

# WINNING ON AMAZON: OPTIMIZE YOUR PRODUCTS

Marketplace sales account for 50% of global online retail sales. Are your products optimized to sell?

\*Internet Retailer, 2018



1.

## GRAB ATTENTION

### Optimize Product Titles

- Is the title concise, unique, and, front-loaded?
- Does it contain your brand, keywords, and benefits?
- Have you complied with Amazon's title formatting for your product category?
- Did you limit characters to 80-250\*?
- Are you following Amazon basic standards?
  - Capitalize the first letter of each word, but don't use ALL CAPS
  - Spell out measurements (Ounce, Inch, Pound)
  - Use numerals (5 not "five")
  - Don't use ampersands (&) unless it's in the brand name. Write out "and" in lowercase letters

2.

## PULL THEM IN

### Optimize Your Product Features & Descriptions

#### Best Practices for Key Product Features

- Do you highlight the top product features?
- Do you begin each bullet point with a capital letter?
- Are you separating phrases in each bullet with semicolons?
- Are you spelling out measurements, such as quart, inch, or feet?
- Did you check that you didn't enter prohibited info like:
  - Company-specific information
  - Promotional and pricing information
  - Shipping or company information

#### Product Descriptions

- Did you read all requirements for your product category?
- Does your product description answer the following questions?
  - What colors does your product come in?
  - What sizes are available?
  - How much does it weigh?
  - Who is it perfect for?
  - What makes it different from other brands?
- Do you include your unique value proposition and top features?

\*Note: there are different bullet point/character limits for vendors vs. 3P sellers.

3.

### MOTIVATE SALES

## Optimize Your Product Images

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- Are you using high quality product images (1,000 pixels or larger in height or width)?
- Are your images consistently sized?
- Do you have multiple products images to show size, color combinations, materials, and quality of your product?
- Do you include an in-scale image (showing a person wearing the product or next to a related item to clarify the product's true size)?

4.

### GAME THE SYSTEM

## Optimize Backend Keywords

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- Are you taking advantage of the keywords Amazon allows you to include in your listing?
- Have you included common misspellings?
- Do the order of your keywords match how a user would search naturally?

**WANT TO BOOST AMAZON SUCCESS? WE CAN HELP**



Our Amazon experts will combine Product FastLane, a simple tool to optimize your product data and images, and our institutional knowledge, to boost your Amazon results.

With our special Amazon package, a Whereoware marketing expert will

- review your current Amazon setup
- recommend product title and description modifications
- optimize your product data through Product FastLane
- set up Amazon advertising.

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**Get in touch to learn more about this special:**