

---

# Listing & SEO Optimization Recommendations for 2020

---



## Title Information

The title is used by Amazon's A9 algorithm as one of the first pieces of information when determining where your product appears on an Amazon search results page.

**Character limit:** 80 characters

### Recommendations:

- Put your 5 most important keywords first, followed by a dash. The first 5 words of the product title generate the product's eventual URL on Amazon.
- Utilize as many of the 80 characters as possible with relevant keywords.

---

***AVOID INSERTING KEYWORDS UNNATURALLY,  
AMAZON'S ALGORITHM IS SMART AND MAY  
NEGATIVELY IMPACT YOUR RESULTS IF IT  
DETERMINES YOU ARE JUST FILLING SPACE***

---

- Add any product modifiers that are important to your customers in the title, especially if they are modifiers that stand out from the competition. Getting the customer to click on your listing out of all the search results is of the utmost importance.
- Use language that speaks directly to your customers. If you are able to successfully address your customers' needs in the title, you can increase customer trust immediately.
- **Example:** peaksNpaws Premium Yak Milk Dog Chews - from The Himalayan Range - Made with Natural Ingredients: Yak Milk, Cow Milk, Lime Juice, Himalayan Salt - Healthy and Delicious Treat

## Bullet Points Information

The SEO value of bullet points is rated by the first 5 words of each bullet point and the first bullet point is more important than the last bullet point. So basically, the SEO value is the first 5 words of bullet 1, then the first 5 words of bullet 2, and on down to 5. Then the algorithm uses the remaining content in bullet point 1, then 2 and so on.

---

***BULLET POINTS ARE THE IDEAL PLACE TO EXPAND ON FEATURES AND BENEFITS POINTED OUT IN INFOGRAPHICS***

---

It's good practice to capitalize the first few words of each bullet point to increase readability. People will typically skim content, so emphasizing the first 5 and most important words through capitalization can greatly increase customers consumption of your information.

### Recommendations:

- Each bullet point can be up to 500 characters.
- Capitalize the first few words and then separate with a colon or dash.
- Fabric breakdown is its own field, so no need to include something like 65% Poly/35% Cotton.
- Include as many key search terms as possible while also communicating organically with your customer. **Example:**
  - ▶ **LONG-LASTING:** Skillfully made in Nepal to the highest standards, peaksNpaws chews will keep your pup happy and chewing for hours.
  - ▶ **DELICIOUS TASTE:** Dogs love the mild but delicious taste of peaksNpaws yak milk chews. Your pup will be begging for more!
  - ▶ **ALL NATURAL INGREDIENTS:** Made from Yak Milk, Cow Milk, Lime Juice, and Salt. No chemicals, preservatives, or additives.
  - ▶ **STINK-FREE:** peaksNpaws chews are odorless and a great alternative to rawhide, bones, and other treats that can stink up your house and leave your pup with bad breath.
  - ▶ **SAFE TO CHEW:** peaksNpaws chews are safe for all breeds and sizes of dogs. They get softer as they are chewed and don't break into dangerous chunks like other dog treats. Just like any other dog chew, owner's discretion is advised. Chews must be used under supervision at all times. If the chew becomes too small and presents a choking hazard, please discard the last bit or microwave into a cheese puff.

## Backend Keywords Information

Amazon allows 250 characters in the backend content, including spaces. Do not repeat any keywords in the front end content as there's no need for duplication and it may negatively impact indexing. There is also no need to include plurals or foreign translations.

---

***INCLUDE IMPORTANT RELEVANT KEYWORDS THAT YOU  
ARE UNABLE TO INCLUDE IN THE TITLE OR BULLET POINTS***

---

## Best Image Practices: “THE PERFECT 7” for Product Listing Pages

Amazon allows up to 6 images plus a video for each product listing to display without a click. Ideally, you should use all of them. These are the seven types of images/video we recommend:

1. **Front image**
2. **Back image**
3. **Detail image**
4. **Video**
5. **Fit Guide**
6. **Lifestyle**
7. **Infographic**

Example: <https://www.amazon.com/dp/B07BHW2VX5>