

 My Amazon Guy

1000

TIPS

TO HELP GROW YOUR

AMAZON BRAND



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SEO

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Your Title = Ranking Power

Use high-volume, relevant
keywords in the first 5 words

- ✓ They influence click-through-rate (CTR)
- ✓ They appear in your Amazon product URL slug

Age of Sage Natural Soap Set for Women - Handmade Soap
Gift Set w/Essential Oil - 4pk Fruity Scents: Mango Papaya,
Pomegranate Cherry, Raspberry Rush, & Tangerine
Grapefruit

Visit the NZDWZDN Store

4.4 ★★★★★ (245) | Search this page

Those same 5 words affect Google indexing
if you don't manually edit the URL.



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Your title is the Most powerful place to insert top keywords.

Don't waste it.



Chirp Wheel Foam Ro
Neck Pain Relief, Mus
Therapy, High-Density
Therapy, Stretching &
Capacity, 4-Pack Mint

[Visit the Chirp Store](#)

4.5 ★★★★★ (1,503) | [Search this pa](#)

400+ bought in past month

29⁹⁹ (\$32.50 / count)



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Bulletproof Your Bullet Points

- **Max Out Your Bullets:**
Use all available bullet points (5-10 per category).
- **Think SEO, Not Shoppers:**
Write for the algorithm, not the reader. Customers rarely read detailed bullet points, so write as many bullet points as possible.
- **Include Rankable Keywords:**
Every bullet is a chance to boost indexing and rankings.



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Replace Pink Keywords to Rank More

What Are Pink Keywords?

These are keywords that are already working, they're indexed and performing well.

Why Replace Them?

To grow your keyword reach:

- ✔ Swap out pink keywords in bullet points
- ✔ Add new, unindexed terms
 - Pink keywords continue to rank from the title or background
 - New keywords start indexing too

The Goal?

Maximize total keyword indexing

Keep what's working → Add what's missing



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Back-End Keywords: The Most Underused SEO Power Move

Use the Generic Keywords Field (a.k.a. Search Terms)

- ✓ Found in Product Details
- ✓ Crucial for indexing terms that don't fit in the title or bullets


Max It Out, Every Character Counts

- ✓ Limits change all the time (250-500 characters or 5 lines)
- ✓ Check your category and use every inch of space

No Brand Names

- ✓ Don't add your competitors here
- ✓ Amazon treats it as an IP violation and could yank your listing



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The 4 Phases of SEO

Phase 1 Search Term Optimization

- ✓ Add keywords to your back-end fields
- ✓ Focus on long-term indexing, set it and let it build

Phase 2 Copy & Keyword Update

- ✓ Replace already-ranked (pink) keywords in title & bullets
- ✓ Swap in new, unindexed terms to expand reach

Phase 3 Strike Zone Keywords

- ✓ Use an Amazon keyword research tool to reverse-engineer competitor ASINs
- ✓ Find keywords ranking #20-#50 and push them higher

Phase 4 Search Query Performance Report

- ✓ Pull real keyword data directly from Amazon
- ✓ Find out what Amazon says you rank for and double down



This system works. It's public. It's proven. Use it and get ranked.

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Tracking SEO Success: Are You Winning or Just Listing?



Indexing = Position 500+

Amazon sees your product.
You're showing up, but barely.



Ranking = Position 1-500

This is where the traffic and
sales live. Fight to stay here.



Total Keywords Matter

Track how many terms you're
indexed and ranking for.



Know Your Competition

If your competitor indexes for
5,000 keywords and you only
have 1,000... You're losing!



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Q&A Section: Your Secret SEO Backdoor

? Got a claim you can't legally make on your listing?

Put it in the Q&A section, Amazon doesn't police it the same way.

Ask. Answer. Index.

You can drop strategic questions and answer them with keyword-rich responses.



USE Q&A to rank for use-case terms, pain points, or claims you can't say in A+.

PCC

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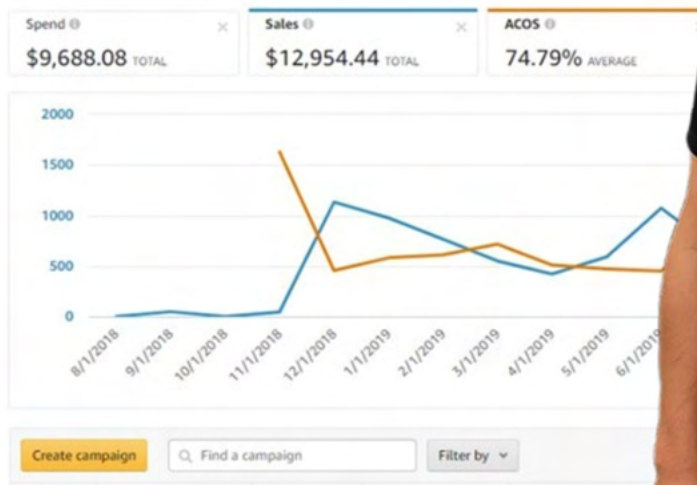


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PPC Isn't One-Size-Fits-All

Your strategy depends on:

- ✓ Your budget
- ✓ Your product maturity
- ✓ Your launch phase

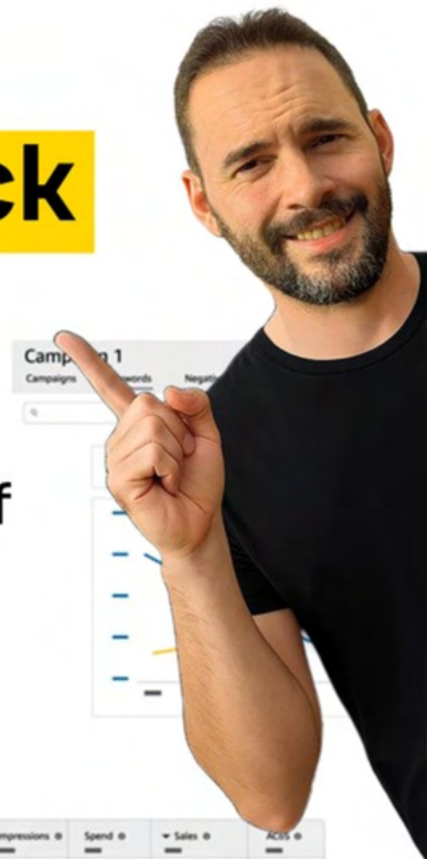


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New Seller Reality Check

- ✓ Most first-time sellers have a \$10K all-in budget.
- ✓ COGS + logistics eat most of it before PPC even starts.
- ✓ Burning your ad budget before you even run an ad.



Active	Keyword	Match type	Status	Suggested bid	Keyword bid	Impressions	Spend	Sales	ACoS
<input type="checkbox"/>	██████████	██████	██████	\$1.25 Apply	\$ 0.80	██████	\$ ██████	\$ ██████	██ %
<input type="checkbox"/>	██████████	██████	██████	\$1.25 Apply	\$ 1.25	██████	\$ ██████	\$ ██████	██ %
<input type="checkbox"/>	██████████	██████	██████	\$1.25 Apply	\$ 0.57	██████	\$ ██████	\$ ██████	██ %
<input type="checkbox"/>	██████████	██████	██████	\$1.25 Apply	\$ 1.44	██████	\$ ██████	\$ ██████	██ %

**PPC needs to be part of the plan
from day one, not an afterthought**

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If you don't reserve a budget for ads, you're not launching, you're hoping.



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Here's How to Spend PPC the Smart Way

STEP 1 Go Heavy on Auto & Broad

- ✓ Allocate 80% of your ad budget
- ✓ Lower CPC = More clicks
- ✓ Cast a wide net to discover converting keywords
- ✓ Let Amazon's algorithm work for you

STEP 2 Light Touch on Exact Match

- ✓ Use only 20% of your budget here (for now)
- ✓ Skip the "expert trap" of over-targeting too soon
- ✓ Let the data tell you what to lock in later



Run smart. Scale fast. Optimize later.

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Data vs. Precision:

Why Broad Beats Exact Every Time

Auto & Broad = cheaper, scalable,
and easier to manage

Perfect for launches, tight
budgets, and rapid learning.

Exact match limits discovery and drains budget early

Amazon's algorithm is smarter
than your guesswork



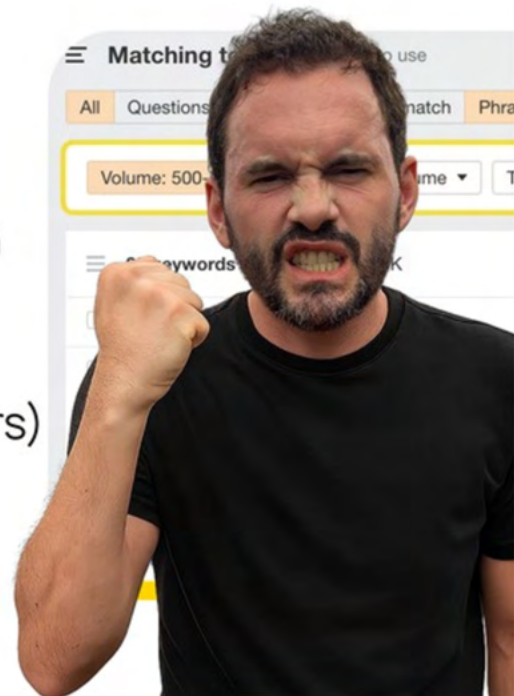
Don't launch like it's 2015.
Exact math isn't where the gold is anymore,
Amazon rewards broad discovery

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Stop Wasting Converting Keywords: The Negation Strategy That Actually Works

Don't Kill Your Winners,
Do This Instead:

- ✓ Let converting keywords run in Auto/Broad
- ✓ Only negate irrelevant terms (e.g., "plastic" for steel tumblers)
- ✓ Use Exact after validation



If it's working, don't mess with it. Let it scale.

