1/2 years with no problems. I felt the collar was a great product.

The last time I put the collar on, within hours he began vomiting and having diarrhea. He stopped eating and drinking. Several visits to the vet over the course of 3 days for blood work, fluids, antibiotics, and observation left him continuing to deteriorate becoming more lethargic and incontinent. [Read more](#)

On Amazon



# External Search Impact

Product review content is crawled  
by external search engines.

Amazon.com : Bayer Seresto Flea and Tick Collar for Large Dog- from ...  
<https://www.amazon.com/Bayer-Seresto-Collar-onwards-Protection/dp/B00B8CG602> ▼  
★★★★★ Rating: 4 - 7,653 reviews  
Bayer Animal Health Seresto Flea and Tick Collar for Large Dogs. ... Flea and Tick Prevention for  
Dogs and Cats, Flea Control for Dogs and Cats-Prevents, Repels.... ... Lanalux Dog Collar Pet Essential  
Oil Pest Control Collars Prevention for Dogs 8 Months Protection....

Google Search Result (showing Amazon rating)

# Ratings Matter to Shoppers

Nearly

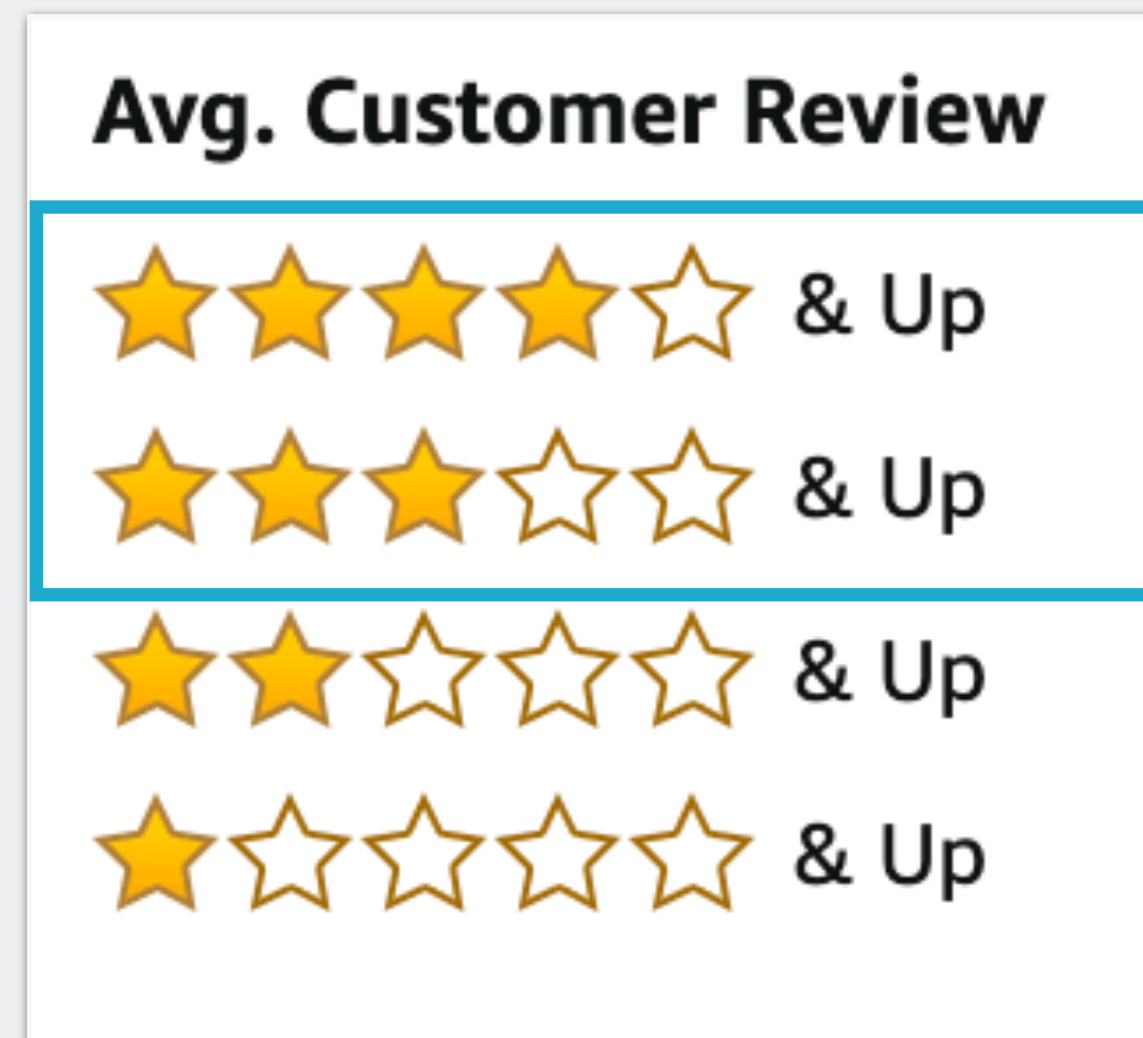
90%

**of Amazon shoppers**  
would not consider  
purchasing a product with  
**less than 3 stars.**

SOURCE: Feedvisor Amazon User Study 2018

# Best Practices

3.5+ stars



21+ reviews

[Look inside](#) ↓

**Amazon Reviews for Books**  
**HOW TO GET**  
**BOOK REVIEWS ON AMAZON**  
The Amazon Self Publisher Series  
Book 3  
**DALE L. ROBERTS**

Amazon Reviews for Books: How to Get Book Reviews on Amazon:  
3 (The Amazon Self Publisher) Paperback – 14 Nov. 2020  
by Dale L. Roberts (Author)

★★★★☆ 4 ratings

> [See all formats and editions](#)

| Kindle Edition  | Paperback                               |
|---|---|
| £0.00 <a href="#">kindleunlimited</a>   | <b>£11.99</b>                           |
| This title and over 1 million more are available with <a href="#">Kindle Unlimited</a> £3.99 to buy | 2 Used from £22.19<br>2 New from £11.99 |

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# More Than Keywords





**Success  
Creates More  
Success**

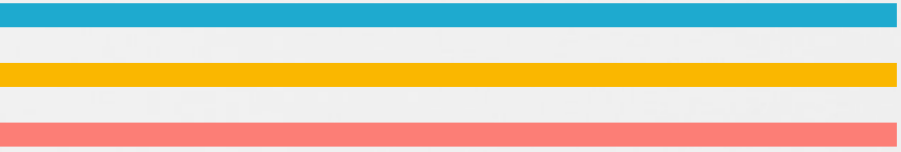


# Summary



# All Three Play a Part





# Get To Optimizing!



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