



QUICK START GUIDE

Get Started with Data Dive

OPTIMIZE

Part 1: Listing Optimization / SEO



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

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Quick Start Guide

Master Keyword List (MKL)

Anthony Cofrancesco

DataDive



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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.

The screenshot shows the 'Master Keyword List' interface. The search terms are sorted by search volume. A dropdown menu for 'Search Terms 256' is open, showing a selection of 'SV 3.1m' with an arrow pointing to the 'Relev.' column.

Search Terms	SV	Relev.
cat tree	1,274,118	54%
cat tower	394,070	58%
cat tree tower	182,643	58%
cat tree for indoor cats large a...	72,296	38%
cat trees	69,776	58%
cat tower with scratching post	57,850	50%
cat houses for indoor cats	51,120	50%
cat condos	30,693	54%

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

The screenshot shows the 'Master Keyword List' interface. The 'B' button is highlighted, and a tooltip appears over it, reading "Select 1 keywords that contains brand names".

Search Terms	SV	Relev.
cat tower	394,070	58%
cat tree tower	182,643	58%
cat tree for indoor cats large a...	72,296	38%
cat trees	69,776	58%
cat tower with scratching post	57,850	50%

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

The screenshot shows the 'Master Keyword List' interface. A list of keywords is displayed with columns for search terms, volume, and organic rank. A blue box highlights the 'Exclude (1) selected keyword from the MKL' banner. A detailed view of this banner is shown on the right, with a blue box highlighting the 'Exclude (1) selected keyword from the MKL' text and a checkmark next to the keyword 'green cat tree'.

Search Terms	SV	Rank
cat tower tall	5,426	58%
green cat tree	5,379	33%
cat trees for large cats	5,278	42%
cat condo for large cats	5,203	50%
cat castle	5,141	50%
gimnasio para gatos	5,065	38%
large cat tree tower	5,015	42%
cat towers for indoor cats	4,856	55%

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.

The screenshot shows the 'Master Keyword List' interface. A list of keywords is displayed with columns for search terms, volume, and organic rank. A blue box highlights the organic rank column, and a detailed view of this column is shown on the right, with a blue box highlighting the rank values for the keyword 'green cat tree'.

Search Terms	SV	Rank
cat towers	27,779	63%
large cat tree	27,237	50%
cat tower for indoor cats	25,478	54%
cat post	20,126	38%
cat condos for indoor cats	19,335	54%
outdoor cat tree	18,458	33%
tall cat tower	18,018	54%
clearance cat trees	14,575	63%
pink cat tree	14,210	54%
adult cat tree	11,887	54%
cat climbing tower	11,638	54%

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Data Dive FAQs

How to Find and Fix Gaps in Your MKL



Watch this video



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.

The screenshot displays a 'Master Keyword List' interface. The table below shows search terms, their search volume (SV), niche median, relevance, suggested bid range, and organic rank for several competitors. A blue box highlights the keyword 'cat trees for indoor cats' and its performance across competitors Allewie and TSCOMON.


Search Terms	SV	Niche Median	Relev.	Sugg. bid & range	Allewie	TSCOMON	Amazon Basics	Yaheetech	Feandrea
cat trees for indoor cats cleara...	37,798	33%		\$1.02 \$0.85 - 1.15	68	94	13	60	52
cat tree for large cat	35,661	46%		\$0.95 \$0.71 - 1.19	14	75	23	9	52
cat tower for large cats	30,354	54%		\$0.92 \$0.79 - 1.10	21	112	51	15	19
cat beds & furniture	28,193	Outlier		\$0.54 \$0.46 - 0.74		39			
cat towers	27,779	63%		\$1.13 \$0.85 - 1.42	22	13	11	2	4
large cat tree	27,237	50%		\$1.09 \$0.81 - 1.36	5				
cat tower for indoor cats	25,478	54%		\$1.04 \$0.78 - 1.31	31	6	2	2	3
cat post	20,126	38%		\$1.17 \$0.88 - 1.46		16	8	1	4
cat condos for indoor cats	19,335	54%		\$0.88 \$0.66 - 1.10	110	16	8	1	4
outdoor cat tree	18,458	33%		\$0.79 \$0.71 - 0.88	74	35	3	4	3
tall cat tower	18,018	54%		\$0.89 \$0.69 - 1.16	32	107	4	3	2


