

PAXCOM

Top Tips to Get Amazon Best Seller Badge



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Description

Amazon is the most preferred platform for shopping. But did you know that more than 4000 items are sold per minute? Amazon has 310 million customers worldwide. According to Jungle Scout's most recent [Consumer Trends Report](#), Amazon is the most popular search destination for consumers, above search engines (39%), Walmart (34%), YouTube (23%), and Facebook (22%). Amazon sees over 2 billion site visits every month and saw [2.2 billion site visits](#) in April 2023.

While the sheer volume of sales on Amazon is undeniably impressive, what adds an extra layer of fascination is that once they make a sale or more, most products are bestowed with a distinctive ranking known as the Best Sellers Rank (BSR).

So, what exactly is this Best Sellers Rank, and why is it paramount to your Amazon FBA business? This article aims to unravel the mysteries behind the BSR, exploring its significance in-depth and how a comprehensive understanding can substantially benefit your business on the Amazon platform.

What is the Amazon Best seller Badge?

#1 Best Seller

The Amazon bestseller badge is a seal of approval in the form of an orange-like ribbon that you can see on the product's product detail page. This product is one of the top 100 products sold by this vendor, and it has been selling well in terms of its category. Having the Badge means more impressions, an increase in ranking, and conversions. Also, it helps build the product's credibility and a strong forefront brand image in front of the customers.

How does the Best Seller Rank works?

The product selling the most units in your category/subcategory gets this badge.

As it is calculated hourly, there are 24 times during the day to capture the best seller badge. Sales velocity and history are important in calculating the Amazon bestseller badge.

Best-seller Badge = Sales Velocity. While there is an upliftment in the visibility, clicks, and organic ranking, there is a significant increase in the conversion (no. of units sold) with this badge.

The best seller rank works on the ranking, i.e., lower the rank = more units sold.

Have you ever noticed that newly launched products are sometimes among the best sellers? It is because they are selling more units relative to other products in the category/subcategory & However, there are some grey areas when it comes to Amazon Best Seller Badge that you should know about:

- Bestsellers are updated hourly (sometimes there is an hour or two latency.) This means that badges are available 24 hours a day. Likewise, if you have the badge for one hour, it can disappear the next.
- Amazon Best Seller badge doesn't appear in all categories. No badge will be displayed for that hour if there aren't enough sales or data.
- In Amazon, the best seller rank is constantly reevaluated, so it's not unusual for products that just launched that had a good launch strategy to suddenly receive the Best Seller Badge, as that's what it means to compare how many sales they're making with the other competitors in the same category.

How is Best Seller Rank calculated?

C2: Calculation



TL;DR:

Amazon Best Seller Badge = Amazon's Choice + low prices + FBA

Although no given formula or nice math equation exists that Amazon presents sellers with Paxcom's years of experience, we have figured out the various ways that indirectly help with the Best Seller Badge.

Amazon's best-seller ranking is determined by order and a unit; this implies that one demand for 1000 units is classed as one order and will have the same BSR impact as only one unit of a similar product. Each category has its own sales, and Amazon compares products of the same category to each other.

In its simplest form, your Amazon Best Seller Rank (BSR) represents how often a product was purchased divided by how often it was viewed.

How do you discover Amazon's Best Seller Sales Rank?

Anyone, whether a shopper or an Amazon seller, can view the BSR for each product they search for on Amazon. Go to Amazon's product page and scroll down to the product details section of the pages for the item you want to check the BSR of. This should be changed to 'product information if you're using a mobile device, click on it to find the BSR.

The "best sellers rank" data should be visible in the first column of the product information. In addition, a BSR number and the product category should be included in the product details.

The Amazon Best Seller Rank for the book 'Ikigai' is ranked **#4**, and it is also the Best Seller in Self-Esteem (Books), **#1** in Society and Social Sciences, and **#1** in Meditation (Books).

Product details

Publisher : Random House UK; 1st edition (27 September 2017)

Language : English

Hardcover : 208 pages

ISBN-10 : 178633089X

ISBN-13 : 978-1786330895

Item Weight : 247 g

Dimensions : 13.6 x 2.3 x 18.4 cm

Net Quantity : 1.00 Unit

Generic Name : Book

Best Sellers Rank: #4 in Books (See Top 100 in Books)

#1 in Self-Esteem (Books)

#1 in Society & Social Sciences

#1 in Meditation (Books)

Customer Reviews: ★★★★★ 15,055 ratings

Factors that impact Amazon's Best Seller Rank

Seasonal products usually have a negative impact, as BSR works on the sales velocity. However, if that product category is seasonal, you might see a significant loss in terms of sales. Even though the older product has many historical accounts of additive sales, Amazon predicts that the new product will surpass the older product. As a seller, you must have consistency regardless of the periodic fluctuations.

