



Uncover The Compelling Secrets To Rank Well In Amazon Search Results

Description

“Search Engine Optimization”

Most of you might have perceived it as the Google Search Engine Optimization.

Google is the not only search engine, I am talking here about the SEO for converting clicks to revenue directly. Yes, It's about **Amazon Search Engine**. Forrester Research suggests that one-third of the users start product search on Amazon. Google Search Engine only enables traffic to the websites whereas Amazon enables selling of your products. Amazon SEO is about generating Sales than traffic. Google measures success by click through rate, dwell time, etc. whereas for Amazon key performing area is Sales generated per search.

It becomes crucial for a product to visible in search results. A9, the subsidiary of Amazon manages product search for Amazon.

Small Businesses / Online Sellers can still somehow manage to gain advice on improving ranking on Google....

But....

The case is not same for Amazon. A9 Algorithm is too complex to arrive at factors reflecting product search results. I have managed to list down some of the factors that might be accounting for product search results on Amazon referring to Amazon Seller Central Panel, Research by Ripen commerce and my observance.

- **Keywords**

Stuffing right keywords empower degree of text match. Consider following recommendations while listing your products.

Product Name: The Product Name can include this information. For example, Product – Micromax Canvas Laptab II LT777 11.6-inch Touchscreen Black Laptop (Intel Atom/2GB/32GB/Windows 10/With 3G and WiFi)

- Brand – Micromax
- Product line – Laptab
- Material or key feature – 11.6 -inch
- Product Type – Touch screen Laptop
- Colour – Black
- Size – 2GB/32GB
- Packaging/Quantity- Set of two (in combo)

Product Description: Product related information in Concise manner highlighting product features, benefits, Quantity, Colors.

Additional Keywords: Amazon offers sellers opportunity to input additional keywords that are not captured in product elsewhere via **search terms, subject keywords, style keywords**. Put keywords in Logical order separated by single space. Do not provide duplicate, misleading, inaccurate, misspellings and long content. Make sure the keyword you input is not covered anyhow in any other section of product details.

- ***Categorization of product***

Make sure that you allocate your product a right **category**.

Amazon interprets the category for the keyword you search and shows results specific to that category. For example, when a buyer searches hair dryer, Amazon interprets the **Hair Styling tools** category and show the relevant category results. Hair Dyer seller would have lost visibility if the product is listed under **hair care** category.

The screenshot shows the Amazon India search results for 'hair dryer'. At the top, the search bar contains 'hair dryer' and the results are sorted by 'Relevance'. The main content area features a sponsored advertisement for the Braun Satin Hair 5 dryer, which includes a 'Upto 25% OFF' badge and a 'SHOP NOW' button. Below the ad, three sponsored product listings are displayed:

- Braun HD 180 Satin Hair Dryer (White)**: Price ₹2,299.00 (original ₹2,595.00), 11% off. Fulfilled by Amazon.
- Braun 3 HD 350 Satin Hair Ionic Dryer**: Price ₹2,499.00 (original ₹3,145.00), 20% off. Fulfilled by Amazon.
- Braun HD 130 Satin Hair Dryer**: Price ₹1,499.00 (original ₹1,995.00), 24% off. Fulfilled by Amazon.

On the left side, there are filters for 'Show results for', 'Refine by', 'Fulfilled By', 'Cash On Delivery', and 'Brand'. The 'Fulfilled By' filter is set to 'Amazon Fulfilled'.

Source: Amazon.in

Also, the category of products impacts Best Seller's Rank indirectly influencing search results.

- **Best Seller's Rank**

Correlation in Sales Rank and Search Rank is very high. The buyer often sees the Bestsellers in top results. It's a cyclic effect. Higher visibility leads to higher sales and higher sales leads to higher visibility and this goes on....

Not only best seller's in Category. Your product needs to have consistent position across sub-categories as well.

Like, Hamdard Rogan Badam shirin – 100 ml ranks above Dabur Badam Tail – 25 ml when a buyer searches Badam oil despite being a Best Seller in Ayurvedic Health Care.