Get the full breakdown

Quick Start Guide

Listing Builder

Presented by Anthony Cofrancesco



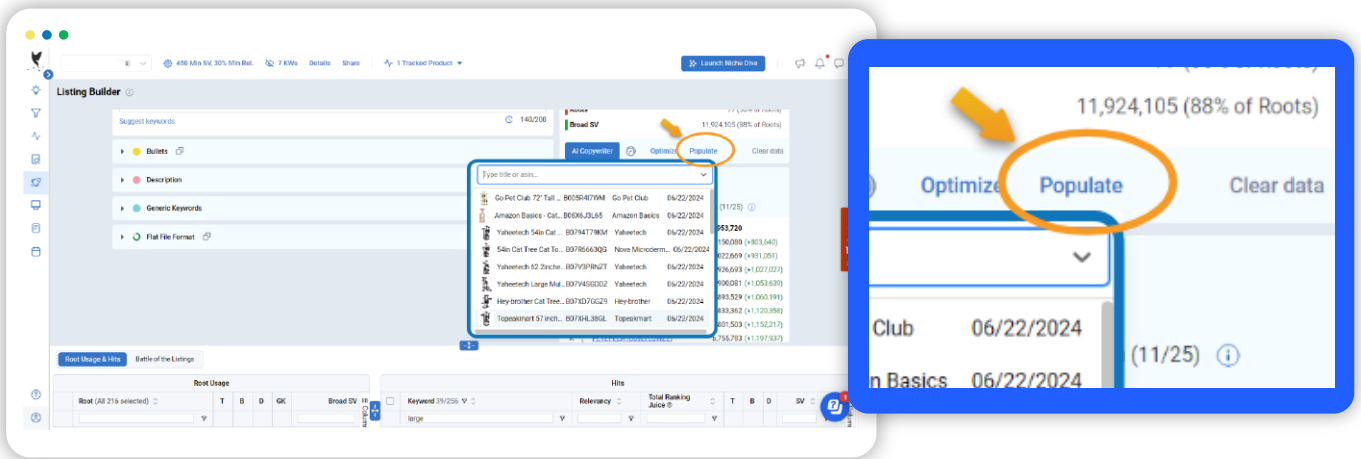


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COMPARE MKL GAPS TO GAPS IN THE LISTING BUILDER

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.

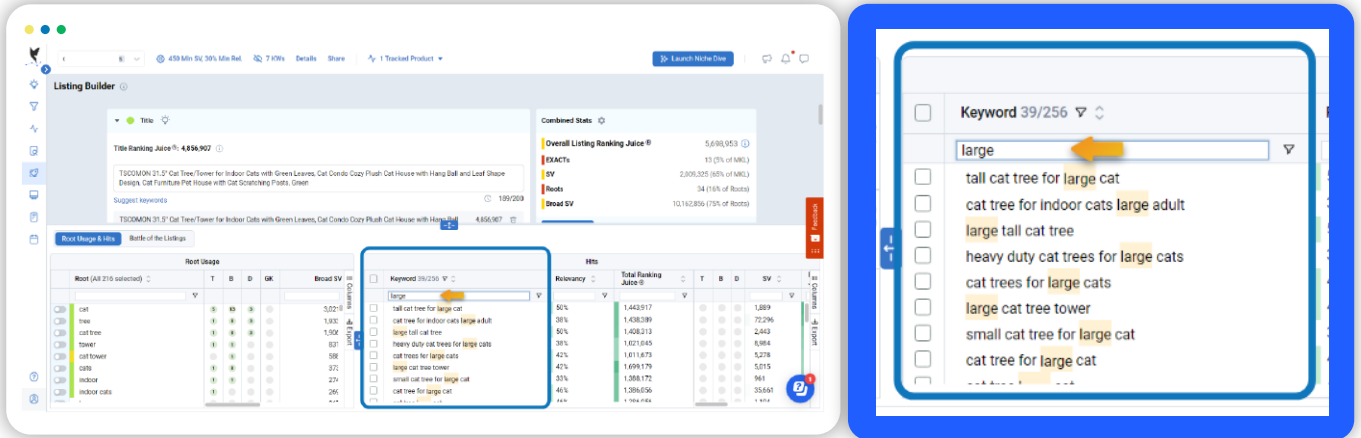
1. Populate your product in Listing Builder



The screenshot shows the Listing Builder interface. The 'Populate' button is highlighted in a blue box. A callout box shows a list of keywords with their respective ranks and dates:

Keyword	Rank	Date
Go Pet Club 72 Tall...	80594879M	06/22/2024
Amazon Basics Cat...	8690635L6	06/22/2024
Yalerech 54in Cat...	80741786M	06/22/2024
Sahn Cat Tree Cat To...	80786663QD	06/22/2024
Yalerech 62 Zinche...	80795962T	06/22/2024
Yalerech Large Mul...	80745500Z	06/22/2024
Hey brother Cat Tree...	80740755Z9	06/22/2024
Toposmart 57 inch...	80794L38GL	06/22/2024

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



The screenshot shows the Listing Builder interface with the 'Roots Usage' and 'Hits' tabs. A callout box shows a list of keywords with their respective ranks and dates:

Keyword	Rank	Date
large	39/256	
tall cat tree for large cat		
cat tree for indoor cats large adult		
large tall cat tree		
heavy duty cat trees for large cats		
cat trees for large cats		
large cat tree tower		
small cat tree for large cat		
cat tree for large cat		

3. Analyze hits for this keyword.

The screenshot shows the Listing Builder interface with a keyword analysis table for the keyword 'large'. A callout window titled 'Hits' provides a detailed view of the keyword's performance across different title positions.

