QUICK START GUIDE

Get Started with Data Dive

OPTIMIZE

Part 1: Listing Optimization / SEO

DataDive

OPTIMIZE

Building a well-optimized listing is a **crucial first step** in improving your brand's performance on Amazon. Currently, Amazon's algorithm looks primarily at what is written in your listing to determine which keywords your product will be indexed for.

This guide explains **how to determine which keywords you are indexed** for and **how to fix indexing issues** where your organic rank is low or not indexed at all.

> IT'S IMPORTANT THAT YOU **FIX ALL SEO RELATED ISSUES** BEFORE MOVING ON TO FURTHER PARTS OF THE OPTIMIZATION WORKFLOW

DataDive

TABLE OF CONTENTS

Quick Start Guide

Master
Keyword List
(MKL)

Hosted by
Anthony Cofrancesco

DataDive

Get the full
breakdown

Watch this video

CLEAN MKL AND ANALYZE SEO PERFORMANCE

Before we can begin optimizing our listing it's important to **remove any branded search terms** as well as any keywords that are not relevant to the product we are selling.

1. **Sort the MKL** so that the largest search volume keywords are shown at the top of the page.

2. **Click the "B" button** to quickly identify branded search terms.

3. After clicking the checkbox to the left of a keyword, **click on the exclusions banner to remove these keywords.**

4. **Analyze Rank:** The number displayed next to a keyword is your organic rank.
Red = high organic rank, **Green** = low organic rank. If there is no number for a keyword it means you are indexed out of the top 101+ positions for this keyword.

DataDive

FIND GAPS IN THE MKL

Now that your MKL is clean you **can begin analyzing your keywords** to find areas of optimization.

1. **Identify keywords** that have high search volume but low or no organic rank.

