Amazon SEO Ranking Hacks

Optimize Your Listing to Rank Products Higher and to Increase Sales on Amazon.

By
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FREE Video Training: *"How To Instantly* **Boost Amazon Sales & Reviews** *Without Wasting Lots Of Money…"*

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- ✓ *Three times as many buyers search for products to buy on Amazon than Google. What if you knew how to rank on Amazon? [Intro]*

- ✓ *How I got out of $100K debt and built a business on AUTOPILOT that brings in over $10K every single month. [My Story]*

- ✓ *You will understand how Amazon Product Search A9 Algorithm works. [Fundamentals]*

- ✓ *Learn how you can optimize your products for these top Seven Customer satisfaction and retention Factors.*

- ✓ *Learn how you can optimize your products for these top Eight Conversation Rate Factors.*

- ✓ *Learn how you can optimize your products for these top Eight Relevancy factors.*

- ✓ *Few more Ideas to rank your products on Amazon*

Introduction:

If you want to grow a business on Amazon you need to understand how Amazon search algorithm works. Well it is sound obvious but you would be surprised, most business people who operate on Amazon have no clue how Amazon ranks and delivers search results.

Three times as many buyers search for products to buy on Amazon than Google. Think about it, where do you go if you need to know if a product is a good investment? Where do you go if you want to know the best deal on anything? from digital music to shoes, Amazon right?

Yet you probably did not pay attention to how the amazon search engine works, much less consider it as a marketing way worth optimizing for. From my experience, most of the marketers are still spending time trying to optimizing their Amazon listings for Google. What if you knew how to rank on Amazon instead? Think about it, you would have three times more ready to buy customers than you would ever get in Google. You would do it in a fraction of a time too.

In this book you are going to find out how to do it. Before we started, little about me on how I got into this business? And why you need to listen to me.

My Story:

I am Aman A S,

Few years ago I was working full time job on Travel and Tourism Company (Thomas Cook) and that job was draining me, I knew I had to get out. I wanted to be free to do whatever I want, whenever I Want.

I wanted to travel, I wanted to spend time with my family, friends and truly live a free life with security and financial freedom. So I ventured out, left my decent-paying job and started my own business. I first started a Coffee Shop in Chennai, India but it was not doing well, followed by a multi-cuisine restaurant – This even failed along with two other businesses (China Mobile Phone Wholesale and Food Product Business).

Before even realize, I was drowned in debt of about $100K (which is huge amount of money in India). I have made so many quick decisions, failed so many times and learned the lessons throughout the process.

Then I started THREE successful companies; one garments wholesale and two men's wear retail businesses. These NEW businesses got me out of debt and made me live a life with sturdy income. But still I was not satisfied with these businesses; it has taken of all my time and not allowed me to live a life of my dreams.