Relevancy	Total Ranking Juice	T	B	D
50%	1,443,917	●	●	●
38%	1,438,389	●	●	●
50%	1,408,313	●	●	●
38%	1,021,045	●	●	●
42%	1,011,673	●	●	●
42%	1,699,179	●	●	●
33%	1,388,172	●	●	●
46%	1,386,056	●	●	●

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

The screenshot shows the Listing Builder interface with a keyword analysis table for the keyword 'large'. A callout window titled 'Before: After:' compares the keyword's performance across different title positions before and after optimization.

Before	After						
T	B	D	SV	T	B	D	Ranking
●	●	●	1,011	●	●	●	1,011
●	●	●	961	●	●	●	961
●	●	●	35,661	●	●	●	35,661
●	●	●	1,104	●	●	●	1,104
●	●	●	711	●	●	●	711
●	●	●	1,055	●	●	●	1,055
●	●	●	1,598	●	●	●	1,598
●	●	●	2,294	●	●	●	2,294
●	●	●	1,085	●	●	●	1,085

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Data Dive FAQs

Rewrite Your Listing

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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

Listing Ranking Juice® Leaderboard		
Overall (2/25)	Title (12/25)	
Bullets (4/25)	Description (11/25)	
1. B08YD9WHK9	45in Cat Tree Tower with Bl...	6,137,988 (-984,384)
2. B081T7QF9F	PETEPELA Cat Tree for Sma...	5,892,573 (-738,969)
3. B09YLP5F38	Feandrea Cat Tree, 66.1-inc...	5,837,439 (-683,835)
4. B08KFY4X8Z	MWPO 74.8 Inches Large C...	5,826,348 (-672,744)
5. B08R561TK3	Feandrea Cat Tree, 61-Inch ...	5,733,705 (-580,101)
6. B07R6663Q9	54in Cat Tree Cat Tower for ...	5,632,218 (-478,614)
7. B087RPFWFND	Heybly Cat Tree with toy, Ca...	5,602,665 (-449,061)
8. B07V3PBNZT	Yaheitech 62.2Inches Cat T...	5,558,355 (-404,751)
9. B09YLCHWZ2	PETEPELA Cat Tower 5-Tier ...	5,443,209 (-289,605)
10. B07XD7G6Z9	Hey-brother Cat Tree with S...	5,389,818 (-236,214)
11. B09DSNSY79	IMUsee 68 Inches Multi-Lev...	5,353,581 (-199,977)
12. My Listing	TSCOMON 31.5" Cat Tree/T...	5,153,604
13. B088SLH3F5	Yaheitech Multi-Level Cat T...	5,141,952 (+11,652)
14. B00SR4I7WM	Go Pet Club 72" Tall Extra La...	4,983,765 (+169,839)
15. B09NNL9C9X	Arlopu 55" Tall Modern Cat ...	4,934,655 (+218,949)
16. B08KZ7PRRK	TSCOMON 31.5" Cat Tree/T...	4,856,907 (+296,697)

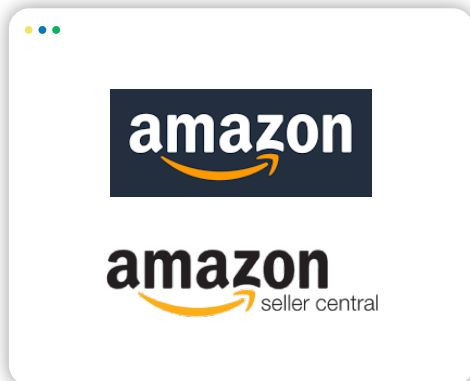
2. Use the remaining Ranking Juice column

Keyword 256	Relevancy	Total Ranking Juice #	SV	Remaining Ranking Juice #	Total R/J/character
cat tree for indoor cats large adult	38%	1,438,389	72,296	84,339	39,955
cat trees for indoor cats clearance prime	33%	1,021,962	37,798	76,220	24,926
cat tower scratching post	54%	482,042	2,334	62,249	19,282
cat tower with scratching post	50%	482,042	57,850	62,249	16,068
heavy duty cat trees for large cats	38%	1,021,045	8,984	55,888	29,173
cat towers with scratching post	50%	353,884	792	52,312	11,416
cat trees for large cats	42%	1,011,673	5,278	46,516	42,153
cat houses for indoor cats	Outlier	51,120	51,120	40,385	1,066
cat trees for indoor cats clearance	63%	984,164	699	38,422	28,119
clearance cat trees	63%	980,165	14,575	38,303	51,588
small cat tree for large cat	33%	1,388,172	961	37,762	49,578
tall cat tree for large cat	50%	1,443,917	1,889	37,314	53,478
tall cat tower for large cats	50%	471,331	1,011	37,115	16,253

3. Check your edit history

The screenshot shows the Listing Builder interface. The 'Title' section is active, showing the current title and its Ranking Juice score. Below the title, there is a section for 'Edit History' with a button labeled 'Click to open tracker history'. The interface also shows various sections for editing the listing, including Bullets, Description, and Generic Keywords.