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Don't Nuke What's Working

Turning off a winning campaign?
That's like burning cash
Working Campaigns = Algorithm

- ✓ Amazon build history over time
- ✓ Stopping resets your performance
- ✓ You lose rank, momentum, and ad efficiency



What To Do Instead:



- ✓ If it's messy, optimize it, don't kill it
 - ✓ Hire a PPC expert to clean it up
 - ✓ Or launch a new campaigns in parallel
- But never shut off what's delivering ROI

**Good data takes time.
A working campaign is an asset protect it.**

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New Seller vs. Established Brand

Your PPC Strategy Shouldn't Look the Same

New Sellers: Keep it Simple

- ✓ Start with Auto + Broad Match campaigns
- ✓ Use a tight, testable keyword set (5 or fewer)
- ✓ Focus on budget efficiency & keyword discovery

Established Brand: Go Deep & Wide

- ✓ Launch with a bigger budget & broader structure
- ✓ Use diversified campaigns (Exact, Broad, Auto, Video, Branded)
- ✓ Build from a Master Keyword List (MKL) of 50-150 top terms

Why It Works:

- ✓ Simplicity = faster learning for beginners
- ✓ Depth = scalable growth for pros
- ✓ MKL ensures you hit the right keywords from day one



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Your PPC setup should match your budget, experience, and goals. Skip the cookie-cutter template.

amazon seller central

www.amazon.c

INVENTORY PRICING ORDERS ADVERTISING REPORTS PERFO

✓ Success!

Your campaign has been created. It may take up to 1 hour before your ads

Campaign Manager [Learn more](#) | [Rate this page](#)

Campaigns

Bulk Operations

Advertising Settings

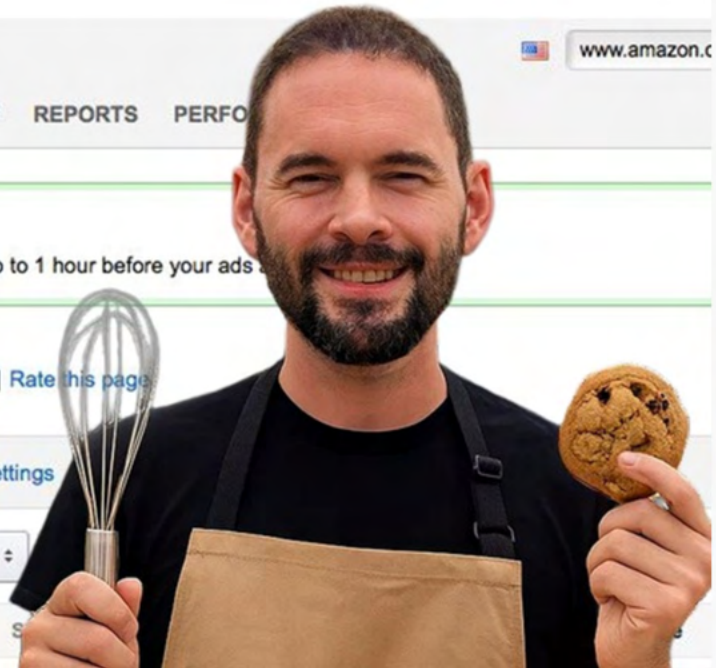
Actions ⌵

Create campaign

Enabled or paused ⌵



Campaigns ?



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Name Your Amazon Campaigns Like a Pro

Messy campaign names = messy data.
Use clear naming to stay organized and scale smarter

Naming Tips:

- ✓ Start with campaign type: Auto, Manual, Brand
- ✓ Add targeting: Broad, Exact, AllProducts
- ✓ Include bidding: DownOnly, UpDown
- ✓ Add placement (if any): TOS50 = Top of Search +50%

Example:

```
Auto_AllProducts_DownOnly_TOS100
```

Tells you exactly what's running, no guesswork.

Clean names = faster fixes and smarter scaling.

Don't name it "Test1" unless you want chaos.

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Don't Block What You Haven't Tested

Do This Instead:

✓ Skip Negatives on Day 1

Let Auto & Broad campaigns collect data first. Don't restrict them too early.

✓ Negate Only What's Proven Bad

Once you see irrelevant or money-wasting terms, then negate them.

✓ Watch Before You Cut

If you negate too soon, you kill keyword discovery before it starts.

Let Amazon show you what works,
then start trimming the fat.



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Manual Campaigns Done Right



Start with Broad Match

Let Amazon show you what converts. It's your best tool for keyword discovery.



Graduate to Exact Match

Only after a keyword proves it drives sales. Don't waste budget guessing.



Bid Smart

Start ~25% below Amazon's suggested bid. Work your way up only if needed.

Treat Exact Match like a sniper rifle,
not a shotgun.



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Product Targeting That Converts

- 1 Target Higher-Priced Products**
Shoppers are more likely to click yours if it's the better deal.
- 2 Go After Similar & Complementary Products**
Think same category or items used together.
- 3 Cap It at 5 Targets Per Campaign**
Keep control, get clean data, and avoid wasted impressions.



Don't flood your campaigns.
Precision targeting = smarter spend + higher ROI.

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High Converting Amazon PPC Formats



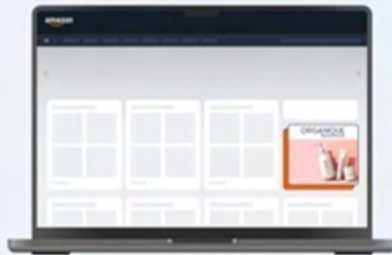
Sponsored Brands

- Showcase your logo & multiple products
- Build brand recognition and drive discovery



Sponsored Products

- Appear in search results and product pages
- Capture high-intent shoppers searching by keyword or ASIN



Sponsored Display

- Follow potential customers on and off Amazon
- Retarget browsers who didn't buy and keep your product top-of-mind



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Sponsored Brand Video: Your Secret Weapon

Don't Have Video? You're Leaving
Clicks and Sales on the Table

Use Sponsored Brand Video for Brand Growth and Conversions

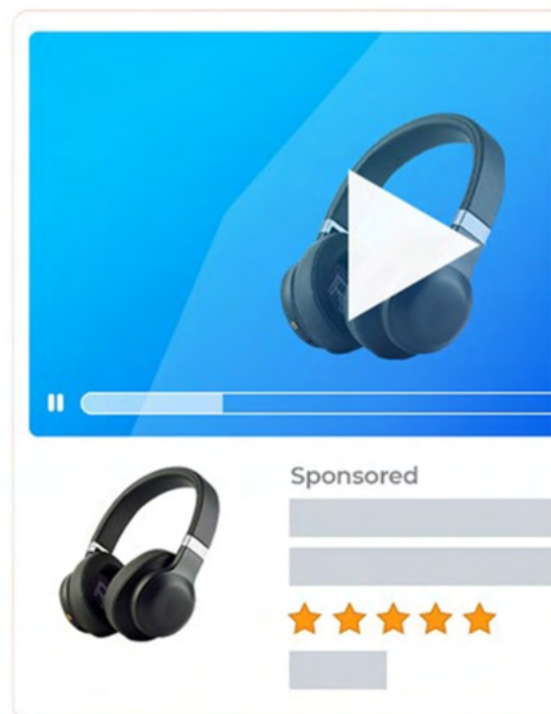
It's the highest performing ad format
on Amazon. Period.

Link Videos to Product Detail Pages

More relevancy means better
click-through and conversion rates.

No Excuses. Shoot DIY

Grab your phone or use UGC
creators. Simple is better than
perfect. Just get it live.



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Video builds trust, boosts rank, and drives sales.

Electronics > Computers & Accessories > Tablet Accessories > Bags, Cases & Sleeves > Cases

TRANSLUCENT COVER DESIGN
Matte finish exterior, will prevent fingerprints and scratches



Anti-fingerprint
Scratch-free

Fingerprint proof Original ecology Easy to install

Roll over image to zoom in

ProCase iPad 10.2 Case 2019
7th Generation Case
Hard Back Shell Pro
Cover Case for iPad
10.2 Inch 2019 (A2197)
Navy

by ProCase
★★★★☆ 2,996 ratings
47 answered questions

#1 Best Seller in Tablet Cases

Price: ~~\$14.99~~ \$14.99

Free Amazon tech support included

Color: Navy

- Protective case for 2019 Apple iPad 10.2" 7th Generation ONLY (Model Number: A2197 / A2198 / A2200). It is Not compatible with any other devices. Please check back box of your iPad to find the model number.
- Ultra slim and lightweight hard back design with minimal bulk when closed. Service great.
- The translucent design allows you to see the Apple icon through the case, which protects your device.

