



A Step-By-Step Guide to Maximizing Your Sales With Listing Optimizer.

Why an expertly crafted listing is your key to moving up the sales ranks, and how listing optimizer helps you get there fast

Before we get into the specifics, it's worth asking: what is your listing, and why is it important? Well, when you get to the point where it's time to launch your product, you need to create a product listing that appears on the Amazon marketplace. This includes all of the details of your product including images, branding, listing copy (such as title, bullet points and description) A+ Content, and more.

Behind the product itself, your listing is the second most important piece of the puzzle. It is the only chance a customer has to get a feel of what you have to offer. On top of this, the keywords that you use in your listing are the exact same ones that Amazon will use in its algorithm to place you. This means that **optimizing your listing copy is one of the best ways for potential customers to find your product**. It is absolutely critical to have an optimized listing that not only catches the attention of Amazon's algorithm but also connects with your customers.

Keywords are either 'exact match' or 'broad match'. Both matches are highlighted within Listing Optimizer. The more exact match high search volume, and relevant keywords, the better.

Exact Match	Broad Match
The words appear in the exact same order as the keyword phrase	All the words from the keyword phrase appear, but not in order

EXAMPLE

Keyword: Floor Pillow for Adults

Floor Pillow for Adults, Perfect for Meditation

Floor Pillow For Meditation, Perfect **for Adults**

The below ZonGuru method for optimizing your listing will guide you towards developing a listing title, bullet points, description, search terms and subject matter that convert. Keep in mind, like most product optimization tools it requires a human touch and level of finesse if you want to speak to your customers in a way that makes them truly listen. Sign up for a [free trial](#) to ZonGuru and try it out for yourself!

Step 1

Create a master keyword list. The following link shows you exactly how to do this using our Keywords On Fire tool >

https://global-uploads.webflow.com/5df2db6b12ce6cc95d671bd1/5f24b4902480e15598e47334_SOP%20Document.pdf

Step 2

From the Listing Optimization menu open **Listing Optimizer**.

Add in the name of your product in the 'Session Name' tab and then click 'Start New Session'.

Once ZonGuru has created the new session click on the eye icon to open.



Step 3

Once inside your Listing Optimizer session, click '+ Add' then 'Import keywords from Keywords On Fire', which will download your keyword list.



Next up, you need to create a 'Blank Listing' by clicking '+ Click here to add your first listing'. Now you're ready to start optimizing!

Step 4

This is where you'll need to determine where in the listing to insert keywords for maximum visibility. First things first, you need to figure out which ones are the strongest and most relevant based on their search

volume and keyword relevancy. These will be included in your title. This can be done by ranking your keywords by search volume or KWOF score.

Although not confirmed (Amazon holds its cards close to its chest), it is widely believed that the keywords used in **the title** hold the most weight with Amazon's algorithm. That means the more exact match keywords in your title, the better. Let's break down the different fields within Listing Optimizer:

Title

The title is what customers click on to see your full product listing. It should first include your brand name and then the most relevant keyword that best describes your product. You should then add any important information such as colour (green), quantity (4-pack), and size (Extra Large). After the important information is included, you should add in keywords with the highest search volume and relevance.

Bullets

Bullet points are meant to be short and easily digestible bits of information about your product. Although they are important for adding in more keywords (it is believed that bullets hold the second most weight within Amazon's algorithm), it's important to remember that you're still selling a product. That is why you must construct bullet points that focus on your product's benefits while using language that resonates with your target market and still flows well. As you create the copy for your bullet points, keep your keywords in mind and only add them in where they make sense.

Description

The product description is where you go deeper into selling your product by addressing customer objections and enticing them to buy now. Again, it is important to include as many keywords here as possible, but only where they make sense and flow naturally in your narrative. Here you should

highlight comparisons between your product and a competing one along with showing the customer the experience of using your product.

Search Terms

Your search terms are the back-end keywords that nobody sees besides you, and Amazon. This is where you will include less-attractive keywords, or keywords that aren't as relevant to your product. This can include different materials, synonyms, and even misspellings. A handy feature within the Listing Optimizer is clicking on a keyword in your keyword list, which takes it straight to your search terms.