4. Upload to Amazon



Get the full breakdown

Quick Start Guide

Rank Radar

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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.

The screenshot shows the Rank Radar interface with a table of tracked products. A blue button labeled '+ Add a product to rank radar' is circled in orange. An orange arrow points from this button to a larger, zoomed-in view of the button on the right.

PRODUCT	PRODUCT VARIATIONS	TRACKED KWS	TOP-10 SV	TOP-10 KWS	TOP-50 SV	TOP-50 KWS
US Black Nitrile Gloves- Industrial Strength, 5 mil Thick		10	505	24,515	18	229,804
US Ninja SS401 Foodi Power Blender Ultimate System		2	499	55,286	45	837,224
US Ninja BL660 Professional Compact Smoothie Blender		1	499	2,334,928	395	2,506,406
US O'linear Essential Oils 6 Blends Set - Perfect for		1	483	668,330	113	1,301,994

A zoomed-in view of the '+ Add a product to rank radar' button, which is circled in orange. An orange arrow points from the button in the main screenshot to this zoomed view. Below the button, there are two dropdown menus labeled 'TOP-50 SV' and 'TOP-50 KWS'.

2. Make a Highlight for each listing change.

The screenshot shows the Rank Radar interface with a product listing for 'BestPet 54in Cat Tree Tower for Indoor Cats'. A 'Highlight' dialog box is open, showing '4 KWs selected' and 'Added cat tower to title'. The 'Highlight' dialog box has an 'Add' button and a 'Cancel' button. An orange arrow points from the 'Highlight' dialog box to a larger, zoomed-in view of the dialog box on the right.

AGGREGATE	SEARCH VOLUME	RELEVANCY	FIRST SEEN	REFRESHED AT
tower cat towers/cat tree tower/cat tree tower	55,649	64%	2023-09-06	
condo cat condo/cat tree condo	51,445	45%	2023-09-06	
tall tall cat tree/cat tree tall	47,161	45%	2023-09-06	
house cat houses for indoor cats/indoor cat house	38,580	42%	2023-09-06	
cat tower cat towers/cat tower tree/cat tower	32,280	75%	2023-09-06	
cat tree tower cat tree tower/cat tree tower	20,492	47%	2023-09-06	
cheap cheap cat tree/cat tree cheap/cat tree	3,168	40%	2023-09-06	
cheap cat cheap cat tree/cheap cat tree/cheap cat tree	2,482	49%	2023-09-06	
scratcher cat scratcher tower	1,882	47%	2023-09-06	

A zoomed-in view of the 'Highlight' dialog box. It shows '4 KWs selected' and 'Added cat tower to title'. The dialog box has an 'Add' button and a 'Cancel' button. An orange arrow points from the 'Highlight' dialog box in the main screenshot to this zoomed view. Below the dialog box, there is a 'How to Properly Use Keyword Highlights' section with a '1' icon.

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

Group the keywords by Normalized Roots. The root rows are calculated by averaging the keywords' data points with weights based on Search Volume.

Group the keywords by Normalized Roots. The root rows are calculated by averaging the keywords' data points with weights based on Search Volume.

BestPet 54in Cat Tree Tower for Indoor Cats

0 active filters BestPet BOBBGHDPX9 US Details

Overview Heatmap Search Volume Relevancy First Seen Refreshed at

Normalized Roots (35)

AGGREGATE	Search Volume	Relevancy	First Seen	SAT	FRI	THU	WED	TUE	MON	SUN
scratching scratching post,cat scratcher	61,997	50%	2023-09-06	9	11	10	10	14	10	9
post scratching post	60,042		2023-12-06	87	70	82	92	91	98	84
tower cat towers,cat tree tower,cat tree tower	55,669	64%	2023-09-06	89	72	84	94	93	101+	96
condo cat condo,cat tree condo	51,445	43%	2023-09-06	8	8	7	8	9	8	8
tall tall cat tree,tall cat tree,tall cat tree	47,161	45%	2023-09-06	22	15	15	18	22	10	16
house cat houses for indoor cats,tower	38,588	43%	2023-09-06	19	21	22	22	20	18	24
cat tower cat towers,cat tree tower,cat tree tower	32,280	76%	2023-09-06	19	12	10	8	7	12	13
cat tree tower cat tree tower,cat tree tower	20,682	47%	2023-09-06	8	9	9	9	10	12	11
cheap cheap cat tree,cat tree cheap,cat tree	3,168	48%	2023-09-06	3	5	6	4	4	4	4
cheap cat cheap cat tree,cheap cat tree	2,482	49%	2023-09-06	1	1	1	1	1	1	1
scratcher cat scratcher tower	1,882	47%	2023-09-06	12	17	29	17	27	27	17
green green cat tower	1,452	40%	2023-09-06	101+	101+	101+	101+	101+	101+	101+
hotel cat hotel	1,368	47%	2023-09-06	37	39	37	46	42	43	43

Search Volume: 1,618,609 Relevancy: 56%

Roots PPC Data

Search Volume: 1,618,609 Relevancy: 56%

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

Group the keywords by Normalized Roots. The root rows are calculated by averaging the keywords' data points with weights based on Search Volume.