Free shipping. This item ships to United States. Get it by Thursday, Jan. 28. Choose this delivery date at checkout. Learn more

Add to Cart

Buy Now



**Still relying on static images?
You're already behind.**

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Sponsored Display: Your Top-of-Funnel Power Play

Want more eyeballs, clicks, and conversions?

Use for Reach, Remarketing, and Retargeting

Great for getting back in front of shoppers who didn't buy the first time.

Prioritize Targeting Like a Pro

- ✓ Remarketing = Best for Conversions
- ✓ In-Market Audiences = Great for Volume
- ✓ Lifestyle Audiences = Ideal for Brand Awareness

Pick the Right Format

- ✓ Use Video to drive purchases
- ✓ Use Images to maximize exposure

**Sponsored Display isn't just "extra."
It fills the top of your sales funnel and keeps you top of mind.**



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Ad Budget Breakdown That Actually Works

Spend where it converts. Scale what performs

Recommended PPC Allocation:

- 1** Sponsored Products: 60–70%
Your highest ROAS channel. Bread and butter of Amazon PPC.
- 2** Sponsored Brands: 20%
Use videos to grow brand visibility and drive branded search.
- 3** Sponsored Display: 10–15%
Boost retargeting, stay top-of-mind, and own your niche.

Not all ad types are built equal.



**Spend like a strategist,
not like a spray-and-pray rookie.**

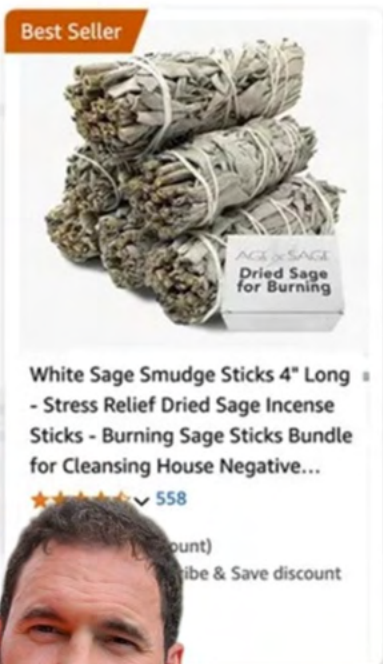
CTR

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Triple Your Clicks with a Killer Main Image



Add target audience cues

e.g., "Ages 6-12" in bold

Show interior or product use

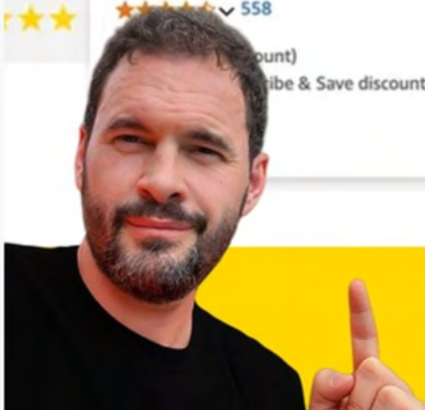
Don't just show it, sell the benefit

Use bold, clear text

Think: "Kids Journal" front and center

Stand out in search

Compare competitors and look better, say more



A simple image change took CTR from 3% to 9%
That's 3x more traffic, without changing the price.

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No Gray Backgrounds

Gray looks lazy. Dull. Unclickable. Especially on mobile.



Stick with crisp white or bright, clean visuals.
Amazon requires it, and your CTR will thank you.

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Best Amazon Data for Sellers

Search Query Performance Report

Go to Brand Analytics
Study the keywords

- ✓ Amazon ranks them correctly in order of importance (90% accuracy)
- ✓ For keywords that have high impressions but low clicks focus on improving the main image CTR
- ✓ For keywords with high clicks but low impressions add the keyword to the main image, and 3x PPC spend on that keyword with little risk
- ✓ For keyword high impressions/clicks but low conversion - fix reviews, secondary images that reduce anxiety, lower price, or other conversion tactics

Search Query	Search Query Score	Search Query Volume	Total Count
home decor	965	1,093,205	24,67
microwave	190	1,902	23,2f
bedroom decor			13,6f
apartment essentials			10,8f
kitchen			6,67f
storage			6,12f
wedding regist			5,32f
microwave splatter cover			4,63f
microwave countertop			3,98f
dishwasher			2,62f
home organization			1,89f
small microwave			1,86f
microwave cover	4		1,73f
kitchen gadgets best sellers 2025			1,25f
mini microwave			
home organization			
microwave cov			
small microw			
magnetic v			
dishwash			
dishwas			
glass			



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How to Increase CTR on Amazon

1 Add Keywords to Your Main Image
Pull real search terms from SQPR or the IAP report.

Example: "Sage for cleansing house" or "Kids Journal"

2 Show + Tell
Don't just display the product, say what it's for.

Add text like:

- "Made in USA"
- "120 Gummies"
- "Ages 6-12"

3 Follow Main Image Best Practices

- Use bold, scannable text
- Show the product in + out of packaging
- Include accessories
- Display count, benefits, or ingredients

4 Use the Golden Keyword Ratio
1 PPC keyword for every 2 organic.

5 Add Keywords to A+ and Brand Story
Index more terms by weaving them into your content modules.



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Use Amazon Data to Find Winning Keywords

- STEP 1** Tap Into Brand Analytics + SQPR to Rank Faster
- STEP 2** Find what shoppers actually search
- STEP 3** Use high-ranking keywords in your:
- ✓ Main image (text overlay)
 - ✓ Product packaging
 - ✓ Listing copy

Reports

Payments

Amazon Selling Coach

Brand Analytics

Business Reports



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Label Quantity Clearly

Shoppers shouldn't have to guess,
put "Set of 8" front and center.



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Increase CTR by Optimizing Your Main Image



✗ BEFORE



✓ AFTER

Here's how to do it right:

- ✓ Use keyword-driven text on your images.
- ✓ Pull exact search terms from SQPR
- ✓ Bold, clear text that stands out
- ✓ Place it on product, packaging, or overlay
- ✓ Use keywords that shoppers search for

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Vertical Images = Bigger Clicks on Mobile

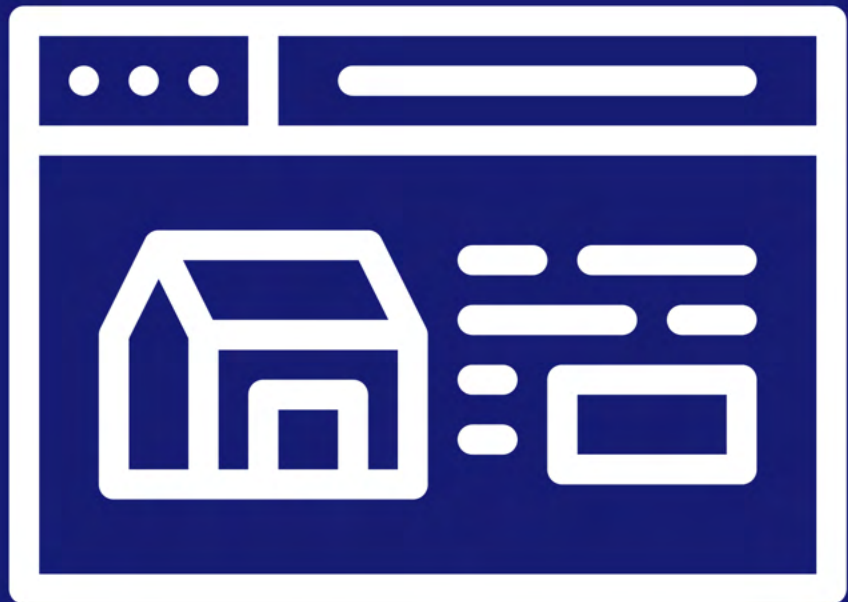
If your product looks small, your CTR probably is too.



Prioritize vertical shots that dominate the screen.

A+ Content

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A+ Content That Converts

Most sellers treat A+ like decoration. We treat it like SEO fuel.

- ✓ **Design to Hook:** Use bold angles, badges, and flags to stand out.
- ✓ **Boost Engagement:** Add videos and Q&A to hold attention.
- ✓ **Write for SEO:** Fill all modules with keyword-rich, crawlable text.
- ✓ **Test Visuals:** Try new breeds or packaging, small swaps can mean big sales.

Premium A+ Content

AGE & SAGE x Monsta

TO BE *Mom* SPECIAL Gift

ALL YOU NEED IS MOM

AGE & SAGE Winter Creamy Body Lotion
Summer Medley

This gift set contains a 13oz pink insulated stainless steel tumbler with a printed heart Mom logo, two 4oz soap bars, one 4oz bath foam, one 8oz aromatherapy body lotion, and a card for your destination. Get the most precious about the most special self-care present, perfect for any occasion.

Complete Set of Luxury Spa at Home

The winter and hot lotion sets in these 4 bags mean that you can enjoy the wonderful spa experiences together in the hot or cold weather. This is the perfect gift for the best mom in the world. Each set includes an aromatherapy candle, a soap in the shower, a body lotion, and a bath foam. These are the most beautiful gifts you can give to the most beautiful mom in the world. This set is perfect for the most beautiful mom in the world. This set is perfect for the most beautiful mom in the world. This set is perfect for the most beautiful mom in the world.