Then I found this BIG opportunity and started selling my own brand (private label) products on Amazon early 2015, my new business and my new brand generated over INR.27,88,328 in revenue on the first six months alone, just selling five of my own brand products with a decent profit margin of 30% which amounts to a profit of about INR.8,36,498 for six months. And it is growing each and every month.
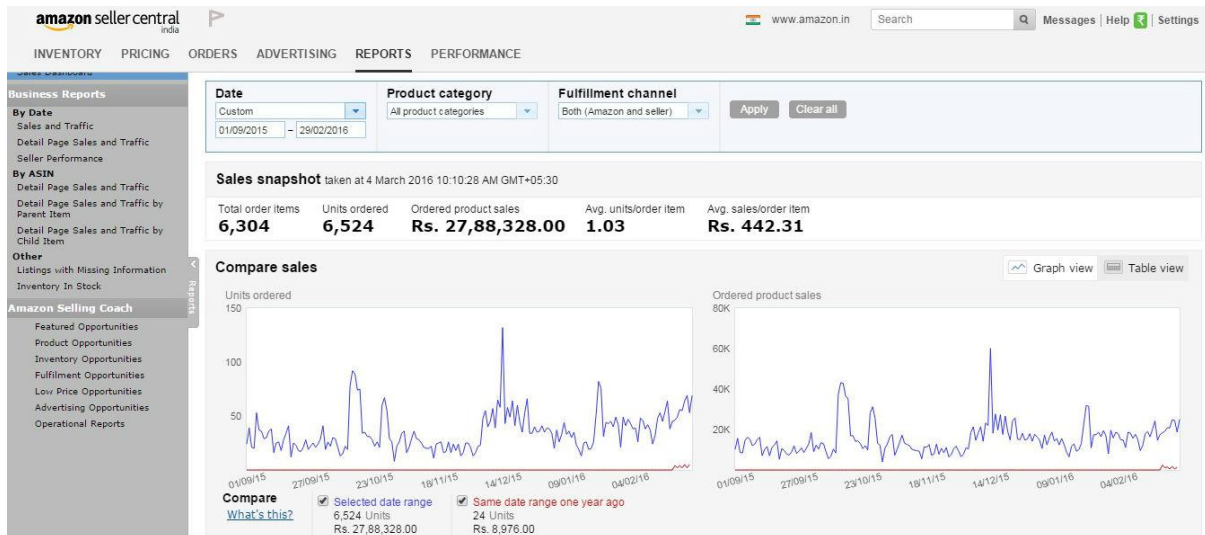
And the cool things is, I don't have to go to my office every single day to run this business, I don't have a single employee, I don't have to ship products to customers and even I don't have to communicate with any of my customers! All these thing were automated by a program called Amazon FBA (Fulfillment By Amazon).

Fast forward today in 2020, now I truly live a life that I actually wanted, everyday I spend more time with my family and friends, I take vacation whenever I wanted it and can travel wherever I wanted.

All these are possible because I was able to scale my Amazon business to a level where it is now! One of the main factor helped me grow this business is by optimizing my products to rank in Amazon's Search results. That is what we are going cover in the coming chapters. Let's dive in.

How A9 Amazon product search engine works.

A9 represents the Amazon's product search algorithm. Since this is a book about ranking products on Amazon it makes sense to start with the basics. Here is what A9 official statement from Amazon says on how they calculate search results:

"Our work starts long before a customer types a query.

We have been analyzing data, observing past traffic patterns, and indexing

The text describing every product in our catalog before

The customer has even decided to search."

As we can see much of the work is done long before the customer even touches the keyboard. Once the customer actually hits enter for search, the A9 algorithm delivers results following a two-step process.

"Once we determine which items are good matches

to the customers query,

Our ranking algorithms score them to present the most

RELEVENT results to the user."

It is a pretty simple process if you look at it. First they pull the relevant result from their massive catalogue of product listings. Second they sort those results in an order that is most relevant to the user. Now I want to make a point hear. Relevance does not mean the same thing as it does on google. Read this statement from A9 algorithm carefully to see if you can catch the difference.

"One of A9's tenets is that relevance is in the eye of the customer.

We strive to get the best results for our users [...]

We continuously evaluate [our algorithms] using human judgments,

programmatic analysis, key business metric and

Performance metric."

This is the official statement from Amazon on what relevance means to them.

Google: "what results most accurately answer the searcher's query?"

Amazon: "what products is the searcher most likely to buy?"

The difference between these two questions is the difference between how Amazon measure relevancy compared to Google.

From Amazon perspective ranking is more direct than from Google's perspective, because you are essentially cutting the work in half. The reason is Amazon use only internal factor to determine how a product ranks, Backlinks, social media these are all thing you need to think about if you pursue a business activity on Amazon.

There are three rules to remember when you think about Amazon. They are critically important for this program:

1. Amazon's top goal = to maximize revenue per customer (RPC)
2. Amazon tracks every action that customer takes on Amazon right down to where their mouse moves on the page.
3. The A9 algorithm exists to connect the data tracked in #2 to the goal stated in #1

Now, what are the three major principles of the A9 algorithm? Again from A9's website and from the information that Amazon makes available to us through their seller central, we can group Amazon ranking factors into three equally important categories.

