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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
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| **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
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*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 |