Subject Matter

These are more back-end keywords that aren't visible for customers. By now, you should have used all of your main keywords in the title, bullet points, description and search terms. The subject matter is a great place to put in those final keywords with low search volume after all the other areas are full. This is the last step towards making sure your listing is fully optimized!

Now that your listing copy is done, it's time to see how it compares with your competitors. By clicking '+' and selecting 'AMZ Product' you can enter any product ASIN and Listing Optimizer will pull the listing for you to view side-by-side next to your own. Here you can compare optimization scores (the overall quality of your listing calculated by strength and placement of keywords) with your direct competitors to really make sure that you have the edge. This is the perfect time to make any last edits and arrangement of keywords to make sure your listing is crafted for maximum sales.

Step 5

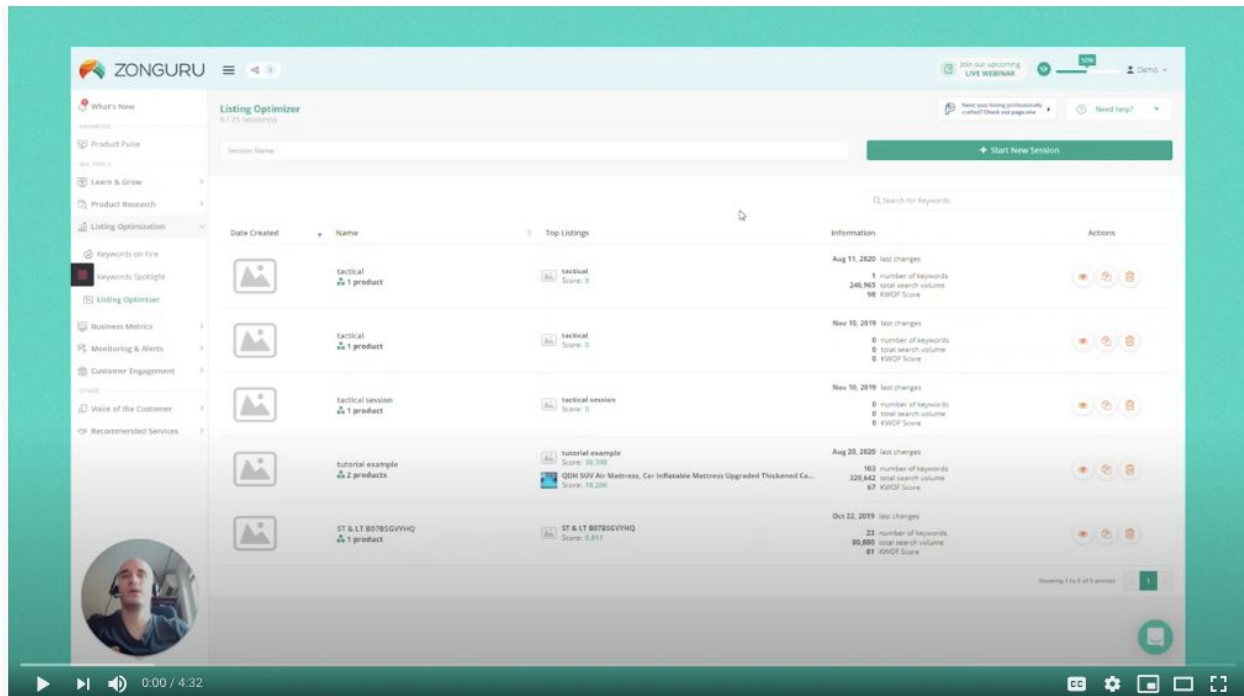
Your listing copy is now fully optimized and ready to be posted on Amazon. This can be done within Zonguru simply by clicking on the cogwheel icon and then selecting 'Publish on Amazon'.



This will download the copy straight into your listing on Amazon.

For more information on how to use the ZonGuru Listing Optimizer tool we recommend checking out the help video below.

<https://youtu.be/OoebkmTImx4>



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If you need more information on any of the above content please don't hesitate to reach out to the ZonGuru support team – support@zonguru.com