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Description automatically generated with low confidence**

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| **Keyword Research**  💡Tips: If you don’t already have a keyword research tool, [access our Amazon guide](https://pimberly.com/blog/amazon-ecommerce-strategy/#Essential%20Selling%20Strategies%20for%20Amazon) for some options | |
| **Frontend keywords**   * Use in your product title and product description |  |
| **Backend keywords (Search Terms)**   * Visible only to Amazon’s A9 algorithm * Accessible via Seller Central * Max 250 bytes (approx 250 characters) * Don’t repeat keywords |  |

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| **Product Title**  💡Tips:   * Include the most relevant keywords for your products. The product title is how Amazon’s algorithm determines your product’s relevancy * Use your main keywords at the start of your title * 80-250 characters * No punctuation or symbols but use numbers if necessary |
|  |

*Continue to next page…*

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| **Product Description**  💡Tips:   * Use bullet points to highlight key features and benefits of your product * Use subheadings to make your copy scannable * Prioritize relevant frontend keywords but avoid over-stuffing * 2,000-character length * Highlight the key product features/benefits |
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| **Pricing**  💡Tips: Carefully consider the price of your product against competitors | |
| 3 competitor prices | 1.  2.  3. |
| Your price |  |

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| **Image Checklist**  💡Tips: The answer should always be ‘Yes’! |  |
| The main image shows the product on a white background | Yes/No |
| All images are at least 1600x1600 pixels | Yes/No |
| Minimum 1 image of the product being used in a real-life scenario | Yes/No |
| All images feature alt text | Yes/No |
| All images include an SEO-friendly title tag | Yes/No |

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Description automatically generated](https://pimberly.com/book-a-demo/)