



AMAZON SEO

HOW TO SUCCEED ON THE WEB'S FAVOURITE
SHOPPING SEARCH ENGINE



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INTRODUCTION

In 2018, Amazon overtook Google as the primary start point for product searches – with [research from Jumpshot](#) finding that Amazon and Google had switched places between 2015/18. During that time, Amazon had grown from 46% to 54% while Google had experienced the reverse.

In addition to this, from the same research, 90% of all product views on the Amazon platform came from searches – rather than from ads or product aggregators - and 45% of all of those views went to products on the first three rows of the search result.

While these top rows increasingly feature ads, this isn't likely to diminish the percentage share of clicks for the top results by much – though the Google and Amazon SERP are not exactly interchangeable, the share of clicks is similar and, one can safely assume, consumer behaviour is unlikely to substantially differ between platforms.

This means that, if your brand operates on Amazon, it is as important – if not even more so – that your brand features in the top positions. While this can be achieved through advertising – and [we can help there, too](#) – the most cost effective method is to improve your Amazon SEO.



WHAT IS AMAZON SEO?

To begin with, we should begin by defining the two terms.

Amazon

Beginning as an online marketplace for used books, Amazon has become the primary eTail site, making its founder Jeff Bezos the richest man in the world in the process. Amazon is now responsible for the majority of product searches and while its growth is below the overall growth of the verticals it is represented in (for example, IKEA's online sales have increased, as have online furniture sales in general, more than Amazon's sales, but all have grown), it has become such a major player in eCommerce that brands as large as Nike now sell through the site.

SEO

SEO, or 'search engine optimisation', is the process of adjusting content, presentation and more to cater better to search engine ranking factors to improve performance therein.

So, Amazon SEO...

Catering to Amazon's ranking algorithm – referred to as A9 (after the Amazon subsidiary that handles its SEO) – Amazon SEO is the process of optimising both your seller account and your product pages to appeal to the ranking method that underlies the Amazon search engine results pages. This shares some things in common with SEO for general search, but is heavily weighted for relevance and performance of your products.

WHY DOES AMAZON SEO MATTER?

If I knew back in 2012 what I know now, perhaps I'd be publishing novels, but the reason Amazon SEO matters is that it helps to differentiate and promote your product in an ocean of similar, and sometimes identical, products. As mentioned, Amazon starts 54% of all product searches and, as of 2018, Amazon was responsible for a third of the approximately £175 Bn generated by UK eCommerce (making it the fifth largest retailer overall).

This means that, like Google, if you're selling online, you pretty much have to be on Amazon (as mentioned previously – [even the largest sportswear brand in the world sells directly through the platform](#)).


So, with your competition consisting of everything from basement/garage bound start up retailers to multi-billion mega-corporations, you should be ensuring you're doing everything you can to ensure that your product is capable of standing out from the crowd – and that starts with optimisation.

HOW TO IMPLEMENT AMAZON SEO


Unlike Google, who prefer to keep their algorithmic black box sealed, locked and guarded by wolves, Amazon has been quite clear about the factors it expects sellers to optimise. There are four elements that we need to examine:

1. Visibility
2. Relevance
3. Conversions
4. Reviews

While not stated exactly, the Amazon [help page](#) (sign in required) carries a fairly explicit summary:



Customers must be able to find your products before they can buy them, and searching is the primary way they can do that. Customers search by entering keywords, which are matched against the information (title, description, and so on) that you provide for a product. Factors such as degree of text match, price, availability, selection, and sales history help determine where your product appears in a customer's search results. By providing relevant and complete information for your product, you can increase your product's visibility and sales.



There are a lot of crossovers between these factors – there aren't too many things to optimise, so there are bound to be – but we'll attempt to deal with each point independently.

APPEALING TO RANKING FACTORS

1. Visibility

Visibility, as far as Amazon is concerned, represents the consumer's ability to find the product and, therefore, relates to the effort sellers put in to completing the information sections for your listings. While you can do this en-masse using a spreadsheet upload, all of the fields for a solo listing should be present in the sheet you use for the mass upload. These include (not an exhaustive list):

In tab one:

- **Product name** – this should feature the keyword you're looking to rank for at the beginning or as close to as possible as the title length displayed varies depending on where on the screen or device the listing appears.
- **Manufacturer** – if you're selling your own product, this should be your own brand name, if you're a reseller, use the information from the original manufacturer.
- **Brand name** – as above, dependent on your inventory, your own or the manufacturer's name goes here.
- **Package quantity** – simply the number of packages that will arrive with the consumer.
- **Material type** – the material from which your product is made (there's a list of options if you click into the cell).
- **Shape** – while it may not be a searched for term in your industry (car shaped toy cars?), if your product has a shape which may differentiate it or be searched for, mention it here.
- **Size** – whether selling clothes or containers, list the generic sizes here (small, XL etcetera).
- **Hand orientation** – while it may not apply to every product, the left or right handedness of a product can be a selling point, so make sure you fill this in if it's appropriate.
- **Tension supported** – again, this is unlikely to be a feature for most, but if you're selling hanging baskets or hanging chairs or anything in between, the tension of the item should be listed here.

