PiWheel
Powered by Stackline

Content & SEO Guide

Get the keywords to the kingdom.

Here's the quick take on Amazon content.

What you need:

Keywords

These are the words and phrases your customers are using to search for products in your category.

What you do:

Optimise product detail page content

Tune your content to match the language your customers are using to search within your category, increasing your relevance in the 'eyes' of the search algorithms, and helping your products climb the search results ranks.

What you get:

Higher organic search rank and conversions

The goal of content optimisation is to drive your products higher in the organic search rankings by demonstrating their relevance to customer's specific search terms. Once they've clicked on your product, the motivational power of your fabulous product detail page content will inspire them to purchase.

What you measure:

Organic share of voice

You'll measure the effectiveness of your optimised content by how much your organic share of voice increases, i.e., the proportion of unbranded and branded searches that are "won" by your product (when a shopper clicks on your product after their search).

" **If you want your customers
to hear you, speak their language.** "

> **Smarter brands are tracking the full customer journey on Amazon. They are using data signals on the platform to optimise their content, tell a compelling story and take faster informed business decisions.**

Maher Ghazel

Chief Growth Officer | Pi Wheel, Powered by Stackline

Let's climb those search ranks.

One of the best parts of our job is helping clients tackle work that can get them big results without big budgets. That usually starts with helping them make the most of what they already own: content.

Not only is great content essential to reinforcing key messages about your products and converting customers at-the-moment-of-truth', it's also an essential component of a strong SEO strategy.

Nearly three quarters of all shopper's head to Amazon to learn more about a product before making a buying decision. More than a quarter of shoppers browsing in retail stores say they go to Amazon.com while they're shopping in the store to research products, reviews, and competitive pricing. More than half of Amazon shoppers start their product search on Amazon.

As a brand owner and advertiser, you can take that as clear evidence that your products are getting scoped on Amazon at every stage of the purchase funnel. Which means no matter how carefully coiffured your content looks in other channels, if your Amazon content isn't keeping pace – and showing up in organic search results -- you're losing business.

Just like Google, Amazon has developed a proprietary ranking system that governs which products show up and in what order when your prospective customer types "lip balm" in the search bar (or any other keyword or keyword phrase).

Our data gives you the tools to build content that wins search and converts on shopper intent.

When it comes to Amazon content and SEO, brands need a "first page or bust" mentality. In fact, "how do I get on the first page of search results?" is the top question we get from new clients on this theme.

You've got two ways to do it:

1. **You can pay for sponsored placement** through a Sponsored Product or Sponsored Brand campaign. (More on that in our Paid Search Overview.)

2. **You can win organic placement** by tickling the fancy of the Amazon search algorithm with product listings that are optimised for its ranking criteria.

A savvy ecommerce strategy will include both strategies, but here, we're focused on what you can do to earn your wins before you start paying for them.

So let's talk ground rules. Amazon's A9 search algorithm judges against a variety of manageable factors that we organise into "primary" or "secondary" based on influence.

Primary
- Sales velocity
- Relevant content
- Product price
- Product availability

Secondary
- Fulfillment method (priority is given to FBA)
- Reviews
- Premium content (A+ Content and Enhanced Branded Content)
- Promotions
- Advertising spend

Amazon is famously customer-obsessed, and we can reframe this criteria by simply thinking in terms of what will make the most delightful, straightforward shopping experience for customers.

Primary
- Sales velocity → Do people seek out my products and buy them?
- Relevant content → Does my content showcase the value of my product in the language of my customers and in ways that demonstrate my understanding of their wants and needs?
- Product price → Is my product priced competitively?
- Product availability → When my customer is ready to buy my product, is it ready to go?

Secondary
- Fulfillment method → Will my product ship reliably and quickly?
- Reviews → Are people's honest assessment of my product favorable? Are they getting what they expect?
- Premium Content → Am I giving my customers the full story and enhancing their shopping experience?
- Promotions → Am I making my products more accessible at key shopping moments?
- Advertising spend → Will shoppers have ample opportunity to get acquainted with the value of my product before they buy?

