

THE TWO SIDES OF AMAZON SEO



PRODUCT VISIBILITY

How high up the product appears in Amazon's **search results**



PRODUCT BUYABILITY

Whether you win a product's **Buy Box** and are the default seller for an existing product

depends on

SEARCH RANK

depends on

PRODUCT RELEVANCE

Which is determined by these factors

- Customer reviews
- Product title
- Bullet points
- Backend keywords
- Description
- Product details

70%

of Amazon's customers never click past the **first page** of search results!

Use your feed to influence visibility

- Define all possible product attributes
- Cleanse & optimize all data
- Include 2-3 important keywords in titles
- Make descriptions information-rich

Achieve better visibility with Productsup⁷

- Leverage preconfigured Amazon export templates to ensure your feed is always Amazon-ready
- Automatically populate titles, descriptions, and more with tailored, click-worthy information
- Quickly insert keywords where necessary
- Fetch ASINs easily

depends on

BUY BOX OWNERSHIP

depends on

SELLER RANKING

Which is determined by these factors

- Shipping costs
- Price
- Fulfillment method
- Delivery time
- Seller feedback
- Stock levels

90%

of sales on Amazon go through the **Buy Box!**

Use your feed to influence buyability

- Define all possible product attributes
- Cleanse & optimize all data
- Import and track competitor pricing
- Keep shipping & availability information up to date

Achieve better buyability with Productsup⁷

- Use automation to ensure availability and shipping information is always up to date
- Import competitor pricing through your Price Feed API subscription
- Reserve stock just for Amazon, so your products are always available