Since we have covered all the basics, let's move on to the top tips on how to get an Amazon Best Seller Badge;

1. Categorize your products correctly

As stated earlier, Amazon's bestseller works in category and sub-category nodes. Putting emphasis on **'Category.'**

There are millions of users whose search begins on Amazon, but imagine if the product needs to be listed in the correct category; it will hamper not only the sales but also the chance of organic visibility and discoverability.

Let's look at Category options of Women's clothing to clarify why it is vital to classify products correctly.

Browse 1 : Clothing, clothing & accessories > Sports wear > Women > Athletic socks> Running

Browse 2: Clothing, clothing & accessories > Women > Socks

You can see the clear difference between browse 1 & 2; both are technically not wrong, but browse one is categorized and subcategorized in a targeted manner for the customers to find the “product” easily. Hence, it offers you a chance to climb the ladder of ranking and relevance.

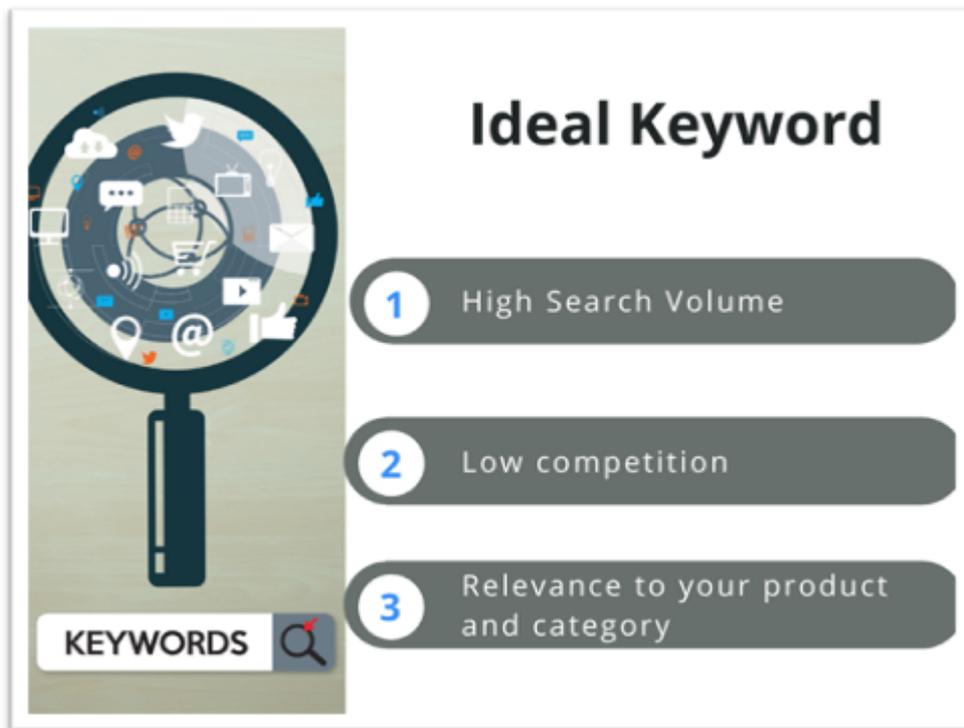
2. Keyword Research

Keyword research aims to help customers find your product when they are searching for that particular product. **Keywords** help in defining the product, its category, and information. It also lets you see the keywords’ competition data and supports your optimization process.

There are various types of keywords, which include **product terms**, **competitors terms**, and **audience terms**, base your research on these terms.

According to 99 firms, about **50%** of users search with long-tail keywords(more than two words). They make up half of Amazon searches, so choosing a combination of keywords, i.e., long-tail and short-tail(one or two words), is essential.

Perform **competitor analysis** to learn which keywords rank better and which are the ones that could be of value to you. Then, with the right keywords, you can tap into an almost limitless pool of potential customers and make sales by reaching out to them at the right time.



3. Optimized Product listing

Amazon has **millions** of products on the platform and adequately optimizing the listing page

(Amazon's catalog) can help you increase traffic and sales.

Let's go through the attributes;

After analyzing the keywords, create an attention-grabbing **product title**; it is essential to include as many relevant keywords as possible and include all the necessary information: **Brand name, product name, category, and grammar.**

Always provide factual information while writing a **product description** to paint a clear image in your customers' minds. It should call out all the main features stuffed with keywords in a creative form to allure them.

Bullet points come in 5 highlighted forms. Each point conveys the benefits of the feature to enhance readability and enable the buyer's decision-making process.