Among the drivers and contributors, content is the low hanging fruit. And to optimise content, you need to understand your customer. It's their language and preferences that will drive how you communicate the value of your product, not only because that's the right approach creatively, but because that's the right approach for SEO – i.e., for getting your products in front of potential customers when they're hunting to fulfill a need that your product can serve.

Of course, the work of "understanding your customers" is a far larger undertaking and has implications beyond the digital and e-retail channels. But for our purposes, we can derive much of the insight we need by scrutinising their behavior as shoppers.

And the most important order of business – the key to unlocking your products' organic potential – is to figure out exactly which words they're using to search in your category. Because those are the same words you need to use in the titles and descriptions for your products. Think of it like a game of bingo. You want to have a match for everything the caller shouts out. The more matches you get, the better you do.

It's an imperfect metaphor, but the content game is played similarly. No matter what a potential customer puts in that search bar, you want to have the matching word or phrase in your content, with one obvious caveat: *the content needs to accurately describe your product.* No matter how badly we want to win the game of search, packing content with descriptors that aren't true to the product is a surefire way to get penalised in the long-run. Don't sacrifice customer LTV and your ratings & reviews to win another few percentage points of organic share of voice. (Amazon will figure you out.)

How do you identify which keywords to use?

For some young ecommerce brands, this starts as a guess-and-check exercise. An ecommerce manager pours over competitive product detail pages, interviews customers, talks to the marketers, and studies existing product descriptions to come up with the list of words and phrases that he or she thinks describe the product best.

If you're trying to sell a peach-flavored, glossy lip balm with SPF 30, maybe you've wrangled every permutation of these go-to product attributes and loaded up your content accordingly.

That's all worthwhile groundwork, but what you might be missing is the growing share of category searches referencing "natural," "moisturising," and "tinted." If you don't key into those emerging search trends, you'll be missing out on high-quality traffic (or, further upstream, high-quality ideas for product innovation), and you can bet your competitors will exploit your blind spots.

That's why it's critical to take a scientific approach to keyword identification. Your analytics provider needs to be able to pull every search query logged on Amazon to serve you a ranked list of keywords by volume for each of your ASIN's relevant categories and sub-categories. (If they can't, come talk to us.) You should also be able to see how many times your products (and your competitors' products) get the subsequent customer click. This data goes well beyond what Amazon will provide through its Amazon Retail Analytics Premium reporting but is nonetheless essential to your content strategy. Start with your top-selling brands, products, and ASINs, and work your way through your list.

Category Keyword Inclusion

Top non-branded searched keywords within Lip Care Category

Lip Balm

- Lip Balm
- Lip Moisturizer
- Natural Lip Balm
- Organic Lip Balm
- Lip Care

Flavored

- Coconut Lip Balm
- Flavored Lip Balm
- Peach Lip Balm
- Strawberry Lip Balm

Sun Care

- SPF Lip Balm
- Lip Balm SPF
- Sunscreen Lip Balm
- Lip Balm with SPF

Above is a hypothetical topline list of the highest-volume unbranded keywords in the Lip Care Category. When you have your own keyword long-list in hand, it's time to prioritise. Prioritisation in this regard mixes the science with the art. Take advantage of opportunities to index on keywords that are gaining volume along with those that are already well-established for your category. And run a keyword gap analysis that identifies sources of competitor share of voice.

Auditing competitor content provides great insight into tactical positioning and can highlight opportunities to move up the ranks on unbranded keywords your competitors may currently be winning.

Competitor Keyword Gaps

Keyword and claim gaps with major competitors

Competitor A

- Ultra-hydrating
- Sun protection
- Lip care experts

Competitor B

- Rich formula
- Dermatologically tested

Competitor C

- Lasting Hydration
- 100% Natural & 95% Organic

Competitor D

- Advanced healing
- Instantly softens

Competitor E

- USDA Organic
- Made in USA
- For Adults & Kids
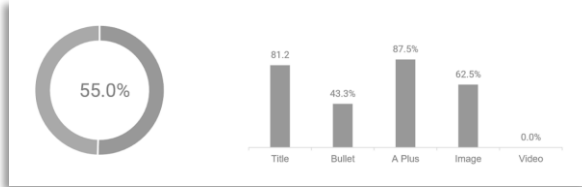- Non-toxic, non-gmo, gluten free
- Cruelty free

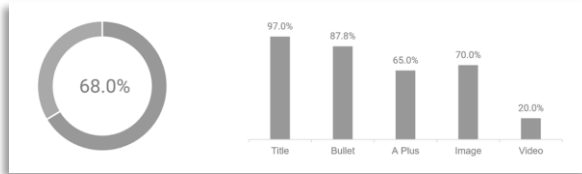**So you've identified the hot keywords in the category. Where do they go?**

Think of your keywords like Legos you can use to build compelling, high-converting brand and product detail pages. Our software's handy content algorithm will score your content and help you figure out what to tackle first.