1. Customer satisfaction and retention.

How do you make the most money from a single customer? Make them so happy that they keep coming back. Amazon knows that the secret to maximize the revenue per customer is in customer retention. It is a lot harder to make people spend $100 once than $10, 10 times. Customer retention factor includes *seller-feedback and order defect rate.*

2. Conversion rate.

Examples may include pricing, customer reviews or quality of images.

3. Relevancy.

A9 algorithm gathers the results and decide how to list them. Relevancy factors tell A9 whether to consider your product page for a given search term. Relevancy factors include your title and product description.

An important note here. Amazon uses both predicted and real conversion rates for product ranking. For example, if your product is priced higher than other similar products, Amazon will predict a lower conversion rate for your listing and use that rate until real data corrects it.

With this basic introduction, we lay the foundation to start analyzing how to rank product listing in Amazon. What you will find are 23 Amazon

ranking factors that either Amazon themselves or independent marketers confirmed the A9 algorithm to use.

Amazon Ranking Factors:

The factors that I am going to describe in this lesson are based on those three principles of the A9 algorithm presented previous.

1. Customer satisfaction and retention
2. Conversion rate
3. Relevancy

These ranking factors are equally important so the list I am going to present you is not in a specific order.

Let's start with first principle

Top Eight Customer Satisfaction and Retention Factors

1. Negative seller feedback: Why do I list negative seller feedback specifically as opposed to seller feedback in general? Amazon actually claims not to track positive seller feedback. At least not for the sake of product search algorithm. Instead, they track negative seller rates or frequency. It doesn't matter how bad the feedback, all negative feedback is the same and it all counts equally against you equally in terms of search results rankings. To be clear as a third party seller attempting to win the buy box, you want your seller feedback as high as possible. However negative feedback rate is the only metric with a no effect on product search result.

2. Order Processing Speed. Amazon knows that one of the best ways to make customers happy is with fast and accurate shipping. Therefore a vendor or seller who has shown consistent and efficient order processing is more likely to rank higher than a vendor who has had bad complaint of inaccurate or slow shipping.

3. In-stock rate. Customers hate it when they want a product and can't have it. One of the most common ways this happens is when a product is out of stock or when a seller does not keep proper tracking of their inventory. Whether you a first or a third party vendor keeping up your inventory is vital to maintain top rankings, both A9 product search results and in your products buy box.

Two of the biggest customer satisfaction metrics are percentage of orders refunded and pre-fulfillment cancellation. In both cases, Amazon had found that vendors/sellers with low in-stock rates tend have higher refunds and cancellations which of course is bad for customer retention.

4. Perfect order percentage (POP). POP is a measurement of how many orders go perfectly smoothly from the time the customer clicks add to cart to the product arriving in their home. If you have a high perfect order percentage that means you have a high in-stock rate, accurate product listing and prompt shipping that is exactly what Amazon wants for each and

every one of their customers. So they will natural rank high POP sellers against lower POP ones.

5. Order defect rate. ODR is basically the opposite metric of POP. Every time a customer makes a complaint with an order that is considered as an order defect.

Here are some of the ways an order can defect:

1. Negative buyer feedback
2. Credit card chargeback
3. Any kind of shipment problem
4. A to Z guarantee claim

Each of these examples by themselves would count towards your Order Defect Rate which is the number of order defect compared to the total number of orders fulfilled over a given period of time.

Amazon says: "all sellers should aim for an ODR < 1%"

Buyer- removed negative feedback does not count towards your ODR so it really pays to address each and every one of your customer's issues.

6. Exit Rate. How often does a customer view your listing and then exit Amazon.com, that is your exist rate. If your page has an above average exit rate Amazon takes that as a sign that you have a low quality listing. Usually a high exist rate is because your products have a low in-stock rate or because your listing is not fully complete.