In tab two:

- **Variations:** – this is where you can define any variations of the same product, whether that's size, colour or shape.

In tab three:

- **Offers:** - if you have any reductions in price or offers applicable to specific areas, they are entered here.

In tab four:

- **Images:** - there's plenty of space for images, so you can use as many high quality product snaps as you need to show off your product.

In tab five:

- **Key product features:** - these will be the bullet points near the top of your listing, so make sure you help your product stand out. In addition, while it has not been stated explicitly, there is anecdotal evidence to support the idea that keywords placed in the product features can have a positive impact on rankings, so use them if they can be used organically.

In tab six:

- **Keywords:** - you're looking for as many unique, applicable keywords as possible. In this regard, your general [PPC keyword](#) research will come in handy. Help your consumers to buy your product by ensuring you think about it from their perspective and how they may look to find you.

Optimising this process is the key to achieving visibility for your products, so ensure that you're giving this as much thought as it deserves.

2. Relevance

While this is also determined by the data you enter in to your product listing, relevance is something you should consider separately – you want to make your products discoverable, but you also need to make sure that the keywords you're targeting are entirely focused on those your ideal consumer, or buyer personas would be using to find your product. While increasing the number of keywords, or using branded keywords from competitors may (probably temporarily) increase visibility, leaving a consumer disappointed with your product is a poor first impression.

3. Conversions

Sales and sales velocity seem to be the key factors for ranking on Amazon – while there may not be too much you can do to influence this at first, you can use paid search to boost your initial sales figures through both Amazon and search PPC. While boosting in this fashion will improve rankings, it should be noted that it is lasting sales volume that produces lasting ranking improvement.

4. Reviews

Whether it's a friendly note with the product, or an email following the purchase, you need to pick up reviews – not only is it beneficial for sales (as most consumers will prefer to purchase an item which has been rated), but it is also a ranking signal to get those reviews rolling in.



FEATURING IN THE 'BUY BOX'

The 'Buy Box' is akin to the [rich result](#) in Google search – it features in pride of place, with research suggesting that sales are made up 80+% from products listed in that position. While there are no guarantees, there are a few things you can do to increase your chances of featuring.

- **Account health** – by reducing key metrics such as Order Defect Rate (ODR), Cancellation Rate, and Late Shipment Rate, you can improve the health of your account – the lower the percentage the better.
- **Order volume** – while it varies by category, featuring in the 'Buy Box' requires the reassuringly vague phrase 'sufficient volume' to judge performance, likely a determination of trust in the seller.
- **Competitive pricing** – while it's not encouraged to price lower specifically for Amazon, do bear in mind the prices of your competition there; you'll need to represent value (not necessarily the lowest price) to feature in the box.
- **Shipping** – 'Fulfilment by Amazon' is the gold standard here, but attractive shipping rates and free delivery also improve your chances.

CONCLUSION

While the Amazon algorithm may not be of the same level of complexity as that of Google or Bing, it's nevertheless important to ensure you're ticking all of the right boxes with your product listings. With Amazon continuing to grow its share of eCommerce and retail in general, there are few brands that can afford to ignore the world's favourite shopping search engine.

By implementing the right Amazon SEO practices, however, and ensuring that you take the platform seriously, you can help your brand compete against larger competitors and take steps to succeeding in an ever more digital world.



amazon

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ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Search Agency of the Year and Digital Agency of the Year 2018, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

YOUR BESPOKE ORGANIC SEARCH (SEO) ANALYSIS AND REVIEW

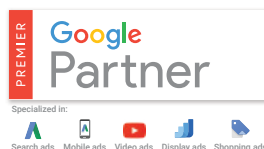
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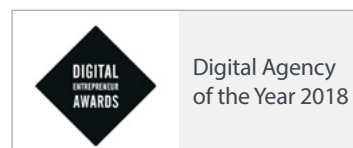
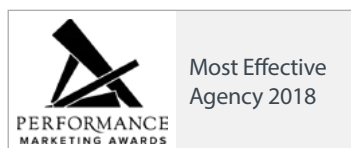
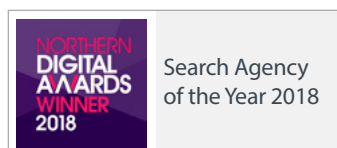
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