Quick Start Guide

Listing Builder

hosted by
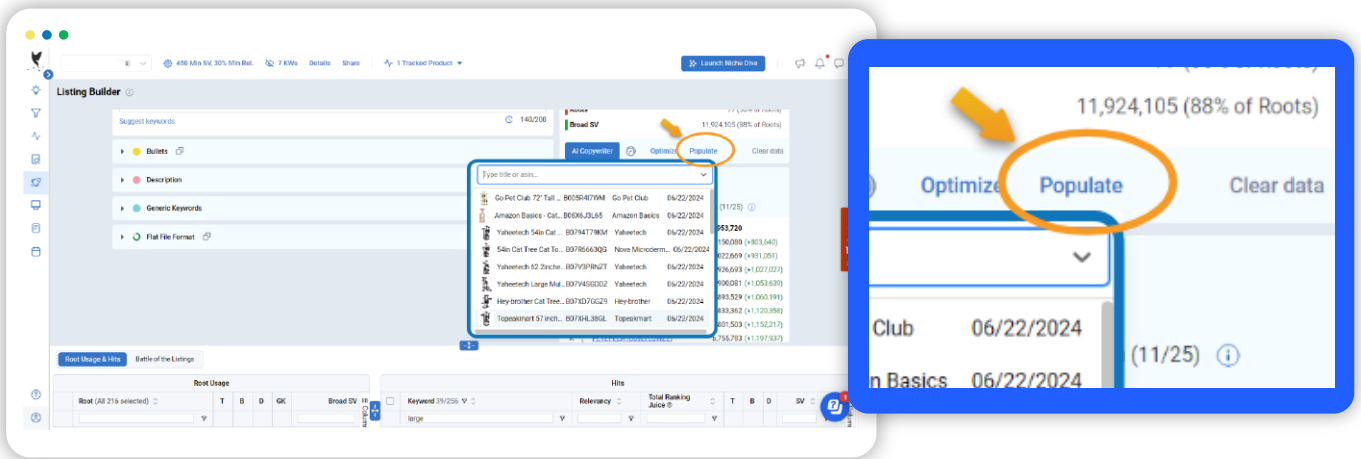Anthony Cofrancesco

Get the full breakdown

Watch this video

DataDive

COMPARE MKL GAPS TO GAPS IN THE LISTING BUILDER

Once you've found keywords in your MKL where your organic rank is lower or not indexed, **you can check against what is written in your listing.**
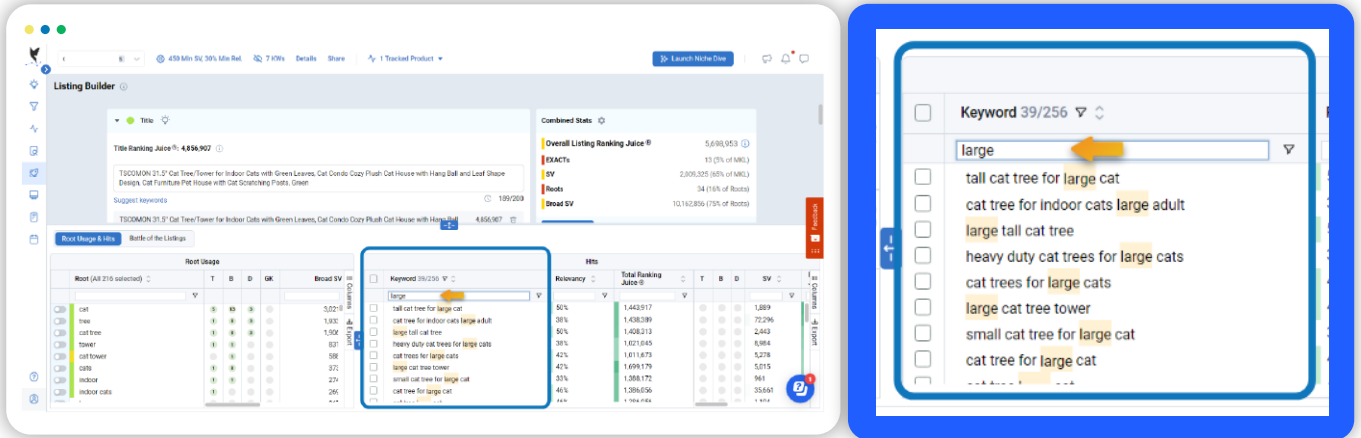
1. **Populate** your product in Listing Builder

2. Copy a low / no rank keyword from the MKL and paste it into the Roots Usage and Hits tab.

3. Analyze hits for this keyword.

4. Consider optimizing for Ranking Juice prioritizing exact match keywords in your title.

DataDive

REWRITE YOUR LISTING AND UPLOAD TO AMAZON.

After you've finished rewriting your listing to optimize Ranking Juice, **upload your listing to Amazon.** When starting out, **try adding or removing one keyword at a time.** The larger the change, the bigger the impact may be.

1. **Check** the Ranking Juice leaderboard

2. **Use** the remaining Ranking Juice column

3. **Check** your edit history

4. **Upload** to Amazon
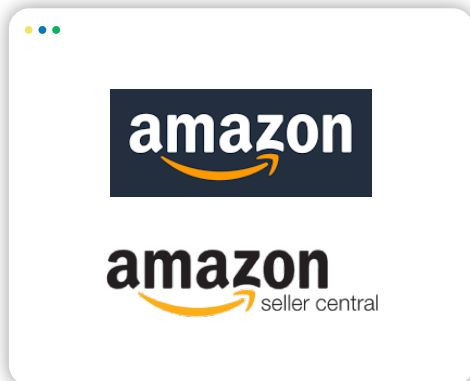
DataDive

Get the full breakdown

Quick Start Guide

Rank Radar

DataDive

Hosted by
Anthony Cofrancesco

Watch this video

SET UP RANK TRACKING

It's important to **set up Rank Radar for every product** that you are actively optimizing. As you make changes to your listing, this will help determine if the changes you are making are yielding positive or negative results.

1. **Add** your product to Rank Radar.

2. **Make a Highligh**t for each listing change.