Group the keywords by Normalized Roots. The root rows are calculated by averaging the keywords' data points with weights based on Search Volume.

Normalized Roots (183)

AGGREGATE	Search Volume	Relevancy	First Seen	SAT	FRI	THU	WED	TUE	MON	SUN
cat cat tree,cat tower,cat tree tower,cat tree tower	2,590,025	54%	2023-12-13	87	87	87	86	87	85	85
tree cat tree,cat tree tower,cat trees,tower	1,824,765	54%	2023-12-13	88	88	88	87	87	85	88
cat tree cat tree,cat tree tower,cat tree tower	1,808,884	54%	2023-12-13	96	97	96	96	96	96	96
tower cat tower,cat tree tower,cat tree tower	797,104	57%	2023-12-13	97	97	97	96	96	96	97
cat tower cat tower,cat tower with scratching post	569,528	57%	2023-12-13	97	97	97	96	96	97	97
cat tree tower cat tree tower,tall cat tree tower	197,518	58%	2023-12-13	76	77	77	74	75	71	69
tall tall cat tree,tall cat tower,cat tree tower	104,954	50%	2023-12-13	71	72	71	68	70	64	61
indoor cat tower for indoor cats,cat tower	88,047	54%	2023-12-13	75	73	71	65	68	70	65
indoor cat cat tower for indoor cats,cat tower	87,797	54%	2023-12-13	98	98	99	95	98	99	99
tall cat tall cat tree,tall cat tower,tall cat tower	85,826	49%	2023-12-13	98	98	99	99	100	100	99
condo cat condo,cat condos for indoor cats	85,638	54%	2023-12-13	90	95	92	97	92	93	92
post cat tower with scratching post,cat tower	84,499	47%	2023-12-13	98	98	99	99	99	99	99
cat condo cat condo,cat condos for indoor cats	76,632	54%	2023-12-13	90	95	92	97	92	93	92

Search Volume: 2,590,025 Relevancy: 54%

Roots PPC Data

Search Volume: 2,590,025 Relevancy: 54%

Get the full breakdown

Quick Start Guide

Listing Builder

Presented by Anthony Cofrancesco

DataDive



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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.

After

Root	T	B	D	GK	Broad SV
cat	4	6	3		4,261
tree	3	4	3		2,391
cat tree	3	4	2		2,364
tower	1	3	1		1,071
post		2			781
scratching	1	3	1		761
scratching post		1			751
cat tower	1	1			731
cat scratching					661
cat scratching post					651
cats	1	4	1		371
cat tree tower			1		291
indoor	1		1		281
indoor cats	1		1		281
large					231

Keyword	Relevancy	Total Ranking Juice	T	B	D
árbol para gatos	35%	661			
gym para gatos	45%	630			
5 foot cat tree	45%	1,740,133			
cat tower beige	Residue	517,563			
cat tree tower small	42%	2,162,792			
castillo para gatos	39%	543			
little cat tree	39%	1,740,054			
cats tree	39%	1,236,815			
tree for cats	Residue	372,157			
cat tree	52%	1,739,529			
cat tree tower	48%	2,160,120			
cat tower	45%	517,001			
tall cat tree	39%	1,805,522			
tree cat tree	39%	1,740,827			
cat tree green	32%	1,745,906			

- little cat tree
- cats tree
- tree for cats
- cat tree
- cat tree tower
- cat tower
- tall cat tree
- tree cat tree
- cat tree green

Before

Root	T	B	D	GK	Broad SV
cat	2	6	3		4,261
tree	1	4	3		2,391
cat tree	1	4	2		2,364
tower	1	3	1		1,071
post		2			781
scratching	1	3	1		761
scratching post		1			751
cat tower	1	1			731
cat scratching					661
cat scratching post					651
cats	1	4	1		371
cat tree tower			1		291
indoor	1		1		281
indoor cats	1		1		281
large					231

Keyword	Relevancy	Total Ranking Juice	T	B	D
cay tree	39%	680			
árbol para gatos	35%	661			
gym para gatos	45%	630			
5 foot cat tree	45%	1,740,133			
tree for cats	Residue	372,157			
cat tower beige	Residue	517,563			
cat tree tower small	42%	2,162,792			
castillo para gatos	39%	543			
little cat tree	39%	1,740,054			
cats tree	39%	1,236,815			
cat tree	52%	1,739,529			
cat tree tower	48%	2,160,120			
cat tower	45%	517,001			
tall cat tree	39%	1,805,522			
cat tree green	32%	1,745,906			

- cat tree tower small
- castillo para gatos
- little cat tree
- cats tree
- cat tree
- cat tree tower
- cat tower
- tall cat tree
- cat tree green

2.

