

AMZ Agency Academy

DAY 3

Listing Copy

It's time to get serious! Listing copy is your chance to win over a would be buyer. Catchy titles, bullets that convey benefits and language that resonates is quickly going to see you skyrocket your clients conversion rates. Make the most of your valuable Amazon real estate by following Terms of Service (ToS), avoiding prohibited keywords, and mastering your keyword placement.

FOLLOW AMAZON'S RULES

Failure to follow Amazon's rules can quickly result in listing suppression. Regularly check in with ToS to make sure listings you create are always up to scratch. Below are some of the key requirements to keep front of mind when creating a listing:

Requirements for your title:

- Titles must not exceed 200 characters, including spaces.
- Titles must not contain promotional phrases, such as "free shipping", "100% quality guaranteed".
- Titles must not contain characters for decoration, such as ~ ! * \$? _ ~ { } # < > | * ; ^ ¬ ¦
- Titles must contain product-identifying information, such as "hiking boots" or "umbrella".

Requirements for your listing:

- Comply with the relevant style guide for the product you're listing. You can find general rules that apply to all products in the [Amazon Services Quick Start Style Guide](#).
- Don't use HTML, JavaScript, or other types of code in your product detail pages. As a special case, you can use line breaks `</br>` in the description.
- None of the following are allowed in product detail page titles, descriptions, bullet points, or images:
 - Pornographic, obscene, or offensive content.
 - Phone numbers, addresses, e-mail addresses, or website URLs.
 - Details of availability, price, or condition.
 - Use Capital Letters only for the beginning of each word. Do not use all Capital Letters throughout the attribute. This applies for Product Title, Bullet Points and/or Product Description.
 - Links to other websites for placing orders, or alternative shipping offers, such as free shipping.
 - Spoilers on Books, Music, and Video or DVD (BMVD) listings. This includes giving away plot details crucial to the suspense or surprise ending of a story.
 - Reviews, quotes, or testimonials.
 - Requests for positive customer reviews.
 - Adverts, promotional material, or watermarks on images, photos, or videos.
 - Time-sensitive information, such as dates of tours, seminars, or lectures.
- Ensure that the product detail page outlines any additional items that are essential to the function of the product.

WORDS TO AVOID

Whilst Amazon does not release a specific list of keywords that are prohibited, these are keywords we've encountered over the years that have caused issues for sellers.

We highly recommend excluding these from listing copy.

\$	Acquired Immune Deficiency	ADD
Addictive substance withdrawal	ADHD	AIDS
Ailment	All natural	All-natural
ALS	Alzheimer's	Alzheimer's disease
Amyotrophic lateral sclerosis	Anti-Bacterial	Anti-Fungal
Anti-Microbial	Antibacterial	Antifungal
Antimicrobial	Approved	Attention Deficit Disorder Drugs
Autism	Bacteria	Best Seller
Biodegradable	Biological contaminants	Bonus
Cancer	Cancroid	Cataract
CBD	Celiac	Certified
Chlamydia	CMV	Cold
Compostable	Concussion	Contaminants
Corona	Corona Virus	Coronavirus
Covid	Covid-19	Crabs
Crohn's	Cure	Cystic Fibrosis
Cytomegalovirus	Decomposable	Degradable
Dementia	Depression	Detox
Detoxification	Detoxify	Detoxifying
Diabetes	Diabetic	Diabetic Neuropathy
Disease	Diseases	Drug
Drugs	Eco-friendly	Environmentally friendly

Epilepsy	FDA	Filter
flawless	Flu	Free
Fungal	Fungicide	Fungicides
Fungus	Germ	Glaucoma
Gonorrhea	Gout	Green
Guarantee	Heal	Healthier
Healthy	Hepatitis A	Hepatitis B
Hepatitis C	Herpes	Herpes Simplex Virus 1
Herpes Simplex Virus 2	HIV	Hodgkin's Lymphoma
Home compostable	HPV	HSV1
HSV2	Human Immunodeficiency Virus	Human Papilloma Virus
Illness	Influenza	Kidney cirrhosis
Kidney disease	LGV	Liver
Liver disease	Lou Gehrig's disease	Lupus
Lymphogranuloma Venereum	Lymphoma	Maladies
Malady	Marine degradable	Medicine
Meningitis	Mildew	Mold
Mold resistant	Mold spores	Mono
Mononucleosis	Multiple sclerosis	Muscular Dystrophy
Mycoplasma Genitalium	Nano silver	Native American tribe name
NGU	Non-toxic	Noncorrosive
Nongonococcal Urethritis	Obesity	Parasitic
Parkinson	Parkinson's	Pearl
Pelvic Inflammatory Disease	Pesticide	Pesticides
PID	Platinum	Price
Proven	Recommended by	Refund
Remedies	Remedy	SAD
Sanitize	Sanitizes	Scabies

Seasonal Affective Disorder	Seizures	Stroke
Syphilis	TBIs	Tested
Toxic	Toxin	Toxins
Traumatic brain injuries	Treat	Treatment
Trich	Trichomoniasis	Tumor
Validated	Viral	Virus
Viruses	Weight loss	

KEYWORD PLACEMENT

Amazon's algorithm now gives equal weighting to all listing fields. Below is a general guide of what the focus of each field should be:

Field	Focus & Tips
Title	- Put the most relevant keywords here. - Keep mobile users in front of mind, they will only see the first 70 characters. - Clear product description eg. 4-pack green hiking socks - Don't repeat keywords, Amazon recognizes plurals
Bullets	- Focus on product benefits. What pain points does the product solve? - One benefit per bullet. - Keep mobile users in front of mind, they will only see the first 3 bullets unless they click further.
Description	- Detailed description of the product. - Separate content with paragraphs. - HTML is not allowed with the exception of paragraph separators. - Use A+ content if brand registered.
Search Terms	- Hidden from public view. - Include misspellings, synonyms and foreign

	language keywords. • Don't use punctuation or plural variations of the same keyword. • Avoid duplication between front end and back end keywords.
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