

# SIX STEPS TO A FULLY OPTIMIZED AMAZON LISTING



## 1. CREATE YOUR KEYWORD LIST

Use [Helium 10's tool Cerebro](#) to pull all of the keywords of 10 of the top competitors for your product. Be sure to [check this post \(with video\)](#) for more details on how to do this!

Filter by "Top Keywords" and "Opportunity Keywords" to get your best keywords. Add more unique words if needed.



## 2. NAIL YOUR PRODUCT TITLE

*{Brand name} {main keyword phrase} - {top-searched words or phrases}, {2nd top-searched words}, etc.*

150-200 characters long | Limit repetition | Only add what makes your product unique in addition to top keyword phrases.



## 3. INDEX WITH SEARCH TERM KEYWORDS

*Single keywords separated by spaces that could be combined with other words your listing indexes for to increase keyword diversity.*

250 character limit | Don't repeat AT ALL | Include odd words you don't want in your copy, but want to index for.



## 4. SHORT AND SWEET BULLET POINTS

*{Benefit} - {Features that back up benefit}*

100-200 characters per bullet point | Use all the bullet points | NO CAPS or emojis | Focus on benefits to the buyer and make it easy to skim | Refer to competitor listings, Q&A, and product reviews for ideas.



## 5. CLOSE WITH YOUR DESCRIPTION

Build upon your bullet points. Add additional details that are persuasive and informative in a conversational tone. If in doubt, focus on being helpful.

At least 1,000 characters or A+ Content (words with images) | Keywords are less important as they should already all be in title, backend, and bullet points.



## 6. WRAP IT UP

Look at the listing as a whole.

- Does everything go together smoothly?
- Is there anything missing or too much repetition?
- Run it all through [Hemingway](#) to catch any readability errors.
- If you have [Helium 10](#), you can analyze listing optimization with Listing Builder.