Including [A+ content](#) allows sellers to showcase their brand and product journey with a combination of visuals and text for engagement. As a result, sellers usually get benefits through high conversion, reduced return rates, and an increase in good reviews.

[Optimize images](#): When we break down the product page structure, the primary image dominates the page, and this is the first thing a customer sees, which becomes essential for conversion and engagement. Consider using high-quality mobile-optimized photos to maximize the zoom feature. Also, include multiple viewing angles and consumption shots to create product awareness.

Creating a **brand store** allows customers to see the brand's journey; the platforms are flooded with products, offering them a chance to stand out from competitors. They can **link sponsored ads** to the brand store to boost conversion. Including banners and creative templates lets you build a connection with customers.

4. Maintain Competitive Pricing

Monitor your [competitor's pricing strategies](#) and develop a counter-strategy that matches your business goal. Then, review them regularly and compare your pricing to their offerings.

There are various ways to take advantage of competitive pricing:

? Don't always set the price lower than your rivals. It might come out that your product is not good quality or less attractive. Instead, maintain the range within the shopper's spending budget by tracking how much a user will pay for that 'specific' product.

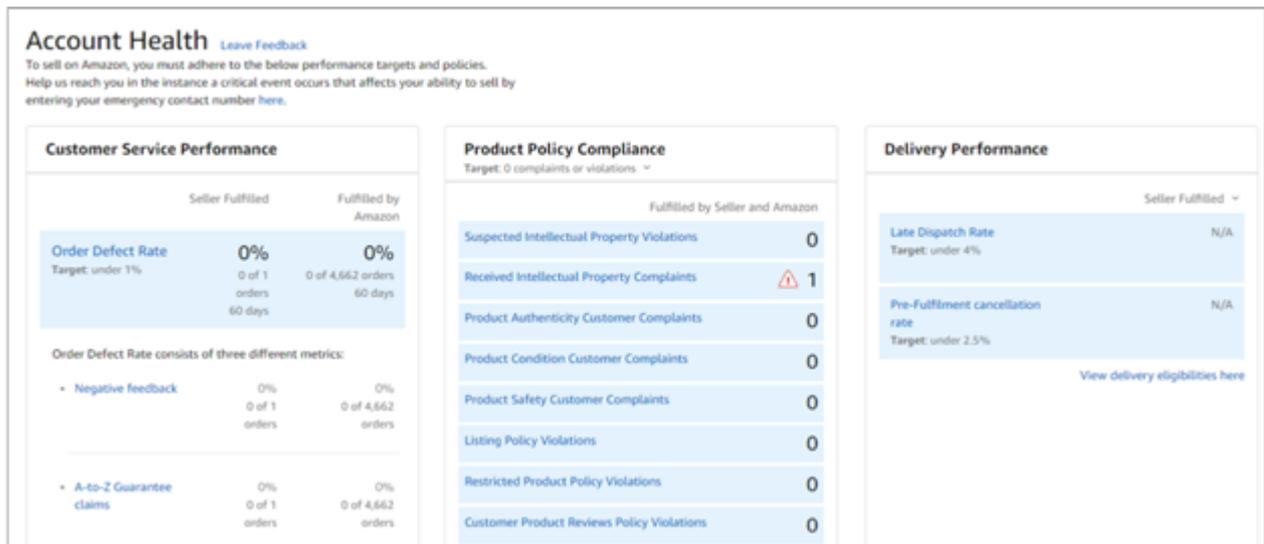
? Setting a price higher than your competitors can be considered an option if you offer extra features and mention your differentiation point in the product listing.

? Check your competitor's pricing history and discover how the prices have been modified. Don't just rely on the current trending price.

? Sellers have a complete advantage over brand positioning, and it lets them to avoid the time it takes to experiment with A/B pricing testing and helps achieve sales equilibrium.

92% of customers resort to comparing the price while shopping. Competitive pricing has attracted more customers, indirectly improving ranking and sales. **Paxcom** offers competitor profiling and discount reports with the help of its [Kinator](#) software to understand the operational landscape of Amazon Marketplace.

5. Monitoring the Amazon Account health



Source: Daytodayebay

Amazon account health is the metric that measures the overall performance of the seller account—keeping your Amazon account healthy means keeping track of all your shipments, payments, and customer information. You can track purchase orders, [inventory](#), sales reports, and more.

Some of the essentials to maintain the account;

- Always check your product quality by doing a stringent review of the product.
- Re-check listing information-proofread and check the accuracy of content to avoid any downfalls.
- Customer service support-Listen to your buyers and rectify the complaints.
- Keep a check on your shipping and order performance-always comply with the demands.