Artisan Lotion (Summer Medley)

Ingredients:
Purified Water, Coconut Oil, High-Dose Sunflower Oil, Extra Virgin Olive Oil, Emulsifyingifier, HDMSO, Glycerin, Monobenzoate, Organic Shea Butter, Stearic Acid, Citral, Rosemary, Citronellol, Diphenyl-Pic.

Relaxation Self Care Spa Gift for Mom

Max Your Indexing

Fill every ALT tag with 100-character keyword-rich sentences.
No commas, just traffic.

moisture



hydrating

ALT TEXT

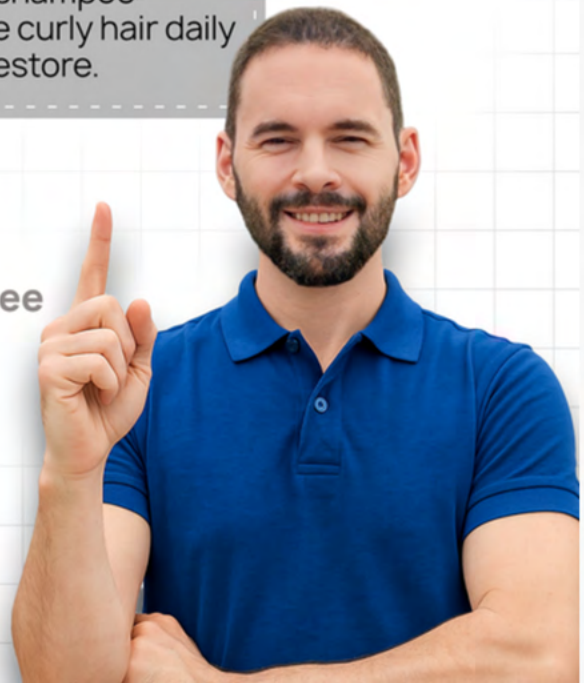
Hydrating shampoo
sulfate free curly hair daily
moisture restore.

volume

paraben free

daily care

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Avatar-Specific Product Targeting

Stop blending. Start converting.

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Use dog-only or cat-only visuals, speak directly to your buyer.




Split listings: dog SKU vs. cat SKU (a sticker is enough).



Real pet photos > illustrations. Test what your avatar clicks.


Dog-Specific Visual



 Targeted for Dog Owners

Cat-Specific Visual



 Targeted for Cat Owners



Same product. Different image. More sales.

Crawlable Text = SEO

Pictures are for people. Text is for robots.

- ✓ Don't bury your keywords in images, Amazon can't read them.
- ✓ Use all available A+ and Brand Story modules for crawlable, keyword-loaded text.
- ✓ No module left behind: fill every section with content that ranks.

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Crawlable Text	No Crawlable Text
	

More crawlable text means more indexing, which leads to more sales.

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A+ Content Starts with the Main Image

Optimize visuals to match search intent and boost clicks.

- ✓ Use real pet photos instead of shadows or logos.
- ✓ Add keywords like "Pet Teeth & Gum Spray" on image or packaging.
- ✓ Ensure A+ content backs up your visuals with crawlable text.



Better images lead to better A+ performance. Start smart.

Launching

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Get Registered: The 5-Step Amazon Setup

Want to sell on Amazon? Here's what you'll need to complete the registration.

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1 Business Info

Set your country and business type.
Add your legal name, address, and phone number.



2 Seller Identity

Submit your full name, birth details, ID, and role (owner/legal rep).

3 Billing Setup

Use a valid international credit card.
Bank account must match your business name.



4 Store & Product Details

Choose a public store name.
Answer questions on UPCs, sourcing, and trademarks.

5 Identity Verification

Amazon will review and verify your submission.
Be ready for a video call or document upload.



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Dominate with Market Basket Data



Identify your top product and analyze what customers buy with it.



Use insights to upgrade A+ content and bundling strategies.



Adjust branding and monitor performance to stay ahead.



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Smart Inventory Planning for a Scalable Launch

- 1 Don't flood FBA, start lean with 100–500 units.
- 2 Replenish fast to signal long-term intent to Amazon.
- 3 Forecast your send-ins based on just 5% market share over 60–90 days.

Running out of stock kills momentum, plan for the long run.

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Best Pricing Launch Strategy



Low Price



Rank Fast



Raise Price

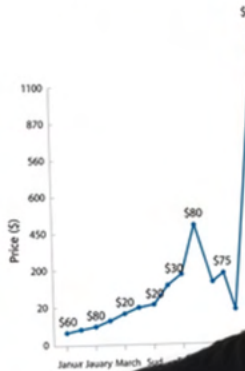


Launch low to rank fast, then raise price gradually to lock in momentum.

Dynamic Pricing That Drives Ranking

Use short bursts of discounts to spike traffic and conversions.

- ✓ **Pick your top 3 products**
- ✓ **Drop prices by 10-20% for 1-3 days each month**
- ✓ **Schedule it monthly for consistent momentum**



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Ranking isn't Magic.

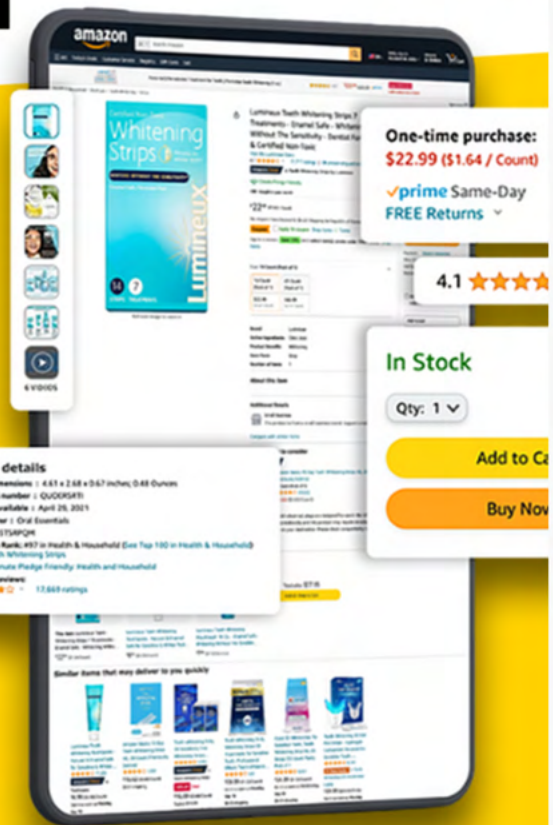
It's Math. Drop prices briefly to spike sales, rank higher, and control your keyword destiny.



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Listing Strategy: Match Fast or Create New to Control

Match an existing listing using the ASIN or UPC to start selling fast, or create a brand new listing if you're launching a private label, handmade item, or custom bundle to own the detail page and control the brand.



Brand Registry

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Secure Your Brand with Amazon Brand Registry

To join Amazon Brand Registry, submit proof of your registered or pending trademark along with key brand details. Once approved, you'll unlock tools to protect your brand, control listings, and **remove hijackers faster.**

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How to Qualify for Amazon Brand Registry

Protect Your Brand and Take Full Control of Your Listings

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Registered Trademark

Your brand name must match a government-registered trademark in the country you're applying from.



Active Amazon Account

Your seller account must be live and in good standing.



Clear Brand Representation

Provide updated brand visuals, product images, and listings.



Proof of Ownership

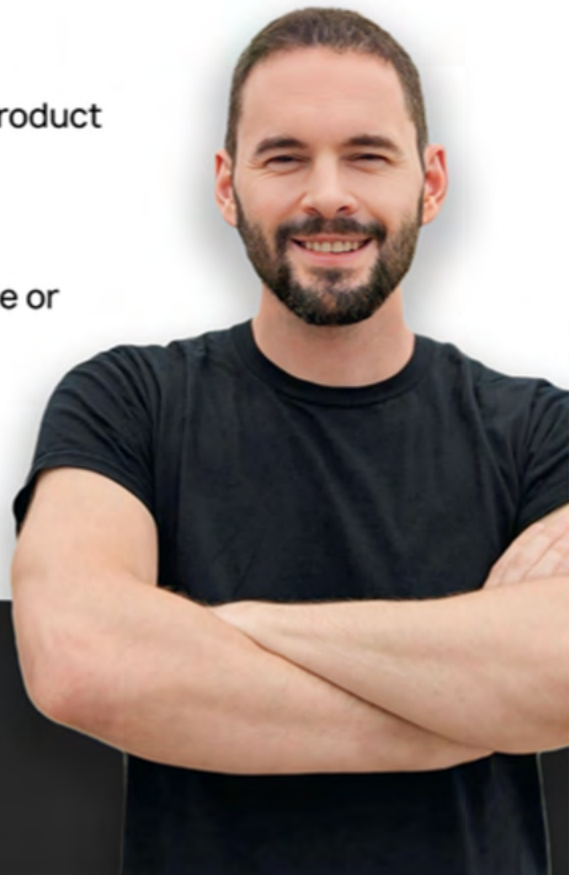
Submit your trademark certificate or official legal documentation.



Brand Protection Processes

Have systems in place to spot and stop counterfeiters.

Once you meet these, you can apply for Brand Registry and gain access to powerful tools for IP protection and enhanced content.





