

CHECKLIST FOR THE ULTIMATE ADVANCED AMAZON LISTING OPTIMIZATION

GORILLAROI.COM



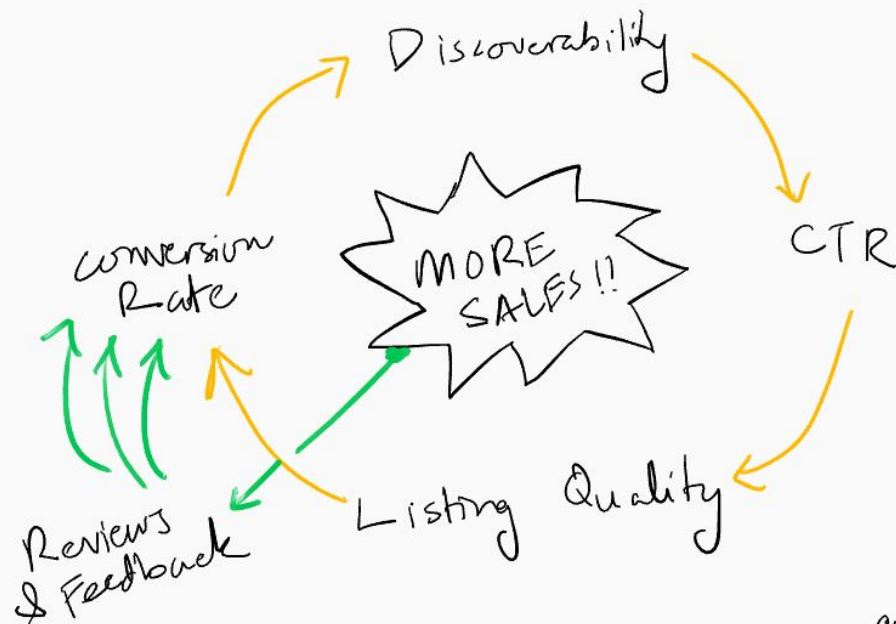
RULE #1: AMAZON DO NOT FOLLOW THEIR OWN RULES



The background is a solid light purple. It is decorated with abstract geometric elements: in the top-left, there's a blue rounded rectangle, a pink circle, and three orange plus signs; in the top-right, there's a pink rounded rectangle, a blue circle, and a vertical line of pink dots; in the bottom-left, there are three pink vertical bars, a blue circle, and three orange plus signs; in the bottom-right, there's a pink circle, a blue circle, and three orange vertical bars. The central text is white, underlined, and followed by a right-pointing arrow.

READ THE FULL GUIDE HERE ->

THE LISTING OPTIMIZATION FLYWHEEL



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PART 1: OPTIMIZING FOR DISCOVERABILITY

- ✓ Stay in stock
- ✓ Optimize keywords in title
- ✓ Check if keywords are indexed in URL
- ✓ Make titles readable
- ✓ Break up with punctuation
- ✓ Don't repeat the same keyword too often
- ✓ Use long tails in bullets and descriptions
- ✓ Insert converting keywords into your listing
- ✓ Check PPC keywords every 2 weeks and update
- ✓ Send external traffic to your listing
- ✓ Facebook + manychat
- ✓ Google PPC (we don't recommend though)
- ✓ Influencers
- ✓ Affiliate blogs
- ✓ Friends & family

PART 2: LISTING QUALITY OPTIMIZATION AND CTR

- ✓ IMAGES: Don't follow Amazon's rules 100%
- ✓ IMAGES: Use props to give it context
- ✓ IMAGES: Upload as many lifestyle images as possible
- ✓ IMAGES: Create images that show the end benefit
- ✓ IMAGES: Show you understand the pain points
- ✓ IMAGES: Use text in images for eye catching readability
- ✓ IMAGES: Convey 1 message per image
- ✓ VIDEO: Make B-Roll style easy videos from your phone
- ✓ VIDEO: High cost production not needed
- ✓ EBC: Doesn't get indexed
- ✓ EBC: Continue the story or theme of the lifestyle images
- ✓ EBC: Use comparison tables, feature lists
- ✓ EBC: Don't overcrowd
- ✓ Q&A: Answer as many questions as possible
- ✓ Q&A: Prevent wrong answers floating to the top

PART 3: GETTING MORE REVIEWS

- ✓ Under-promise, over-deliver - ALWAYS
- ✓ Submit 30 units to Amazon Vine
- ✓ Bulk request reviews with 3rd party addons
- ✓ Convert positive feedback to reviews
- ✓ Use product inserts that comply with ToS
- ✓ Host giveaways - then request review following ToS rules
- ✓ Giveaway methods: Facebook groups, friends & family (not immediate), Craigslist, your site, Facebook ads, mailing list, manychat

PART 4: PRICING STRATEGY FOR CONVERSIONS

✓ LAUNCH PRICING CHECKLIST

Start low. Lose money.

Get reviews.

Creep price back up.

✓ DISCOUNTED PRICING CHECKLIST

For liquidating or slow sellers.

Reduce price and get discount badge.

Create coupons.

✓ VOLUME PRICING CHECKLIST

Lower the price by ~5-10%.

Compare sales over a week.

Adjust pricing for volume & profits.

✓ MAX MARGIN PRICING CHECKLIST

Raise prices as much as possible.

If sales drop, reduce it back down.

For smaller niches with less competition.



PART 4: PRICING STRATEGY FOR CONVERSIONS



LOSS LEADER PRICING CHECKLIST

Only if you have strong product lines.

Frequently bought together.

Price for minimal margins.



BEST MARGIN & VOLUME CHECKLIST

Requires very strong product listing.

For best-selling and high demand items.

Combo of volume & margin pricing.