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

The screenshot shows the SEMrush interface with two panels: 'Root Usage' and 'Hits'. The 'Hits' panel is split into 'Before' and 'After' views. A callout box highlights the match type columns (T, B, D) for a specific keyword. In the 'Before' state, the 'B' (Broad) column is active (orange dot), and in the 'After' state, the 'D' (Exact) column is active (green dot). The 'Total Ranking Juice' column is also visible, showing a value of 1,900 for the keyword 'cat tree tower tall'.

3.

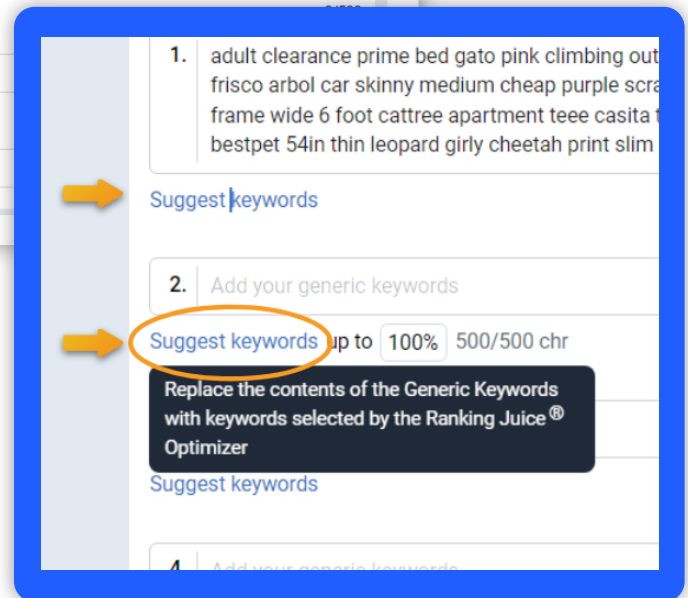
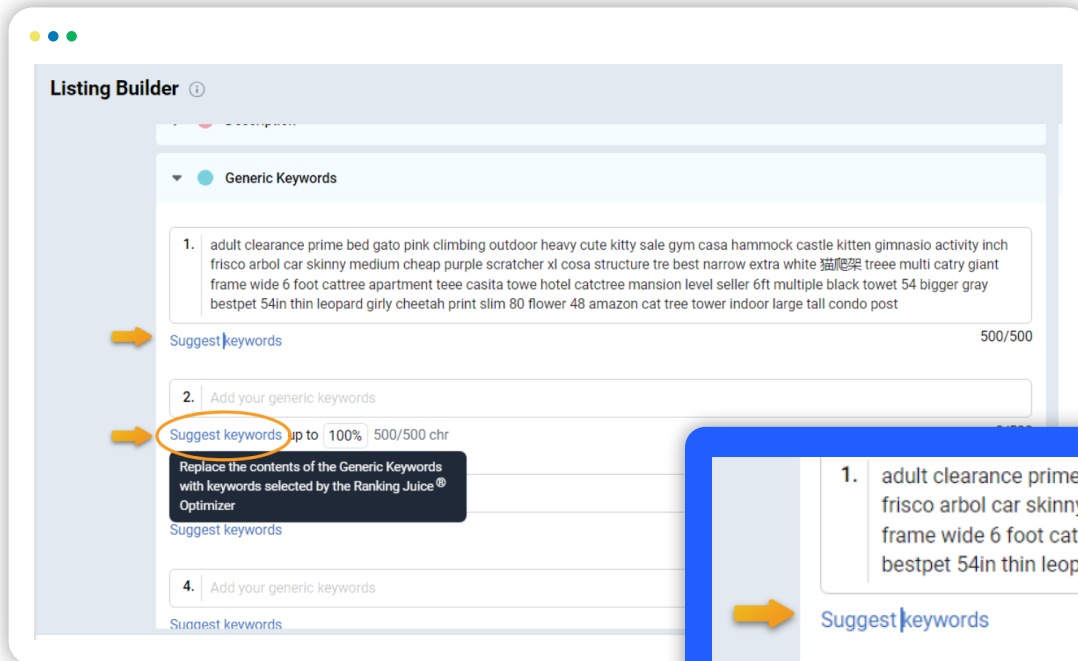
Use the remaining Ranking Juice column to find other high Ranking Juice keywords that can be added to your listing.