7. Packing options. Packing options are something that Amazon has found that their customers care about, even if it weren't it is a great way to separate your listing from other similar products and rank higher through an increased conversion rate. An easy way to do that is to use fulfillment by Amazon (FBA) to offer frustration free packaging. This is where Amazon uses less packaging and fully recyclable material without sacrificing product perfection.

Those were the seven ranking factors for the customer satisfaction and retention factor principle.

In the next lesson we are going to start with describing the second principle, which are conversion rate factors, with eight factors inside.

Top Eight Conversion Rate Factors

We are going to discuss in this lesson, the eight important factors that Amazon has found to have a statistically relevant effect on conversion rate. Let's start.

1. Sales rank. After a couple searches on Amazon it should be obvious that the number of sales compared to similar product otherwise known as sales rank is one of the most important ranking factors. Even now Amazon is testing a new feature in their search result where they automatically place first "Best Seller" banner to the best-selling product in category specific searches. It is so simple more sales means higher rankings and higher rankings means more sales. It sound like a close circle but thankfully there are many ways for new sellers to compete.

Gelindo Single Press Lemon Squeezer, Dishwasher Safe Lightweight Robust & Durable, Silver
by Gelindo

$14.99 $37.99 Prime
Get it by Monday, Mar 7

★★★★★ ▾ 212
#1 Best Seller in Potato Mashers
FREE Shipping on eligible orders and 1 more promotion ▾

Product Features
... limes or blood oranges, this *Lemon Squeezer* will make your job so easy. ...

Home & Kitchen: See all 1,667 items

2. Customer reviews. It probably doesn't need to be said that volume and the positiveness of your customer reviews is one of the most important ranking factor A9 algorithm. In this example, product search for this key word is illustrates some interesting points about how Amazon weighs review volume verses review quality.

See Color Options

Chef Essential 6 Piece Knife Set With Matching Sheaths, Black
by Chef Essential

$29.72 $97.92 Prime
Get it by Monday, Mar 7

More Buying Choices
$29.67 new (4 offers)

FREE Shipping on eligible orders
★★★★☆ ▾ 463

See Size Options

AmazonBasics Premium 18-Piece Knife Block Set
by AmazonBasics

$64.99 Prime
Get it by Monday, Mar 7

More Buying Choices
$58.49 used (1 offer)

FREE Shipping on eligible orders
#1 Best Seller in Steak Knives
★★★★☆ ▾ 225

See Color Options

Chef Essential 7 Piece Knife Block Set, NEC Series, Black
by Chef Essential

$39.72 $69.99 Prime
Get it by Monday, Mar 7

FREE Shipping on eligible orders
★★★★☆ ▾ 141

The first product is in the first place because of the 4.7 out of the 5 star reviews. The second product is the best seller in its category but is in second

place because it has only 4.6 out of 5 star reviews, due to the quality of the review it has been placed second. The third product is not the best seller in its category and it is at third place because again it has only 4.3 out of 5 star reviews.

3. Answered questions. This is one of those metric that Amazon does not specifically state they track but it's data, they have access to question and answers listed close to the top of the product page, which typically means it is important to conversions.

More than that this product ranks the first for the keyword searched over other equally rated best sellers, because it has almost as twice as many customers question and answers than any other listing in the category.

4. Image size and quality. Amazon continues to tighten their image size and quality policies to product listings. Right now some categorize won't even display for search results that don't have at least one image that is 1000 per 1000 pixels or larger. This is called suppressed listing. The 1000 by 1000 pixel image size allows Amazon to offer customers the hover to zoom which they have found has a dramatic effect on conversion rate.

Notice that image quantity is not what is important here. Since one image is big enough and informative enough to give the customer all the information

they need, that is what it takes to make Amazon Company happy. I personally use all the space available for the images, so that the customers can have a good idea of what he is going to get.

5. Price. Amazon A9 product search algorithm uses both predicted and real conversion rates to determine which products to show in their search results. One of the biggest factors Amazon uses to determine predicted conversion rates is pricing. They know that customers tend to seek the best deals, more importantly Amazon uses pricing as a major factor in raking which product to show up in the buy box. If you are selling your own brand products (private labeled) you don't need to worry about winning the buy box, because you are the only person who is going to sell that product. Please note that customer reviews are still vital here and pricing isn't the only reason that this product ranks the first.