Fun Fact

Enrolling in Amazon Brand Registry **unlocks** access to A+ Content, which can boost conversion rates by up to 10%, making your listings look better and sell better.

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How to Pick a Trademarkable Brand Name for Amazon

- ✓ Avoid overly descriptive names like “Big Art Prints”, they’re likely to get rejected.
- ✓ Use made-up words, creative spellings, or unique combinations to improve trademark approval.



Trademark Tips That Still Work on Amazon

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- 1** Pick a unique, non-descriptive name
- 2** Search USPTO and Amazon for conflicts
- 3** Use real product photos as specimens
- 4** File under the right product class
- 5** Use "intent to use" if not live yet
- 6** Choose Word Marks unless logo is vital
- 7** Secure a website with your brand name
- 8** Be patient, the process takes about 6 months
- 9** Respond fast to USPTO office actions
- 10** Aim for the Principal Register instead of Supplemental



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Turn Data Into Sales with **Brand Analytics**

- ✓ See real search terms, clicks, and buyer data.
- ✓ Use insights to boost listings, ads, and conversions.
- ✓ Benchmark competitors to spot gaps and grow.



Trademark

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Get the Specimen Right



- ✓ Always use a real photo showing your brand name on the actual product or packaging.
- ✓ Avoid mockups, digital graphics, or Photoshop overlays, they'll get rejected.

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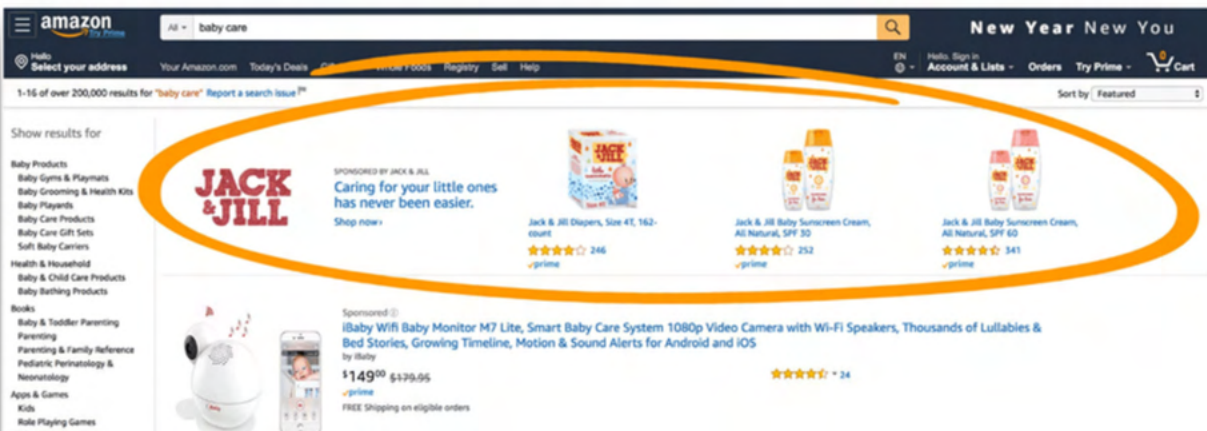
File Your

Trademark

the Right Way



- ✓ Choose the correct trademark class that matches your product category.
- ✓ If your product isn't live yet, file as "Intent to Use" and have your packaging ready.



**Word Marks are best
for Amazon: broad
protection, faster
approval, and Brand
Registry access.**

 My Amazon Guy

Maximize Your Approval Odds

My Amazon Guy

- ✓ Aim for the Principal Register, it's the only one that qualifies for Brand Registry.



Principal Register



Brand Registry

- ✓ Respond quickly to USPTO office actions to avoid delays or rejection.



My Amazon Guy

Pick a Trademark That Wins on Amazon



- 1 Be Memorable**
Choose a brand name that's catchy, easy to spell, and built to last.
- 2 Stay Legal**
Avoid descriptive names like "Great Phone Cases", those get rejected.
- 3 Do Your Homework**
Search USPTO and Amazon before you file.
- 4 Think Long-Term**
- 5 Pick a name that grows with your brand, not just one product.**

 My Amazon Guy

Use It or Lose It: Keep Your Trademark Active

- ✓ Put your brand name or logo on every product, package, and Amazon image.
- ✓ Trademarks stay protected only if actively used, keep them visible and consistent.



Merchandising

AMAZON TIPS



My Amazon Guy

Listing Health Checklist

Amazon account health dashboard

Customer Service Performance	Product Policy Compliance	Shipping Performance
<p>Order Defect Rate: 0.01%</p> <p>Order Cancellation Rate: 0.00%</p> <p>Shipment Tracking Rate: 99.99%</p>	<p>Product Authenticity: 100%</p> <p>Product Safety: 100%</p> <p>Listing Policy: 100%</p>	<p>On-Time Delivery Rate: 99.99%</p> <p>Shipment Accuracy: 99.99%</p> <p>Shipment Damage Rate: 0.00%</p>



Check for Yanked Listings and Reinstatement Fast.

If your best-seller vanishes, check for yank status and file for reinstatement fast.



Suppressions Kill Visibility

Run "Search Suppressed and Inactive Listings" to catch hidden issues.



No Category Means No Ranking

Make sure your item has a valid category in the backend, missing means it's suppressed.



Fix Stranded Inventory

You will have no sales if stock is stuck, resolve stranded units fast.

 My Amazon Guy



My Amazon Guy

Fix Delayed Amazon Payouts Fast

- ✓ Confirm if disbursements are delayed or missing.
- ✓ Check your account info for recent bank, tax, or VAT changes.
- ✓ Resolve any account health issues or deactivation warnings.
- ✓ Don't forget to check all Amazon marketplaces tied to your account.




Dominate the Niche with **Smarter Research**

- Study the top sellers in your category using Amazon keyword tools.
- Benchmark monthly sales, pricing, and reviews. Don't guess, get data.
- Expect to capture 0–5% of market share in your first 90 days.

 **My Amazon Guy**





My Amazon Guy

Increase Sales with Smarter Packaging




- ✓ Launch duplicate SKUs with new packaging to reach different buyers.
- ✓ Match packaging to audience: Artisan for handmade, Corporate for premium.
- ✓ Repack flawed units in gift bags to recover value and lift margins.

 My Amazon Guy

Duplicate Listings for the Same Product

Results

Check each product page for other buying options. Price and other details may vary based on product size and colour.

		
<p>Sponsored ⓘ</p> <p>Luxury 100% Organic Original Pillowcases Standard Size Pillow cases 50 x 75cm Luxurious Hotel Quality Pure Cotton Percalé or...</p> <p>Options: 2 sizes</p> <p>★★★★★ 3</p> <p>€20⁰⁰ (€20,000.00/kg)</p> <p>FREE delivery 15 - 16 Jan</p> <p>6 sustainability features ▾</p> <p>Add to basket</p>	<p>Sponsored ⓘ</p> <p>Luxury 100% Organic Cotton Superking Pillowcases Super King Pillow cases 50 x 90cm Luxurious Hotel Quality Pure Cotton White -...</p> <p>Options: 2 sizes</p> <p>€25⁰⁰ (€25,000.00/kg)</p> <p>FREE delivery 15 - 16 Jan</p> <p>6 sustainability features ▾</p> <p>Add to basket</p>	<p>Sponsored ⓘ</p> <p>Luxury 100% Organic Cotton Edged Pillowcases Oxford Border Pillow cases 50 x 75cm Luxurious Hotel Quality Pure Cotton Percalé or...</p> <p>Options: 2 sizes</p> <p>€30⁰⁰ (€30,000.00/kg)</p> <p>FREE delivery 15 - 16 Jan</p> <p>6 sustainability features ▾</p> <p>Add to basket</p>

Sell the same product twice by tailoring listings to different niches with custom visuals.

Listing Optimization

AMAZON TIPS



My Amazon Guy

Increase Perceived Value with Smart Bundling



Convenience Kits International
Men's Premium 15 Piece
Assembled Travel Kit Featuring:
Gillette Disposable Razor and Crest
Toothpaste

Visit the Convenience Kits International Store

★★★★★ 8,253 ratings | 44 answered questions

Amazon's Choice for "mens travel bag kit"

Price: \$11.34 (\$11.34 / Count) Prime One-Day

Green: Save 40% on this item when you subscribe and save. See when

Subscribe & Save

Get a \$150 Gift Card: Pay \$0.00 \$11.34 with the Amazon Prime Rewards Visa Card

Size: 15-Piece

10 Piece Set	\$11.34 (\$11.34 / Count)
15-Piece	\$11.34 (\$11.34 / Count)
20 Piece Set	\$17.21 (\$0.86 / Count)

Smart bundling turns accessories into strategic tools that boost value, justify premium pricing, and drive higher conversions.

My Amazon Guy

Don't Break What's Working: Parentage Strategy That Sells



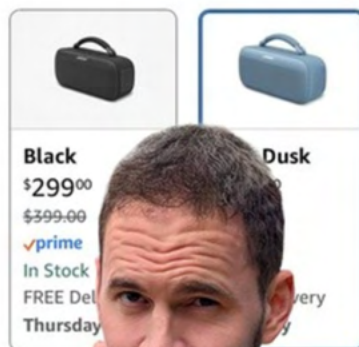
- ✓ Keep parentage intact if it's performing and packed with reviews
- ✓ Avoid unnecessary merges or separations that hurt ranking
- ✓ Add accessories as child variations when it makes sense, upsells made easy

Good parentage isn't just structure, it's leverage.

