

AMZ Agency Academy

DAY 1

Business Health Check

During the next seven days we will be detailing the best ways to improve rankings and conversions for your clients listings. So that you can follow along with the learnings we recommend selecting an existing client's listing to use as a case study. If you don't have an existing client's listing, no problems. Just select one from Amazon that is similar to the clients you will be working with.

CASE STUDY PRODUCT

Complete the basic identifiers for your chosen product.

Item	
ASIN	
Product Description	
Niche	

UNDERSTAND THE NICHE

What is the main buyer search term?

Use the ZonGuru Chrome Extension to complete the following data points using your main buyer search term:

Metric	Actual
Search volume	
Average monthly sales	
Average ratings	
Average monthly revenue	

ASSESS CURRENT PERFORMANCE

Record the listings performance for the past 30 days using the ZonGuru Business Dashboard. If there is a data point that you don't currently have access to please just leave it blank.

Metric	Past 30 Days	1 Month Check In
Items sold		
Gross sales revenue		
Net margin %		
Net profit \$		
COGS % (Total COGS / Gross Revenue)		
Refund % (Total Refunds / Gross Revenue)		
ACOS %		
ACOTS %		

PRODUCT RATINGS

What is the current rating count and overall star rating for the product?

Metric	Current	1 Month Check In
Number of ratings		
Star rating		

LISTING FUNDAMENTALS

Before we go further it's important to make sure fundamental areas have been set up correctly.

What selling category is your chosen product registered within? What selling category are your top 3 competitors within? If there is a difference, consider which category is more appropriate.

Case study product: _____

Competitor 1: _____

Competitor 2: _____

Competitor 3: _____

Is your chosen product brand registered? Y / N

If brand registered, is A+ content being used? Y / N

If brand registered, has a storefront been set up? Y / N

Brand registration is available to sellers who hold a trademark. Enrolling in Amazon Brand Registry unlocks additional tools to help protect and promote brands on Amazon. Entry to the program is free and available [here](#).