6. Parent-child products. Many sellers create multiple variations of the same product. It is much better to use Amazon's built in parent child product functionality to direct all customers to a single product page. This has many benefits:

1. Amazon has shown a preference for ranking products with multiple options in their listing.
2. It maximizes your customer reviews since amazon will combined your similar product into a single primary product page.
3. It makes most sense from a user experience point of view to keeping customers on the same page and therefor they'll buy your products even more.

Let us look at this product. If you scroll back up the page you will notice that this product is the only one in the top four results to utilize parent-child product connections.

Roll over image to zoom in

When you enable the parent-child relationship, it shows as an extra option in Amazon search results. This not only increases click through rates, we can see here that it also helps you rank above the competition.

7. Time on Page and Bounce Rate. Amazon can measure every way a customer interacts with their website. It is easy for them to track the time on the page and bounce rate stats. Here is what this similar but different metric means on Amazon.

Bounce rate: a "bounce" is when a customer performs a search, visits your page, and then either goes back to the search results or clicks on a related product offer. Keep in mind that Amazon has a much more exact measurement on bounce rate than Google, because all user activity happens within their platform.

Time on Page: the amount of time a customer spends on your listing page is a good measure of how interested they are in your product.

The customer who reads your full description and look through reviews and investigates the questions and answers is much more likely to buy, than the one that spend a couple of second around the features.

8. Product Listing Completeness. Finally the last conversion metric to optimize for is listing completeness. The individual sections of the product listings mostly have to do with relevancy but the actually completeness of the listing has an effect on conversion rate. As a general rule, the more fields you complete on your product listing the better. Do your best to fill every single field in the listing set up to maximize your chances of appearing at the top of product search results.

With that been said we are going to move to the third principle of A9 algorithm "Relevancy".

Top Eight Relevancy factors:

Relevancy factors, again there are eight factors to discuss here, let's start.

1. Title. Optimizing your product title for Amazon is an excellent example of the way optimizing for Amazon is different optimizing for Google. In Google you want a concise engaging title with keywords close to the beginning. In Amazon all you care about is keywords. You want to include as many keywords into about 80 characters as you possibly can. In fact you can actually go beyond 80 characters if you want to and it is better to have too many keywords than too few. I have seen top listed products with titles that make no sense and have over 200 characters like this one but be careful with that. Amazon is starting to crack down and standardize product titles keep an eye on that in the future.

2. Features/bullet points. The other big reason that the previous product ranked so highly was because it has a lot of information features. Features which are displayed as bullet points right below the pricing and product options. So these are an absolute must. Just like with images features are so important that Amazon no longer allow products without bullet point to be featured in the buy box. Not having them is a serious road block to good Amazon ranking. Another good example is this one.

Foam Roller, LuxFit Premium High Density Foam Roller - Extra Firm With 1 Year Warranty
by LuxFit

★★★★☆ ▾ | 1,127 customer reviews | 23 answered questions

Price: $8.75 - $24.95

Size:

[Select ▼]

- FOAM ROLLERS FOR MUSCLES - High Density Foam Roller is great for Physical Therapy, before or after Exercise, Yoga, and Massage Therapy. Foam Muscle Roller helps to relieve Muscle Tension and increase Muscle Reflexology.
- EXTRA FIRM FOAM ROLLER - Molded polypropylene foam technology has a 2 lbs. per cubic foot density, Smooth surface, Will not lose its shape after heavy use, and Repels Liquids.
- 3 SIZES AVAILABLE FOR ALL YOUR NEEDS - 6x36, 6x18, 6x12. 36 Inch foam roller is our largest size. Black Foam Rollers are great for Back Pain and Back Exercises. Great for core stabilization, balance, and stamina.
- FOAM EXERCISE ROLLER HELPS PREVENT MUSCLE INJURY - Perfect for positioning, balance, postural and muscle re-education, spinal stabilization, body awareness and coordination, and ranging and strengthening activities
- FULL 1 YEAR LIMITED WARRANTY - MADE IN THE USA! - Using your own body weight let the roller do a MyoFascial release to provide Maximum Relaxation Relief. Firm roller for Deep Tissue Massage.