The chart below shows how we score the primary components of content — and the trajectory your score should take when you infuse your content with the right keywords.

September 2017

55.0%

Title	Bullet	A Plus	Image	Video
81.2	43.3%	87.5%	62.5%	0.0%

April 2018

68.0%

Title	Bullet	A Plus	Image	Video
97.0%	87.8%	65.0%	70.0%	20.0%

Here's what you'll need:

- A killer **product title** structured in accordance with Amazon's rules
- 5 **bullet points** that showcase the spiciest details about your product's best assets
- A **description** that brings it all together in compelling prose that packs a punch
- A flawless, impeccably-shot **product image** worth at least a thousand words and up to eight alternate images that showcase unique product features and angles
- **A+ Content** that creates a rich, immersive brand experience on your product page
- **Video** that shows off the functional and lifestyle benefits of your product

(And don't be afraid to use some basic HTML in your product detail page to give your product description some additional structure and oomph.)

What about backend keywords?

You have the opportunity to provide a list of 'backend keywords' that will influence product discoverability while remaining hidden from shoppers. These keywords do not show up on product pages and are used in Amazon's search algorithm — not the metatags, so they won't show up in the long-tail URL of your product pages.

Keep in mind these keywords must be "phrase match," so the order of the keywords matters. "Organic SPF 30 lip balm" is different than "Organic lip balm with SPF 30" when it comes to visibility, i.e. when and where your product shows up when a shopper enters a given search.

Let the left brain and right brain work together to help you climb search ranks and inspire purchase.

Positioning content development as a wholly scientific process does not do the critical influence of the left brain justice. Your product detail pages – like your display ads – are a realm of your ecommerce business not totally governed by the data. The deployment is science; the execution, not totally. In fact, we remind clients that the quality of their creative — images, video, copywriting — will create the upper bound of their performance potential. This is one of your finest opportunities to showcase your brand's differentiating substance and style.

What will it look like when it all comes together?

This Sky Organics example from the Lip Care Category showcases the creative potential of your content, which should look and feel like the sweet poetry of the ecommerce world even as it does the hard work of selling.

How will you know your dazzling content is actually doing some work?

It's critical to benchmark your organic share of voice – how many clicks your organically-ranked product listings receive when a shopper searches in your category – so that you can monitor the effects of your content updates.

Your analytics provider should be able to baseline your organic share of voice for both brand and category keywords.

USDA Organic Lip Balm by Sky Organics – 6 Pack Assorted Flavors –- With Beeswax, Coconut Oil, Vitamin E. Best Lip... by Sky Organics

1,502 customer reviews | 55 answered questions

Amazon's Choice for "sky organics lip balm"

About the product
- 6 RICH FLAVORS OF CHAPSTICK MULTIPACK: Delicious smells, try not to eat them! Energize your lips with our Luscious Tahitian Vanilla, Tropical Coconut, Eucalyptus Mint, Cherry Bomb, Tangy Citrus and Strawberry Bliss flavored Best Organic Lip Balms. Safe for even the most Sensitive Lips.
- 100% PURE ORGANIC LIP BALM PACK: Organic Sunflower Oil, Organic Beeswax, Organic Coconut Oil, Vitamin E, Organic Rosemary Extract, Organic Calendula and Natural Organic Flavors. Lip Plumper
- NON-TOXIC, NON-GMO, GLUTEN FREE, NO chemicals, NO petroleum or petroleum derivatives, NO fillers and No soy! 100% USDA Certified Organic Lip Moisturizer. Nourishing Lip Butter Perfect for Toddlers, Kids, Dry Lips, Chapped Lips, Cracked Lips, Lipstick base, Gift Sets. Best Organic Lip Care safe for all ages!
- CRUELTY FREE AND EARTH FRIENDLY PACKAGING: Our products are never tested on animals and our packaging is completely recyclable.
- MONEY BACK SATISFACTION GUARANTEE: All of our products at Sky Organics come with a Hassle Free Money-Back Satisfaction Guarantee so you can buy our Lip Balm Pack with confidence

