

How to Rank Higher on Amazon

Bar Am-David, Chief Executive Officer, AMZ SEO HUB

Amazon can be described as a shopping platform that puts the customer first. This means that for Amazon, above everything else, the customer experience is valued the most. Amazon believes that the more rapidly customers can find the products they wish to buy, the better the overall shopping experience.

On account of this philosophy, Amazon designed and implemented its A10 algorithm. The A10 algorithm finds SEO-driven content that consists of relevant keywords which are specific to the listing.

However, the A10 algorithm does not merely focus on keywords alone. There are a handful of key factors which determine how Amazon ranks products within individual categories. Let's consider those factors now.

How to Boost Your Amazon Rankings

1. **Find and Integrate Product Related Keywords**

Optimizing an Amazon listing for organic rankings starts out with the selection of relevant product keywords. Relevant listing keywords help your products to rank organically. This then leads to heightened sales and, in turn, healthy conversion rates which helps to boost your ranking.

To find keywords specific to Amazon, you can utilize Amazon-explicit keyword tools such as Helium 10. The most important keywords for your listing should be placed within the title. Next, try to add remaining keywords throughout your bullet points and description without over-stuffing the keywords.

2. **Improve Click-Through and Conversion Rate with Your Listing's Title, Bullet Points, and Description**

Quality titles will improve your click-through rate. Higher click-through tends to lead to more sales. Amazon product titles should contain keywords which are easy to comprehend and they should be no more than 200 characters long.

Highlight your product's key features and benefits in the bullet points to increase conversions. Then use the listing's description to expand on those features and benefits and do not forget to integrate keywords throughout both sections.

3. Upload High-Quality Images

Potential customers on Amazon and elsewhere want to get as much relevant information about products as possible. This way they can then make more informed decisions as to whether the product is appropriate to their requirements or otherwise.

High-quality product photographs are one way to better provide this information.

Using Amazon's image zoom feature, potential customers can view close-up product images. If images are of low quality, the zoomed view will likely be poor and this can deter the purchase. On the other hand, with high-quality images, customers can view the product in more detail and are better able to ascertain if it's a good fit for their requirements.

4. Encourage More Customer Reviews

Products listed on Amazon that achieve good customer reviews rank higher. This is because Amazon realizes that it's these products that are far more likely to convert to a sale.

How to obtain more customer reviews? Ask customers to leave a review and don't worry if not all reviews are rated 5 stars. If your product reviews are all 5-star rated, it makes people question if they are authentic.

5. Price Accordingly

Price has an influence on Amazon rankings. The A10 algorithm considers your listing's price in comparison to competitors' prices for the same or similar product. The algorithm then makes an estimation of conversion rate based on price. If your product is far more expensive than your competitors', your rankings will suffer. This is because Amazon believes that the all-important conversion rate will be lower.

To ensure your product has a reasonable price tag – one that will not be detrimental to your organic rankings – research the general price range of similar products on Amazon. Then experiment by implementing variable pricing from this range.

6. Provide Answers to Questions

While answering questions does not directly influence Amazon listing rankings, it does help to encourage conversion rates. As we now know, conversion rates do directly impact Amazon rankings.

Consider this: If you had an important question about a product you were thinking about buying but you failed to obtain the answer, would you still buy the product? Perhaps yes. But there's a good chance you'd look for something similar where you can learn more about the product.

That said, providing answers to questions encourages shoppers to buy. More sales and higher conversion rates on account of answered questions and more product-related transparency equate to higher rankings.



dav

About the Author: Professional Amazon listing services provider, Bar Am-David, began his digital nomad journey after leaving behind the 9-5 rat race in the UK in 2014 for a more laid-back tropical lifestyle in Bali. Together with his wife Louise, Bar now enjoys 'Top Rated Pro Verified Fiverr Seller' and 'Top Rated Upwork Seller' status and owns the rapidly growing agency, AMZ SEO HUB. To date, Bar and Louise have assisted 1000's of Amazon sellers get their products seen through Amazon's vast universe of listings. For questions or help with creating optimized Amazon listings or Amazon PPC campaigns, feel free to contact them via their website.