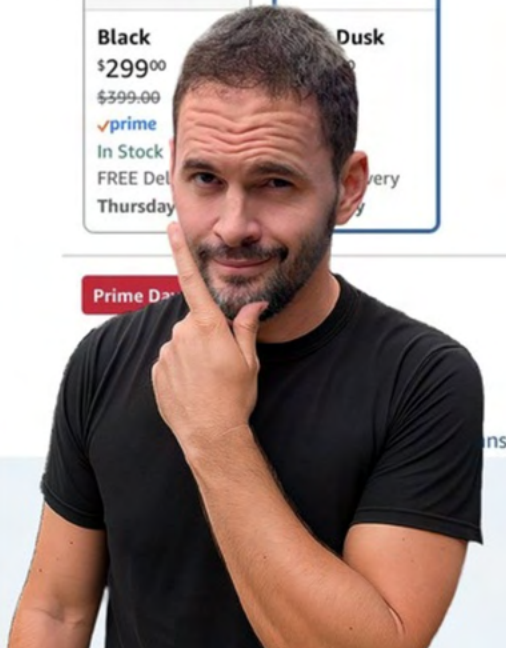
 My Amazon Guy

Pricing Power Comes from Perceived Value

Shoppers don't just compare prices.
They compare values.



- ✓ Study competitor pricing to find value gaps.
- ✓ Don't race to the bottom. Add accessories instead of slashing price.
- ✓ At \$109+, buyers expect more. Give them a reason to pay premium.



Win the price game by
outvaluing, not undercutting.

My Amazon Guy

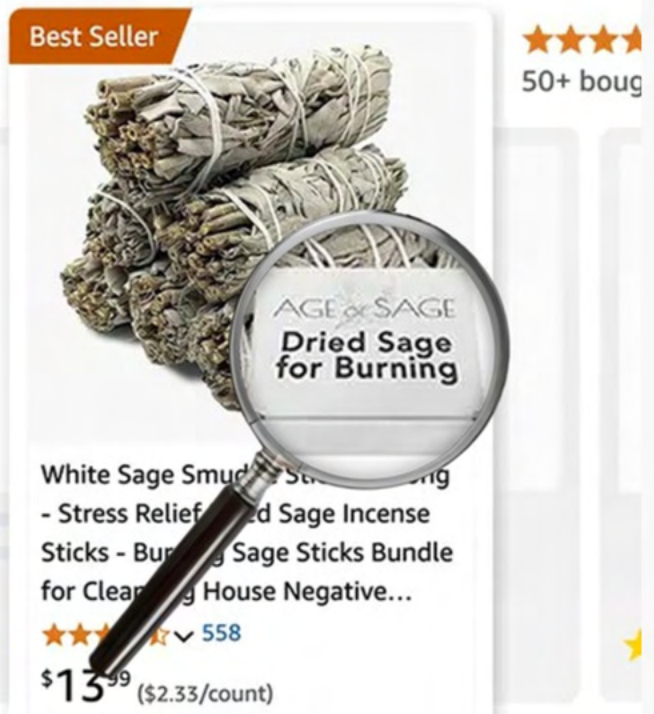
Low Stock Isn't Scarcity, It's Neglect



If a SKU's stuck at 1 left, it's not urgent. It's under-promotion. Bundle or spotlight it to move inventory.

My Amazon Guy

Your main image isn't just visual, it's real estate for SEO.



My Amazon Guy

Make Your Image Sell with Keyword Power



- ✓ Add top keywords to your main image
- ✓ Make them big, 20–25% of the space
- ✓ Focus on search terms, not branding



Make a good first impression and have more shoppers discover your products on Amazon.

Design

AMAZON TIPS



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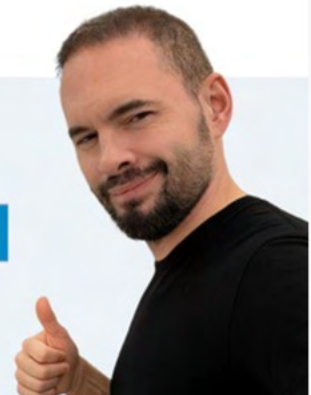
Stop Guessing. Start Testing.

Great design doesn't win arguments, data does.



- ✓ Use PickFu to A/B test your main image variations
- ✓ Focus on one clear change: font size, layout, or readability
- ✓ Let the test results speak, even if the client disagrees

 PickFu



My Amazon Guy

Make your main image
instantly readable with
bold keywords and
standout visuals,
because clicks start at first glance.



My Amazon Guy

If They Can't Read It, They Won't Click It

Your font isn't just design, it's performance.

- ✓ Skip the fancy fonts no one can read
- ✓ Increase spacing, simplify the layout, and Photoshop for clarity
- ✓ If it's unreadable in search, it's costing you clicks



amazon



SEINHIJO Ceramic Planter Pot Indoor Cactu
Succulent Decor Modern Sculpture Flower G
Table Centerpiece Arts Crafts Pink 7.1inch
Visit the SEINHIJO Store
4.2 ★★★★★ 116 ratings

My Amazon Guy

Font & Text Readability = Clickability



- ✓ Use clear, bold fonts that pop at thumbnail size
- ✓ Add spacing and simplify design for instant readability
- ✓ Photoshop for clarity, don't let clutter kill conversions

If they can't read your image text in search, they won't click.

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Proven A+ Content Strategies for Amazon



Use Visual Variety

Add clear, high-res images, infographics, or videos to show product benefits.



Keep It Consistent

Use uniform fonts, colors, and layout for a clean, pro look.



Tell a Brand Story

Show how your product fits into real life with creative visuals and context.



Test Before You Publish

Preview on all devices and gather feedback to improve clarity.



Educate, Don't Just Sell

Answer real customer questions with helpful, informative content.



Optimize for Search

Use alt text and descriptive keywords, skip embedding text in images.



Keep It Updated

Refresh content regularly to stay accurate and relevant.



Address Objections

Use reviews and FAQs to overcome doubts directly in your content.

Stand out from your competition
with A+ Content



My Amazon Guy

Technical Design Requirements That Actually Matter

A+ Content doesn't work unless you follow the rules.

- ✓ Use sharp images (JPEG, PNG, or static GIFs) with 72 dpi minimum
- ✓ Ditch image text. Use alt text (max 100 characters) for SEO wins
- ✓ Keep written content under 500 words. Amazon indexes every line
- ✓ Obey Amazon's content policy or get ready for rejection



Reviews & Customer Service

AMAZON TIPS



 My Amazon Guy

Use Product Inserts to Reduce Returns

- ✓ Add inserts asking customers to contact you before initiating returns
- ✓ Include a simple message with support info to catch issues before they become refunds

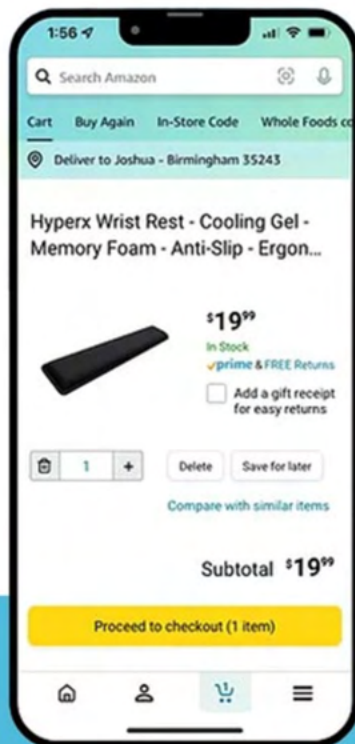


**Stop returns before they start
–add a simple insert today**

 My Amazon Guy

Test It Like a Buyer. Fix It Like a Pro.

Not getting orders? Place one yourself.



- ✓ Experience your product exactly like your customer
- ✓ Catch packaging fails before your reviews do
- ✓ Diagnose hidden return issues with real-world insight


 My Amazon Guy

Set Smart Return Thresholds to Protect Profit and Focus



-  **Under 10%**
No Action
-  **Over 10%**
Monitor It
-  **Over 10%**
Review & Optimize

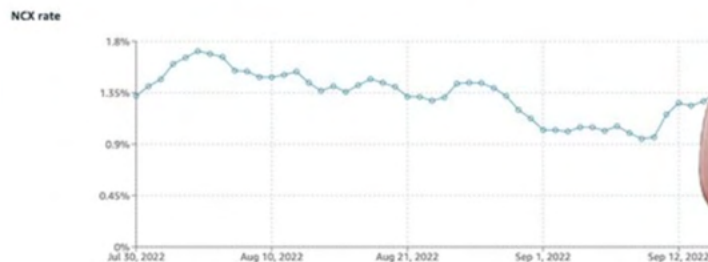


 My Amazon Guy

NCX Rate Is Your Early Warning System

NCX Rate tracks how often buyers report issues like defects, wrong items, or inaccurate descriptions.