Organic SOV: Branded

Burt's Bees has 37% organic SOV of Branded search impressions

Organic Share of Voice
Last Month

Organic SOV: Category

Burt's Bees has a 35% Organic SOV of Category search impressions

Organic Share of Voice
Last Month

Let's debrief.

Optimising your content can do two things for your products at two different stages of the funnel.

It can help you reinforce your differentiation and improve your conversion rate at the bottom of the funnel by showcasing the most relevant value to the highest-intent shoppers. And it can help you improve your organic search rank to drive more traffic to your product pages.

The key to content that can do this work? The right keywords and adherence to a few straightforward steps:

- **Conduct a share of voice analysis** to benchmark your product's current organic search ranking and traffic.
- **Conduct a competitive audit** to identify what competitors are saying and not saying through the claims, keywords, and visuals in their content, and find out which keywords drive their organic traffic.
- **Identify top-searched keywords** and keywords with increasing volumes, and figure out where there's credible overlap with your product's attributes.
- **Scrub existing content** for opportunities to tell a keyword-infused story about the benefits of your product and brand.
- **Inject top keywords** in titles, bullets, and descriptions on your product detail page.
- **Track your share of voice** to chart progress in your organic traffic gains.
- **Forecast category trends** and emerging shopper priorities by studying their search terms and finding out if there are product attributes they want that you're not yet providing.

We love all the tools of ecommerce business-building, but we confess that optimising content for search and conversions has a special place in our data-led hearts. Your Amazon content is the showcase for everything that's special and compelling about your products and brand. It's a time to apply data-driven insight in creative ways and see some immediate results.

You've got the keywords to the kingdom, my friend. Wield them well.
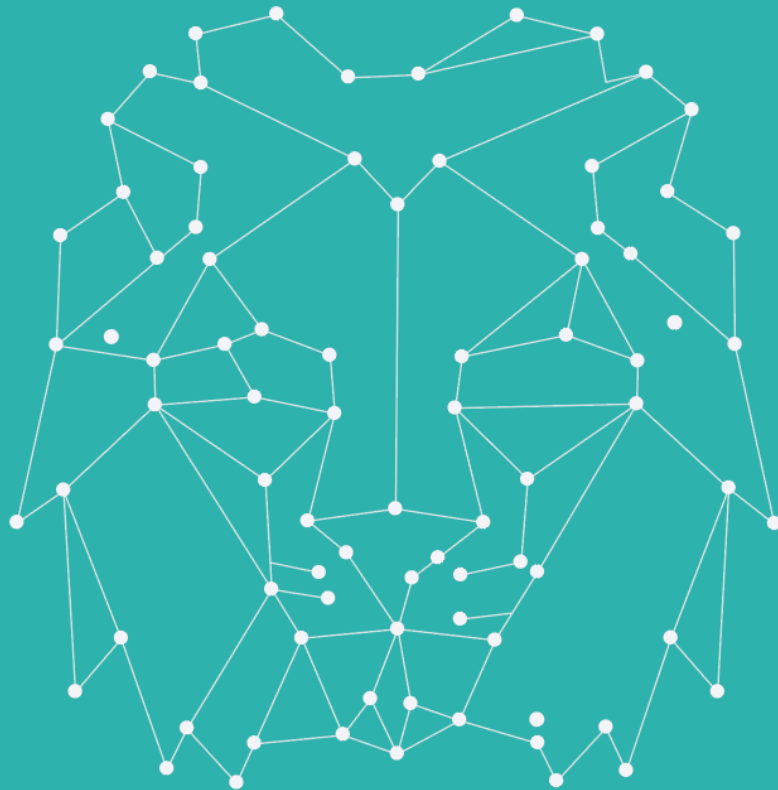
PiWheel
Powered by Stackline

info@piwheel.com