Click to open expanded view

Notice how the bullet points are both extremely detailed as well as include many keywords. They are also easily readable which means they will not confuse costumers and risk hurting conversion.

3. Product description is where you expand on your features. It is also the part of the page you have the most control over. If there is anywhere to put a lot of effort into engagement, it is in the product description. That's being said; keep in mind that unlike with Google, there is no benefit to having a keyword appear multiple times on the product page. If it is anywhere in your product listing at least once, you will be relevant to rank for it. If you want to use a truly magically project description, check out this example.

Product Description
Size: Chillz Classic

THROW AWAY YOUR BORING ICE TRAYS! THE NEW WAY TO COOL YOUR BEVERAGE IS HERE.

"The larger ice balls are fun for the kids and a fancy topic for adult conversation! Easy, fun and unique! We love ours! Highly satisfied!!!!"

SIMPLY THE MOST INTRIGUING ICE SPHERE MAKER THAT WILL MAKE YOU THE ENVY OF YOUR FRIENDS

- Well made and easy to use design
- This Ice Cube Mold Tray is an extremely useful product ranging from ice balls to mini popsicles
- Perfectly rounded ice balls to cool your beverage

MAIN FEATURES:

- 100% BPA free food grade silicone
- Flexible for easy release, non-toxic, and easy to clean
- Makes four Large 4.5 cm ice balls" Spheres"
- Safe for dishwasher, freezer and refrigerator
- Seals well and is balanced for no spilling in the fridge during freezing
- Exclusively designed for The Classic Kitchen
- This special design makes filling easier than other molds

MAIN BENEFITS:

- Large spheres of ice melt slower than conventional ice
- Great for cooling your whiskey or wine
- Fill with mint or fruit for Sangria or summer lemonade
- Use kids' flavored drinks for popsicles or colorful drinks
- Works great at the coffee bar; Fill with coffee creamer and use in iced coffee

LOOK NO FURTHER..... CHILLZ Classic is clearly the best choice with its 100% Lifetime Guarantee with proof of purchase, it is a RISK FREE purchase you shouldn't pass up.

ACT NOW WHILE SUPPLIES LAST! Buy your CHILLZ Classic today by clicking the ADD TO CART button. These make perfect gifts, so even BUY MOLDS TO ALWAYS HAVE ONE FOR A FRIEND!

There is nothing advance about this product listing. They just covered all the basics. It is detailed, inviting, as well as easy to skim and include captions. They even include extra technical specifications that are not listed in the normal specification section, which we are going to talk about in the coming pages.

4. Brand and Manufacturer Part. Something that every single one of the top listing do write in that category, is list in the brand and manufacturer number one in the product title. You always want to include a brand in your title, because it enables your product for search filters and allows you to capture customers searching for a specific brand. If you are in a niche, where the customers are using the manufacturer number to search for products, you definitely want to include that keyword in your title.

5. Specifications. These are different than features. Specifications are the part of the page where you actually list the technical and physical details of your product. This includes size, shipping weight, color, and publication date if you are marketing books, technical specifications and more. You can see this product specification page as an example.
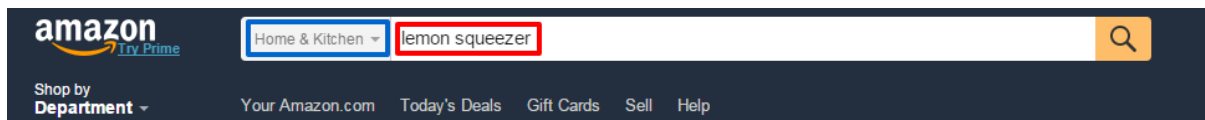
Product Information