3. Monitor **organic rank** for the keyword and for the root.

4. If organic rank moves in a negative direction, **consider reverting to an earlier version of the title.**

DataDive

ITERATIVE TESTING AND MONITORING

Optimizing your listing will be an iterative **process that is done over a period of weeks and sometimes months.** Target making one meaningful change to your listing every week while also monitoring Organic Rank.

1. Move high **Ranking Juice keywords** from the bullets or description into the title.

2. **Change the match type** from Broad or Plural to Exact matches.

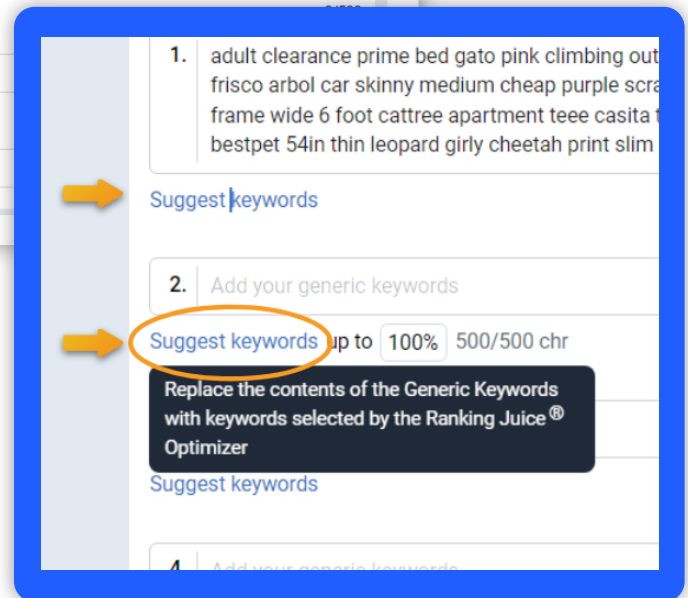**3.** **Use the remaining Ranking Juice column** to find other high Ranking Juice keywords that can be added to your listing.

DataDive

4. **Use Generic Keywords** to identify keywords that you do not feel comfortable placing in the listing: IE: misspellings of words, translated keywords etc.

Listing Builder ⓘ

Generic Keywords

1. adult clearance prime bed gato pink climbing outdoor heavy cute kitty sale gym casa hammock castle kitten gimnasio activity inch frisco arbol car skinny medium cheap purple scratcher xl cosa structure tre best narrow extra white 猫爬架 treee multi catry giant frame wide 6 foot cattree apartment teee casita towe hotel catctree mansion level seller 6ft multiple black towet 54 bigger gray bestpet 54in thin leopard girly cheetah print slim 80 flower 48 amazon cat tree tower indoor large tall condo post

➡️ Suggest keywords   500/500

2. Add your generic keywords

➡️ Suggest keywords up to 100% 500/500 chr

Replace the contents of the Generic Keywords with keywords selected by the Ranking Juice ® Optimizer

Suggest keywords

4. Add your generic keywords

Suggest keywords

---

1. adult clearance prime bed gato pink climbing out frisco arbol car skinny medium cheap purple scra frame wide 6 foot cattree apartment teee casita t bestpet 54in thin leopard girly cheetah print slim

➡️ Suggest keywords

2. Add your generic keywords

➡️ Suggest keywords up to 100% 500/500 chr

Replace the contents of the Generic Keywords with keywords selected by the Ranking Juice ® Optimizer