Shop by Category - All - badam oil

Show results for badam oil

Beauty >
Hair Oils
Body Oils

Health & Personal Care >
Ayurvedic Hair Care
Massage Creams, Oils & Lotions
Baby & Child Care

Baby >
Oils

• See All 6 Departments

Refine by

Subscription Option
 Subscribe & Save

Fulfilled By (What's this?)
 Amazon Fulfilled

Cash On Delivery (What's this?)
 Eligible for Cash On Delivery

Brand
 DABUR
 HAMDARD
 Khadi Natural
 Wells
 PATANJALI
 olive herbes
 Deve Herbes
 Dabur Almond
 Mantra
 Soft Touch

Avg. Customer Review
★★★★☆ & Up
★★★★☆ & Up
★★★★☆ & Up

Shop by Category

Dabur Badam Tail - 100ml
by DABUR
₹279.00 (₹330.00) Fulfilled
You Save: ₹51.00 (15%)
More Buying Choices
7 offers from ₹258.00
★★★★☆ - 47
Cash on Delivery eligible.
Health & Personal Care: See all 50 items

Hamdard Roghan Badam Shirin Sweet Almond Oil -100 ml
by HAMDARD
₹350.00 (₹390.00) Fulfilled
You Save: ₹40.00 (10%)
More Buying Choices
9 offers from ₹339.00
★★★★☆ - 56
#1 Best Seller in Massage Creams, Oils & Lotions
Cash on Delivery eligible.
Health & Personal Care: See all 50 items

Dabur Badam Tail - 25 ml
by DABUR
₹75.00 (₹300.00/100 ml) (₹90.00) Fulfilled
You Save: ₹17.00 (18%)
More Buying Choices
4 offers from ₹75.00
★★★★☆ - 14
#1 Best Seller in Ayurvedic Hair Care
Cash on Delivery eligible.
Health & Personal Care: See all 50 items

Dabur Badam Tail - 50 ml
by DABUR
₹143.00 (₹286.00/100 ml) (₹176.00) Fulfilled
You Save: ₹32.00 (18%)
More Buying Choices
6 offers from ₹135.00
★★★★☆ - 16
Cash on Delivery eligible.
Health & Personal Care: See all 50 items

Source: Amazon.in

Both the products have Best Seller Rank as 1 in their sub categories i.e. “Massage creams, oils and Lotions” and “Ayurvedic Hair Care”. But in Category Health & Personal Care, Hamdard Badam Shirin ranks higher as 216 comparatively to Best Sellers Rank of Dabur Badam Tail as 773.

Dabur Badam Tail-25ml	Hamdard Badam Shirin – 100ml
Item part number: 0901207001741	Item Weight: 200 g
ASIN: B00LXJZS	Item model number: HAMDARD
Date first available at Amazon.in: 30 June 2014	ASIN: B002MBG5MM
Average Customer Review: ★★★★★ (14 customer reviews)	Date first available at Amazon.in: 18 May 2014
Amazon Bestsellers Rank: #773 in Health & Personal Care (See Top 100 in Health & Personal Care)	Average Customer Review: ★★★★★ (56 customer reviews)
#1 in Health & Personal Care > Health Care > Alternative Medicine > Ayurveda > Ayurvedic Hair Care	Amazon Bestsellers Rank: #216 in Health & Personal Care (See Top 100 in Health & Personal Care)
	#1 in Health & Personal Care > Health Care > Massage & Relaxation > Massage Creams, Oils & Scrubs

Source: Amazon.in (product pages)

Only Best Seller's rank is not the sure short way of ranking higher in amazon.

- **Fulfillment**

Fulfilled by Amazon products have the higher probability of ranking high in product search results. Amazon gives priority to the products they sell.

The screenshot shows the Amazon India search results for 'dryer'. The search bar at the top contains 'dryer' and shows 1-16 of 8,276 results. On the left, there are filters for 'Show results for' (Beauty, Home & Kitchen), 'Refine by' (Fulfilled by Amazon, Cash on Delivery), 'Brand' (Philips, IFB, Nova, etc.), and 'Capacity in kg'. The main results list four hair dryers:

- Philips HP8100/06 Hair Dryer** by Philips: ₹599.00 (was ₹226.00), 3,677 reviews, #1 Best Seller.
- Nova 1200 watts Hair Dryer NHP-8100** by Nova: ₹429.00 (was ₹846.00), 63 reviews.
- Philips HP8100/46 Hair Dryer (Purple)** by Philips: ₹649.00 (was ₹896.00), 479 reviews.
- Shopo Nova Hair Dryer** by Shopo: ₹211.00, 89 reviews.

Source: Amazon.in

• **Reviews and Ratings**

Amazon intelligently utilizes its review data. The visitor is inclined to buy the product having good reviews. *According to Nielsen, “70% of consumers trust online reviews and ratings pre-purchase.”*

Beware!! Do not post fake reviews, you might get sued for buying fake reviews.

Number of reviews, Verified reviews, Positivity of reviews are some of the factors Amazon considers while ranking the products in its search criterion.

So keep track of your negative reviews, analyze your weak points, fix it in your products and thus gain a satisfied consumer feedback.

• **Availability of Stock**

Amazon does not show the out of stock products in search results.

Do not let your sales suffer by the replenishment time. Monitor your stock availability and keep enough inventory for your products all time.