- If your NCX rate goes over 10 percent, it is a red flag
- Under 10 percent means you are in the safe zone
- Track it monthly and take action if it rises



My Amazon Guy

How to Handle Negative Reviews on Amazon



Fix the Listing

Clarify with text like food grade or safe for pets in bullets and images.



Try to Remove It

Report the review to Amazon if it is false or misleading.



Bury It with Positives

Have real buyers leave strong reviews to outweigh the bad one.



No Need to Relaunch

One bad review is not bad if you respond smart.



Upgrade Your Images

Show proof the product is safe directly on the image.

Customer reviews

★★★★★ 4.8 out of 5

8,597 global reviews



By feature

New review ★★☆☆☆☆

Not the best...

Effectively Deal with Negative Amazon Reviews!

My Amazon Guy

Automate Getting Reviews Like a Pro

Customer reviews



- ✓ Use tools like Feedback Whiz or Jungle Scout to handle requests for you
- ✓ Set up post-purchase emails that thank and ask (nicely)
- ✓ Track reviews automatically so you can respond fast

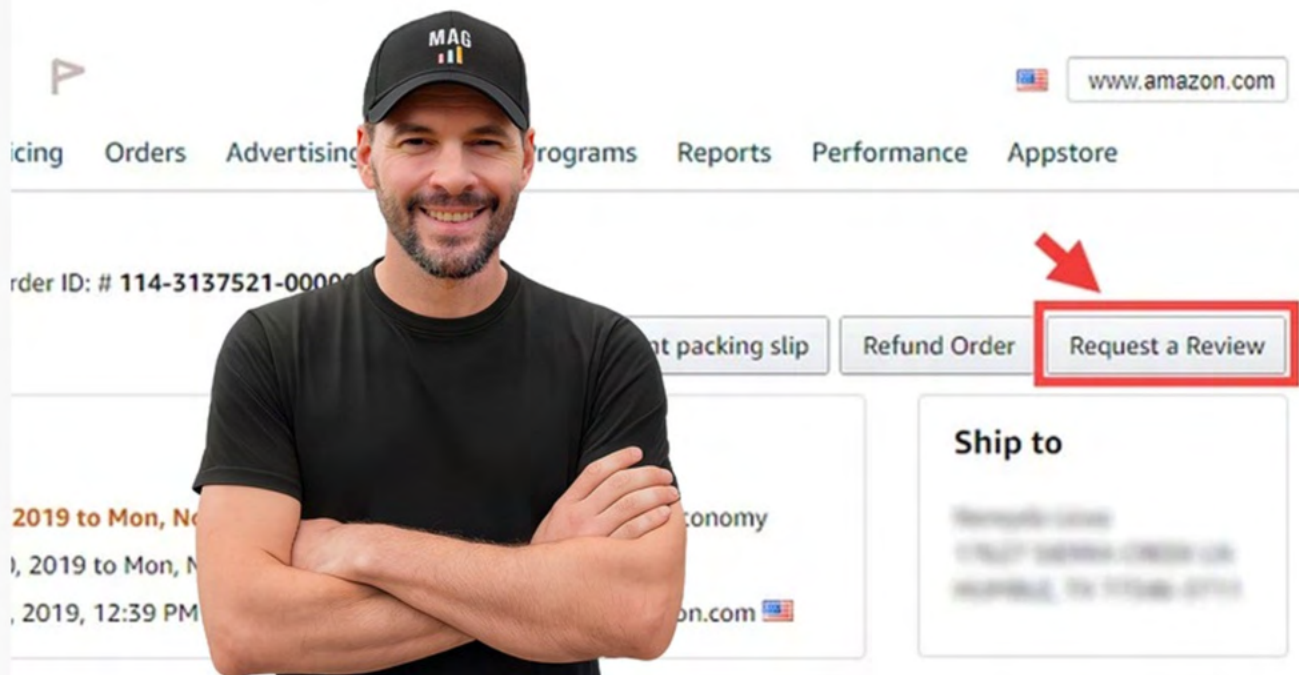


My Amazon Guy

Fun Fact

You can legally ask for reviews using Amazon's "Request a Review" button in Seller Central.

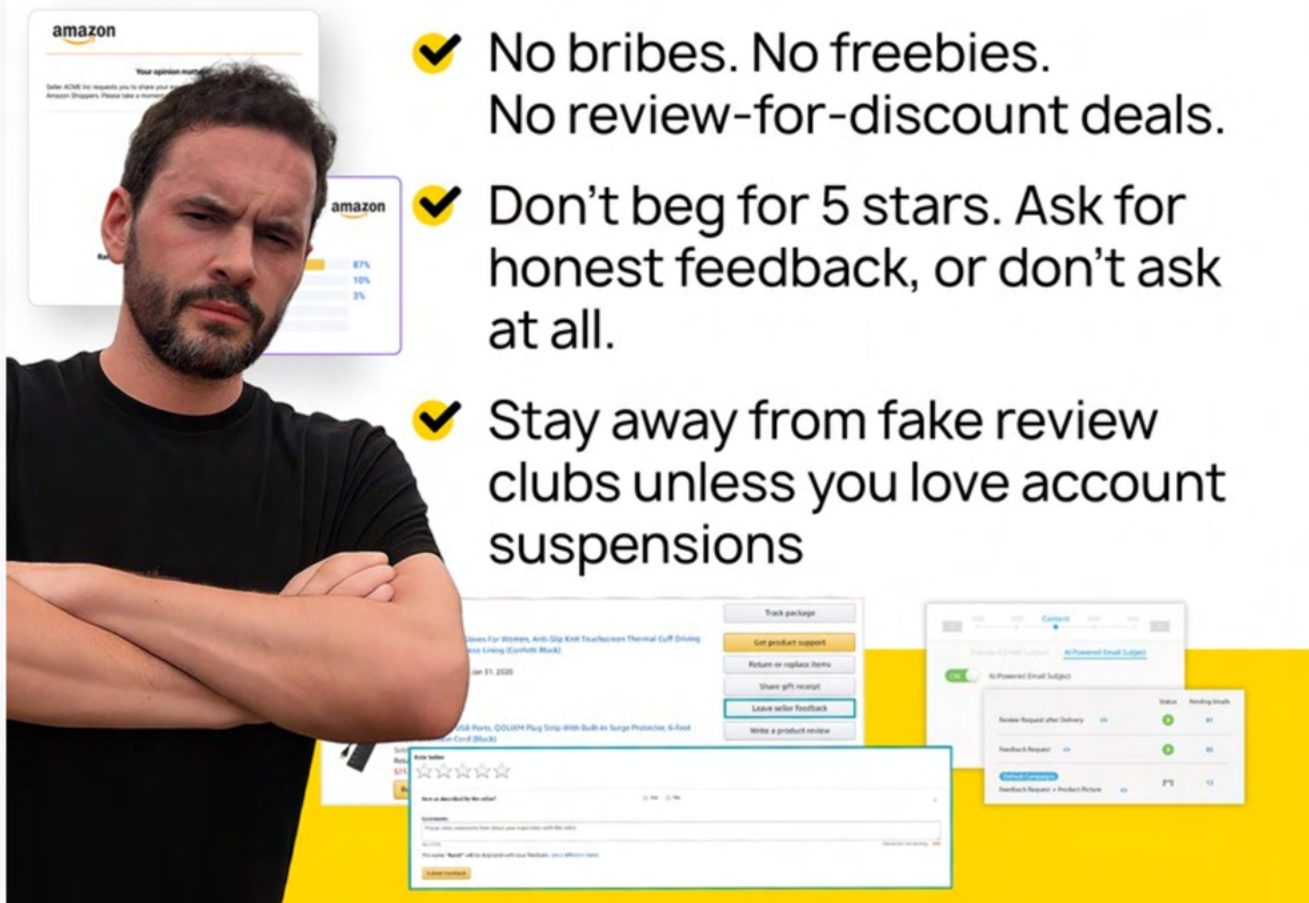
It sends an Amazon-approved message, and it works better than begging your cousin on Facebook.



 My Amazon Guy

Avoid Risky Tactics That Violate Amazon Policy

- ✓ No bribes. No freebies. No review-for-discount deals.
- ✓ Don't beg for 5 stars. Ask for honest feedback, or don't ask at all.
- ✓ Stay away from fake review clubs unless you love account suspensions



 My Amazon Guy

How to Spot and Handle Fake Reviews on Amazon



Look for suspicious patterns like a mix of five-star hype and sudden one-star complaints



Check if reviews mention unrelated products, this could mean merged listings



Report fake or misleading reviews to Amazon to trigger potential investigations

Customer review

★★★★★ 4.3

88% Customer rating

 jared

★★★★☆ Not good

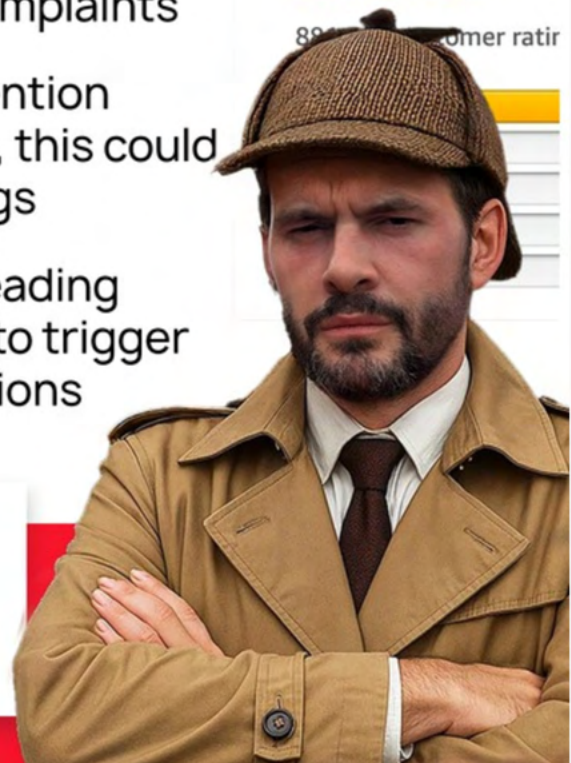
Reviewed in the United States on July 17, 2019

DO NOT BUY THIS BECAUSE I SAID SO!