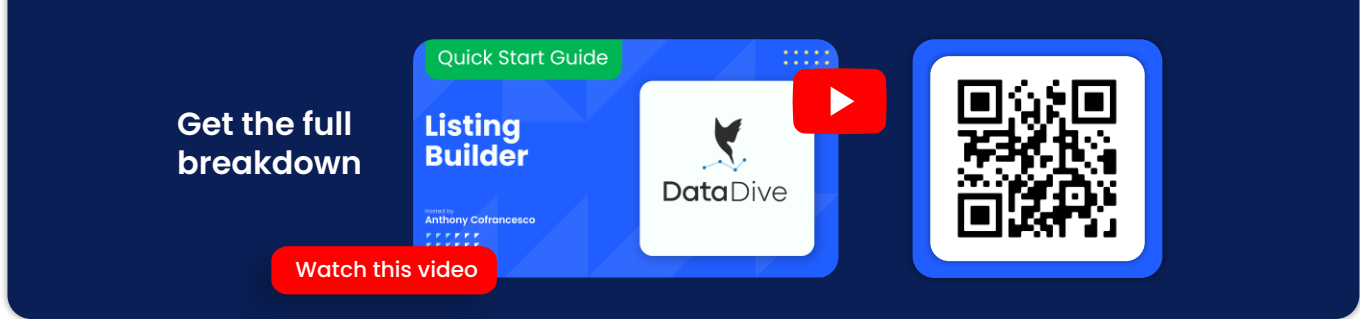
The screenshot shows the SEMrush 'Hits' panel for Keyword 206. The table lists keywords, their relevancy, total ranking juice, and remaining ranking juice. The 'Remaining Ranking Juice' column is highlighted, and a callout box shows a dropdown menu with a list of values: 466,906, 460,612, 458,616, 123,191, 99,632, 79,760, and 75,159. The keyword 'cat scratching post tower' is highlighted in the table, with a remaining ranking juice of 466,906.

Keyword	Relevancy	Total Ranking Juice	Remaining Ranking Juice
cat scratching post tower	48%	845,473	466,906
cat scratching post tree	39%	1,192,093	460,612
cat scratching post	Outlier	662,644	458,616
cat tree for indoor cats large adult	32%	1,867,620	123,191
cat trees for indoor cats clearance prime	48%	1,340,577	99,632
cat tower with scratching post for large cats	52%	820,228	79,760

4.