Suggest keywords

DataDive

Quick Start Guide

Listing
Builder

hosted by
Anthony Cofrancesco

Get the full
breakdown

Watch this video

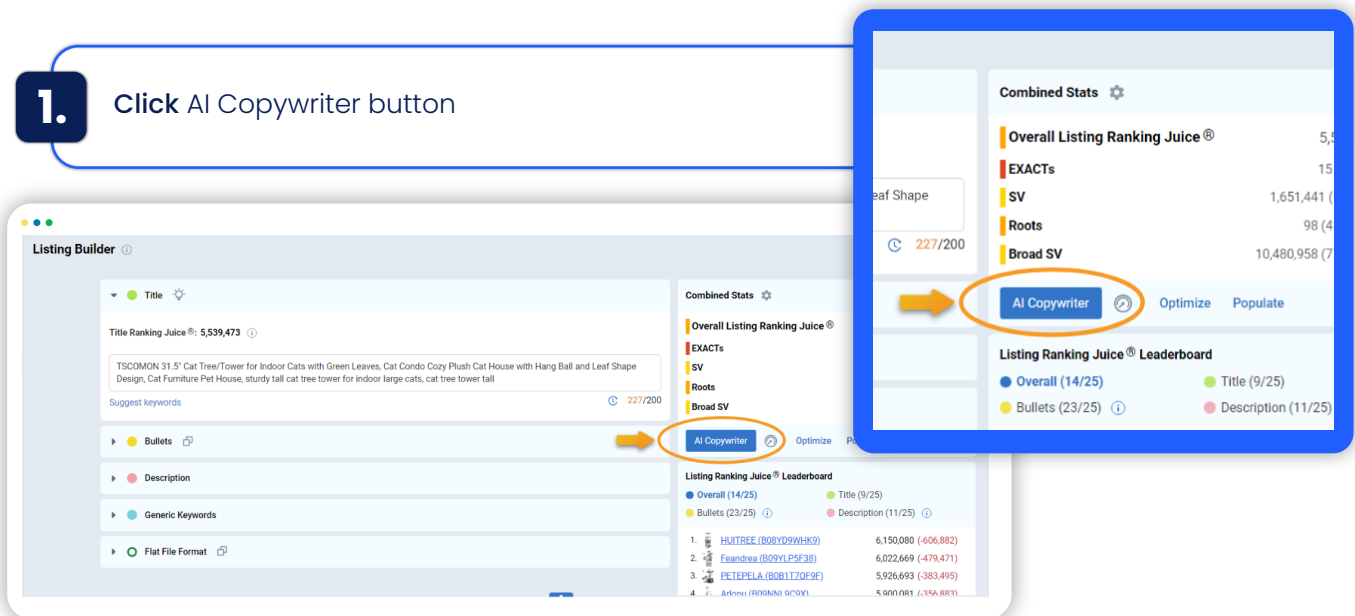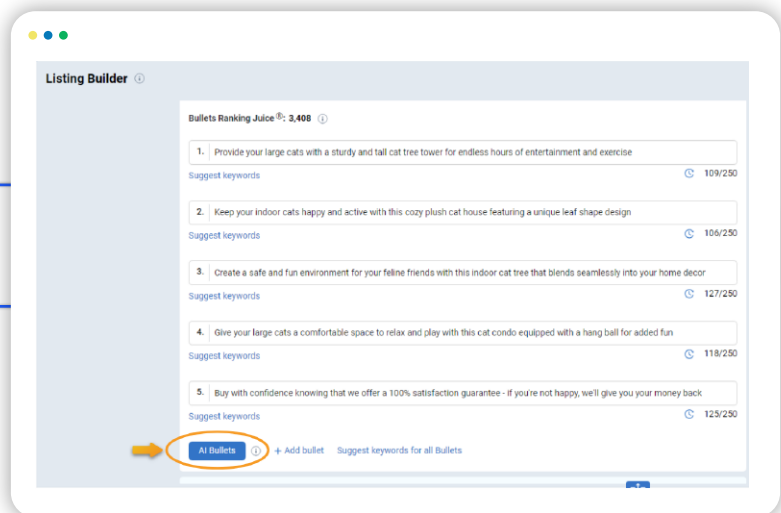DataDive