Helpful

Comment

Report abuse



Logistics

AMAZON TIPS



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Why Amazon Leads in Logistics Over Other Platforms

With thousands of fulfillment centers, lightning-fast 2-Day Prime delivery, and unmatched inventory control, Amazon sets the global standard for speed, scale, and reliability.



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Stop Losing Sales to Stockouts

Use the Lost Sales Opportunity Dashboard to track and recover missed revenue.



- ✓ Check weekly lost sales by ASIN due to stockouts
- ✓ Flag any ASIN that went OOS despite available inventory
- ✓ Share top lost-revenue ASINs with your logistics team for immediate restock
- ✓ Add OOS dips to your weekly brand performance reviews

My Amazon Guy

Take Control of Your Restock Planning



Pair the Lost Sales Dashboard with restock reports for smarter decisions.



Match OOS ASINs in the dashboard with your restock report



Highlight ASINs with the highest lost sales and prioritize them for shipment



Set a weekly reminder to review both tools together every Monday



Report unresolved OOS issues to brand leads using dashboard screenshots



My Amazon Guy

Choose the Right Products for FBA

Prioritize compact, profitable products that fit Amazon's standard tier to boost shipping efficiency and sales.



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Compare Margins First Before Switching from FBM to FBA

Run the FBA calculator to ensure higher profits over FBM, don't guess, calculate.

Revenue Calculator



Find existing product or enter product info

Search Amazon catalog

Generate estimate based on an existing product

Search for a product listed on Amazon and eBay

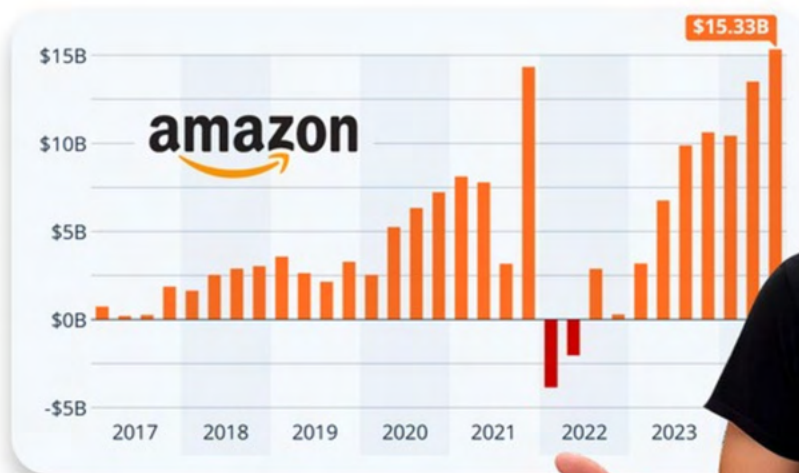
Amazon store

Search for product

My Amazon Guy

Fun Fact

Amazon offers net margins of around 15%, at just a fraction of the startup cost compared to opening a restaurant or retail store.



My Amazon Guy

Cut shipping costs with Smart Supply Chain moves

Reduce Costs by Optimizing Your Supply Chain.

Fewer touchpoints, lower costs

Cut unnecessary steps between port and customer.

Understand dimensional weight

Big, light items often cost more to ship.

Store closer to your buyers

Use nearby warehouses to reduce delivery costs.

Use SFP for large, high-value products



Skip FBA delays and save on bulky item fees.

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Choose the Right Fulfillment Strategy for Long-Term Scalability

- ✓ **Go Prime without the FBA wait**
Get products live in 48 hours instead of waiting weeks.
- ✓ **Save more on bulky, high-margin items**
SFP can cut \$40-\$50 per unit on large products.
- ✓ **Compare your costs for free**
Request a side-by-side FBA vs. SFP analysis to find savings.
- ✓ **Fulfill across multiple channels**
Use the same inventory for Amazon, Shopify, Walmart, and more.



Brand Store

AMAZON TIPS



 My Amazon Guy

Optimize Your Brand Store for Google Visibility with Meta Descriptions



- ✓ Write keyword-rich copy using terms like “gift boxes for mom” or “bath bombs”
- ✓ Include non-brand keywords to attract external traffic
- ✓ Search your brand on Google to see if your store ranks, adjust if needed
- ✓ Avoid generic or one-word meta descriptions

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My Amazon Guy

Make Navigation Seamless for Shoppers

- ✓ Group products into clear, keyword-rich categories
- ✓ Keep your layout clean and easy to scan
- ✓ Add filters and a search bar to simplify product discovery
- ✓ Highlight best-sellers and seasonal picks on your homepage
- ✓ Use breadcrumb navigation to boost usability and SEO



 My Amazon Guy

Amazon Storefront vs Brand Store

Brand Store (Requires Brand Registry)

- ✓ Fully customizable like a mini-website
- ✓ Add banners, videos, and product links
- ✓ Organize by category with dropdowns
- ✓ Use Amazon Posts for free impressions
- ✓ Built manually for brand storytelling

Storefront (Seller Profile Page)

- ✓ Auto-generated by Amazon
Accessed via "Ships from and sold by..." link
- ✓ Shows all active products and brands
- ✓ Ranks items by sales velocity
- ✓ Minimal setup, limited customization



Brand Store for control, Storefront for simplicity.

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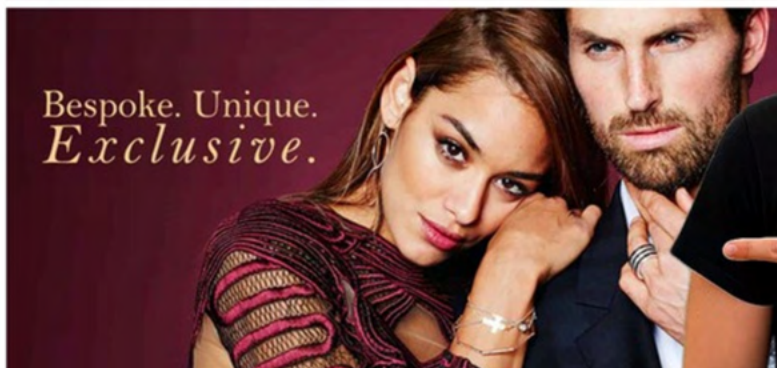
Craft a Compelling Brand Store Experience to Convert Browsers into Buyers



- ✓ Add high-quality visuals that reflect your brand identity
- ✓ Use simple videos like product demos to increase engagement
- ✓ Create multiple sub-pages to group products by category or use case
- ✓ Enable the "Follow" button to build a direct audience for future engagement
- ✓ Preview on desktop and mobile to ensure a smooth experience

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Boost Brand Store traffic with smart SEO, strong visuals, and targeted ads that drive clicks and conversion.



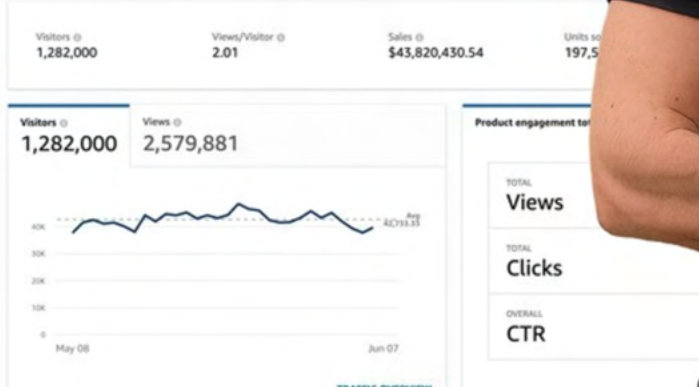
 My Amazon Guy

Drive Sales with Analytics

Use Store Insights and Brand Analytics to track views, conversions, top search terms, and traffic sources. Monitor reviews and returns to uncover product gaps and improve performance.

Date Range Last 30 days Export

Overview



My Amazon Guy

Build a Better Brand Store Experience for Higher Conversions

A strong Better Brand Store Experience for Higher Conversions

- ✓ Use a banner with your brand name and product focus
- ✓ Add sub-pages to organize products by category
- ✓ Use simple videos to build trust and boost conversions
- ✓ Turn on the "Follow" button to grow your audience
- ✓ Optimize layout for both desktop and mobile



The real question is, are you applying them?

Need help turning those tips into results?



Scan the QR code and see how
My Amazon Guy can help
you scale smarter.