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

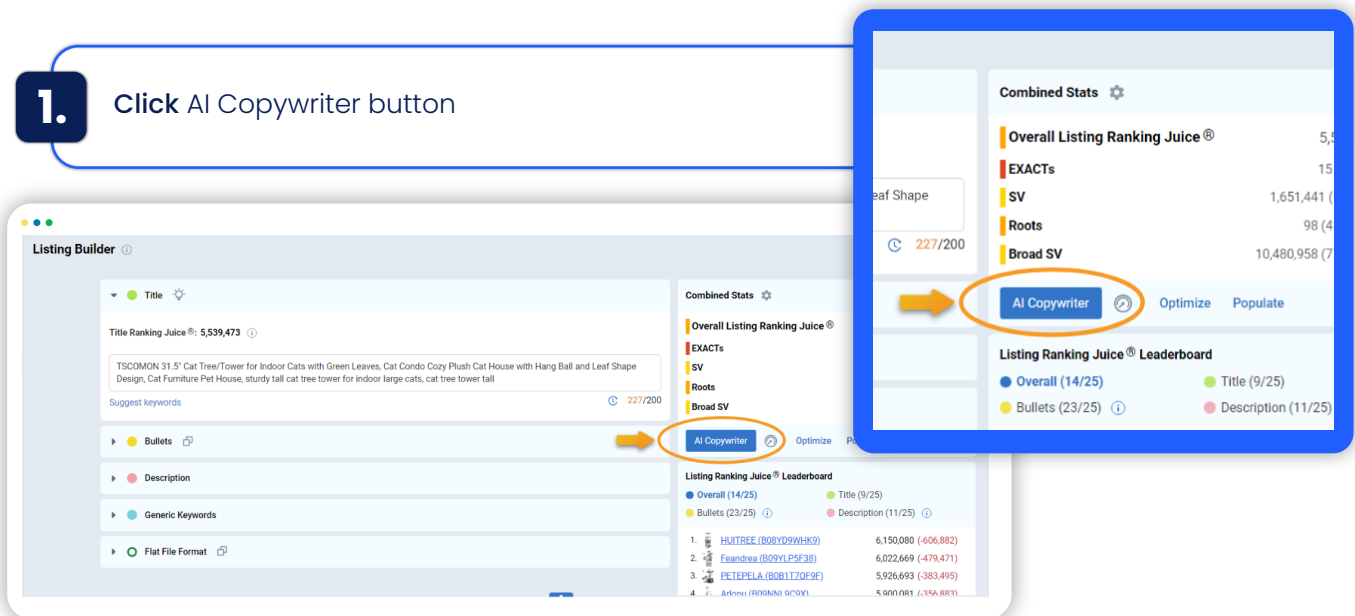




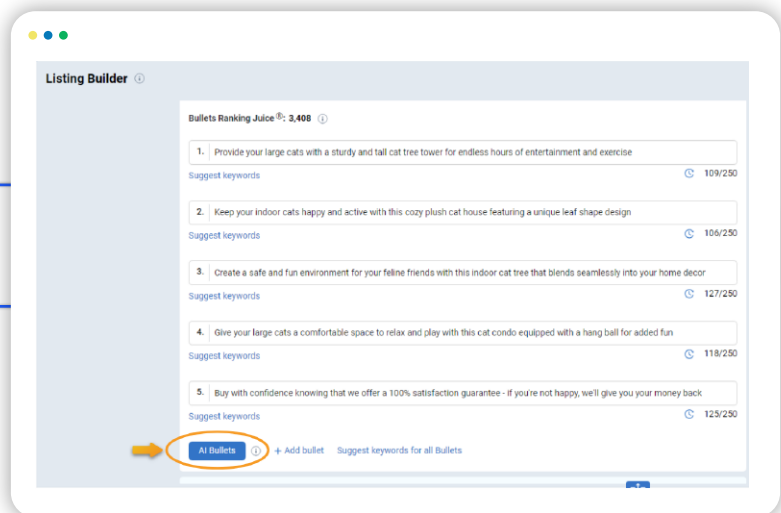
USING AI COPYWRITER TO OPTIMIZE

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.

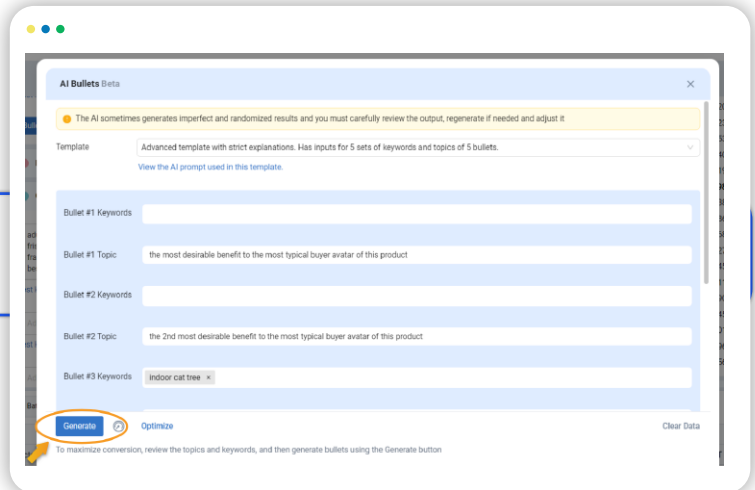
1. Click AI Copywriter button



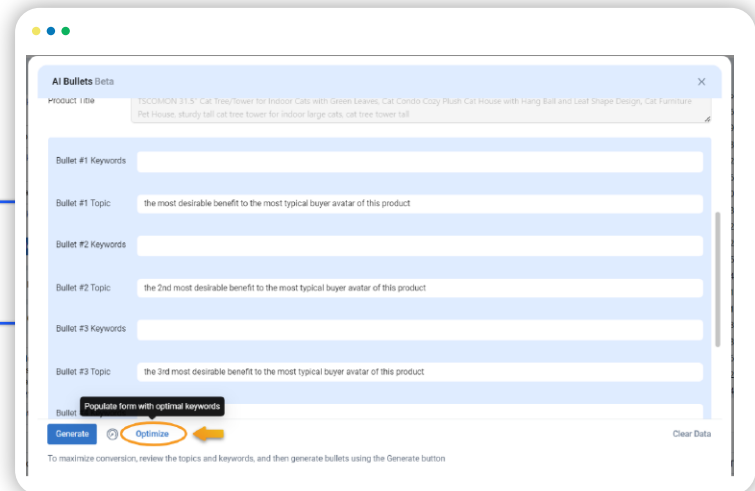
2. Click AI Bullets



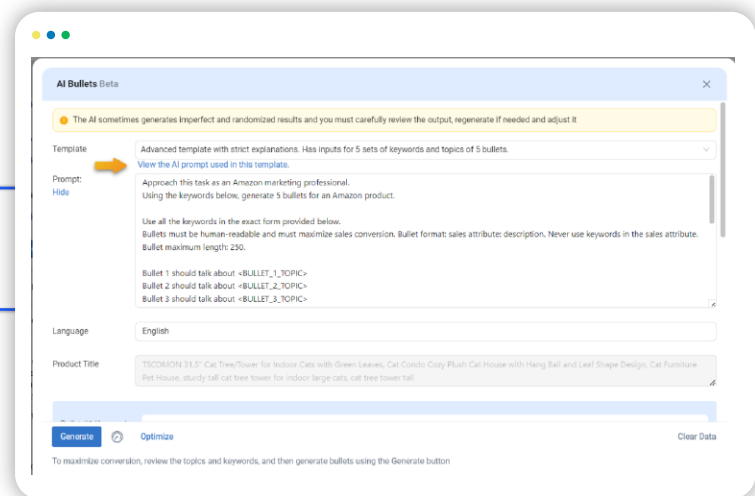
3. Paste in new Keywords or click "Generate"



4. Click Optimize



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





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 >](#)

