



MY SELLER PAL

AMAZON LISTING OPTIMIZATION WORKSHEET

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PRODUCT TITLE

- Maximum character limit is 250 characters or around 50 words.
- Product's key benefit.
- Something that differentiates the product from the competition
- Top priority keywords

BULLET POINTS

- 5 Bullet Points.
- Maximum character limit is 1000 or 25 words per bullet point.
- Key features at the top of the list.
- Applicable guarantees and warranties.

PRODUCT IMAGES

- 9 images
- Images should be at least 1000 x 1000 pixels
- Main image in a pure white background without any graphics or texts
- Different angles of the product.
- Product in its packaging.
- In-life or in use shots of the product.
- Size and scale of the product.
- Product's key features.

PRODUCT DESCRIPTION

- Maximum character limit is 2000 including spaces.
- Short sentences but clear. Between 15-25 words.
- Target keywords.

REVIEWS

- Get as many POSITIVE reviews as you can.
Run automated email campaigns.
- Keep customers informed about the order's status.
- Add value to each contact by including something product-related that they may find useful like an E-book.
- Don't send too many emails too often.

PRODUCT RATING

- 5-star rating
- Identify common customer complaints and address them.
- Get as many reviews as you can to outbalance the critical ones.
- Provide quality products.
- Don't make false claims about your product.

Bonus Tips!

KEYWORDS

DON'Ts!

- ✘ No to keyword stuffing or shoving as many keywords on your listing making it hard to understand.
- ✘ Repeating full key phrases in your title.

DO!

- Fill in your back-end search terms with relevant keywords. Maximize the 250 character limit.

TO SAVE CHARACTER ON BACK-END SEARCH FIELDS:

- Avoid repetitions by using hyphenated keywords.
- No need to distinguish between singular and plural forms
- No similar keywords in different lower or upper cases
- Don't add filler words and stop words
- Don't use exclamation marks
- No need to add a comma to separate words.

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