Size:**Chillz Classic**

Product Dimensions	4.7 x 4.7 x 2 inches	
Item Weight	5.6 ounces	
Shipping Weight	5.6 ounces (View shipping rates and policies)	
Manufacturer	The Classic Kitchen	
ASIN	B00KI7QZ5Y	
Item model number	Chillz Classic	
Customer Reviews	★★★★☆ ▾ 1,355 customer reviews 4.1 out of 5 stars	
Best Sellers Rank	#170 in Home & Kitchen (See Top 100 in Home & Kitchen) #1 in Kitchen & Dining > Bar Tools & Glasses > Bar, Cocktail & Wine Glasses > Highball Glasses #2 in Kitchen & Dining > Kitchen Utensils & Gadgets > Specialty Tools & Gadgets > Ice Cube Molds & Trays #8 in Kitchen & Dining > Glassware & Drinkware	
Date first available at Amazon.com	May 23, 2014	

Feedback

Would you like to give feedback on images?
Would you like to tell us about a lower price?

6. Category and Sub-Category. You probably didn't realize this, but once a customer has entered into a category, every other search they perform on Amazon will by default be limited to that category. You can see here that a simple search for our keyword actually takes us three categories deep into Amazon search catalogue indicated by the red lines in this example.

amazon
Try Prime

Home & Kitchen ▾   lemon squeezer   🔍

Shop by Department ▾   Your Amazon.com   Today's Deals   Gift Cards   Sell   Help

The blue box, shows that we will stay in our category until we either return to the home page or manually tell Amazon to show us all the departments. When setting up your product listing, make sure you put your product in the most relevant and narrow category possible.

7. Search terms. In addition to categories you can also specify search terms that you want to associate with your product. Even though Amazon lists five

different 50 character search term fields, you are better off thinking about it as one big 1000 character text box in which you can enter every possible search term you can think of for your product.

8. Source Keyword. This one is the biggest hidden ways that Amazon determines a listings relevance to a given product search. This is also yet another example of how Amazon tracks every single part of a customer's activity on their website.

http://www.amazon.com/Innovee-Stainless-Steel-Lemon-Squeezer/dp/B00KZ64UNC/ref=sr_1_14?s=home-garden&ie=UTF8&qid=1457111818&sr=1-14&keywords=lemon+squeezer

Let us have an example at this URL that links to a listing for a "Innovee stainless steel lemon squeezer" and see if you can find what search item I used to find it. You can see the source keyword right at the end of the URL that tells Amazon that the source keyword was "lemon squeezer". Therefore if you were to buy this squeezer, Amazon would know that this listing is highly relevant for the term "lemon squeezer". The next time a customer searches for that term, this listing most likely to show at the top. Here is an Amazon ranking hack, you can do to take advantage of this factor:

1. Construct a URL for your product listing with your main keyword as in this example.
2. Use a link shortening service like bit.ly to create a shareable link to that URL.
3. Drive traffic to the shortened link.

Anytime you make a sale from one of these shortened keyword links, you are basically tricking Amazon into thinking that this visitor performed a product search for your target keyword.

Here are six ideas from our program on how to rank Amazon's products.

1. Maximum revenue per customer (RPC) is Amazon's top goal
2. Amazon's A9 algorithm uses conversion rate, relevance and customer satisfaction to rank products.
3. Fill out as much of your product listing page as possible, using as many keywords as possible.
4. Use fulfillment by Amazon (FBA) to automate customer satisfaction.
5. Find ways to encourage customer reviews and do everything possible you can to keep your customers happy
6. More sales= higher rankings=more sales. This is the circle.

Now you know exactly what metrics Amazon is looking at, to rank listing in their industry leading products search engine. All that is left for you is to implement these ideas.

Last but not the least, here is one of my favorite quotes "NOTHING HAPPENS UNTIL YOU TAKE ACTION".

Cheers,

Aman A S.

You can learn more about Amazon FBA business here in my website https://amancentral.com/