Keep evaluating your account's performance to have a strong presence on Amazon. This will help you make the best business decisions and prevent account suspension.

6. Shipping Speed

With so many other sellers trying to sell the same products as yours, it almost seems impossible for your products to have a distinctive market position. But you can boost sales by offering fast shipping services- a product that is delivered in two days or less.

Free shipping services also help to generate brand loyalty, and shoppers are more likely to purchase from you.

Some quick facts by [SaleCycle](#) on Amazon shipping:

- 63% of consumers consider delivery speed to be an influencing factor while shopping.
- 77% are willing to pay for accelerated shipping.
- 41% of buyers order the item when a seller provides same-day delivery.

These facts prove that having ideal and genuine shipping standards helps in conversions. To avoid manual work, sellers can choose the Amazon **FBA model**. It works as an aid for shipping management- it takes care of all the hassle of shipping a product, including packaging, tracking, labeling, and delivery.

7. Take advantage of Amazon Ads

PPC ads and promotions are great ways to boost your sales. Prepare and implement your PPC strategy along with Promotions as a supplement. Participate in Lightning deals and best deals, offer coupons and discounts to drive new to-brand orders, and gain a competitive edge.

While discounts may lower your profit margin, the order volume will compensate for reduced margins. The higher the units sold, the better the BSR will be, leading to a continuous cycle of better organic ranking and, ultimately, more sales and ratings/reviews.

PPC ads provide additional visibility over certain keywords/search terms and categories where you might lack visibility and miss out on potential sales. These ads help you provide additional discoverability, increase customer interaction with your products, and ultimately help to drive more sales.

8. Seller Reviews

Amazon seller reviews are an essential element of your product page. They provide helpful insight into the quality of products and services on Amazon. It helps potential customers make an informed decision and choose the right product for their needs and also allows sellers to establish credibility.

It's essential to monitor these reviews regularly and respond quickly to any negative comments to gain the trust of new customers and keep existing customers happy. Products with higher ratings primarily sell better. The product with 4+ stars has more chances to get on the first page of search results.

9. Inculcating Promotions and Deals in your selling strategy

Everything is going under digital transformation, but one thing that stays here is the consumer's emotional connection with discounts and coupons; this psychological strategy works like a charm most of the time.

In a survey by **RetailMeNot**, it was observed that **60%** of users made their purchases solely based on the deals and promotions. 4 out of 5 buyers made first-time purchases from a new brand because of lightning deals.

While offering deals, brands not only see an increase in sales but also help increase inventory and visibility, maintaining the profit margin and boosting organic ranking.

These tips will help grab the "Buy Box" for the seller, which indirectly helps to achieve the Best Seller badge.

Benefits of having an Amazon Best Seller Badge

64% of shoppers tend to browse only two pages of Amazon, but having a Best Seller Badge increases the chances of product listing appearing on top search results. This will ultimately increase your conversion rate.

[Discover the new Buy Box report](#) we have created with the help of our in-house tool, KINATOR; we have derived the key metrics impacting the Amazon buy-box shares and a few tips on how to secure it.

Having this Badge increases brand legitimacy. It shows that Amazon is vouching for your product and enables informed decision-making. It will, in return, make a customer loyal to your brand.

It is also a social proof indicator of a product's sales and quality.

Final thoughts

Many sellers wonder whether or not it helps to have a best-seller badge on your Amazon listing. The answer is yes, it does help. However, the most important is having a solid product base. Remember to follow the tips outlined in the blog, and you'll have a good shot at earning your Badge in no time.

Key takeaways from the blog:

? Fill out your product listing with as many relevant keywords

? Strategize marketing services and advertising solutions properly. You can also hire a [dedicated agency](#) to help you with maintaining & managing your Ad campaigns.

? Maintain your account health for ease in shipment and inventory

? Offer customers excellent service support

And remember, more sales=higher ranking=more sales

Paxcom's Contribution towards Best Seller Badge

Paxcom has a team of **eCommerce experts** who have expertise in handling a multitude of sellers of different product categories and follow a holistic approach towards Amazon Marketing Services, from creating optimized content and product listing to Ad campaigns and support brands with Amazon Advertising, Vendor Central, Seller Central, & Catalogue Management with use of [Kinator](#) software.

The solution offered by **our analysts** for achieving the best seller badge is a complete content audit, a checklist of all necessary and significant content components- whether those fall under Amazon compliance or not and sharing a glimpse of industry standards, i.e., to assist sellers in discounting competitively.

Email us at info@paxcom.net for more information on the Amazon Best Seller Badge and PPC campaign management.