USING AI COPYWRITER TO OPTIMIZE

The prior steps explain how to optimize a listing manually. **Data Dive also has an AI copywriter** which will do most of the work for you. Keep in mind that the AI copywriter is not perfect and **it's important to check its work before uploading to Amazon.**
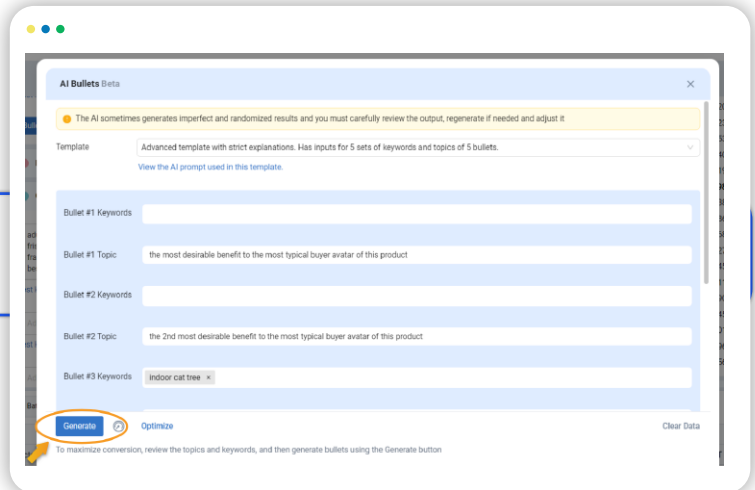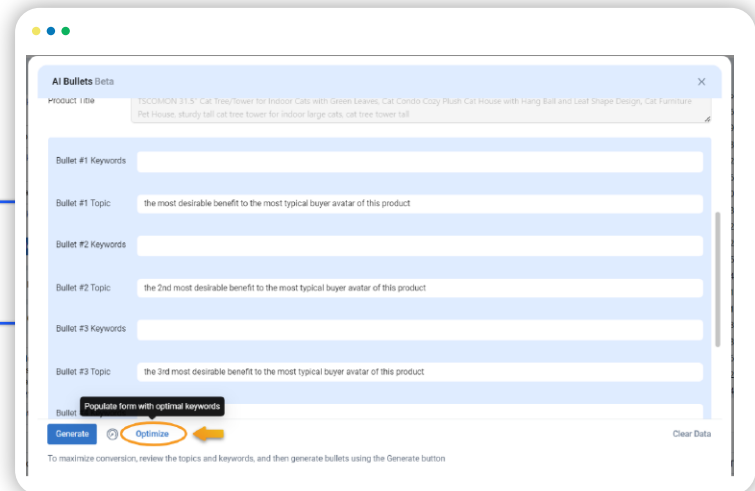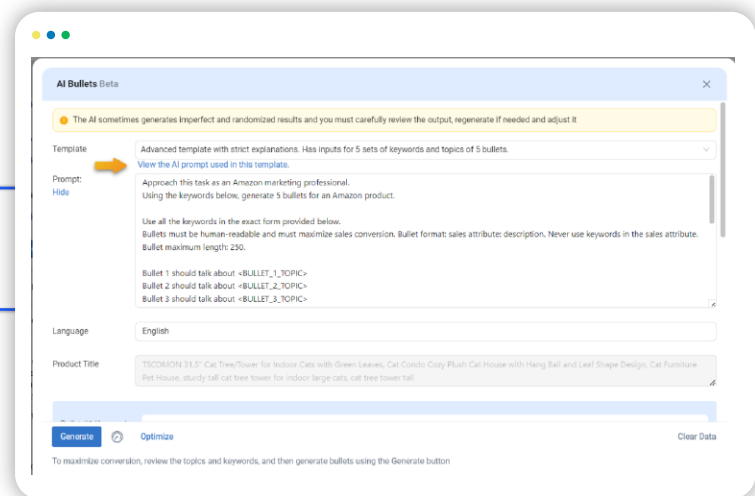
1. **Click** AI Copywriter button

2. **Click** AI Bullets

3. **Paste** in new Keywords or click "Generate"

4. **Click** Optimize

5. **Adjust prompt** by clicking "View the AI prompt used in this template.

DataDive

Do you still have questions
about this workflow?

**Register to any of our 3X weekly
Office Hours sessions and get
your questions answered.**

TIMES OF OFFICE HOURS >

DataDive