

# The Amazon Opportunity: How to list and sell your products

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# Key for symbols

icon	legend
	<a href="#">Find Out More (hyperlink)</a>
	<a href="#">Checklist</a>
	<a href="#">Amazon Fees</a>
	<a href="#">Selling on Amazon</a>

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	<a href="#">Fulfilling orders</a>
	<a href="#">Registering with Amazon</a>
	<a href="#">Amazon Brand Registry</a>
	<a href="#">Product detail pages</a>

icon	legend
	<a href="#">The Buy Box</a>
	<a href="#">How to grow</a>
	<a href="#">Search</a>
	<a href="#">VAT</a>

# Section 4 Optimising and Growing

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## 4. Optimising and Growing



**This section gives you hints and tips on how to make the most of your product pages, optimising them to make it easier for customers to find your brand over competitor products so you can maximise sales opportunities.**



## 4. Optimising and Growing

### 4.1. Optimise Your Product Pages

#### Product title:

Include the most important information that you would want to see if you were searching for your product eg. brand, model, size, quantity, colour etc.

#### **Tips**

- Don't use all caps
- Capitalise the first letter of each word
- Use "and" not ampersands (&)
- All numbers should be numerals
- Don't include price and quantity
- No promotional messages such as discounts or sales
- No symbols

#### Description:

Be informative; the product title should include relevant product information that contains all the essential elements of the product along with target keywords, such as:

- Brand name
- Product line
- Material or key features
- Product type
- Colour, Size
- Packaging/Quantity

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- Keep **bullet points** short so they're easy-to-read, and include keywords to boost search ranking
- Use high-resolution **product photos** that showcase your product at its best, and try to include product shots from different angles
- Amazon will allow you to have nine product images on your listing (best practice is to have at least 7)
- Try to include a mix of product and lifestyle images, and show your product being used
- Infographics and/or video can help bring your product to life and help to make your content more engaging
- The lead image needs to be just of the product on a clear/white background
- Product ingredients should be included in your product listing so that the products will be discoverable for these search terms
- To increase the visibility of your product pages, add backend keywords
- Reviews and ratings factor heavily into your ranking in the search results
- Pricing competitively will boost your chances of winning the 'Buy Box'



### Find out more

- [Optimise Your Amazon Product Listings](#)
- [Amazon Product Listing Guide 2021](#)
- [7 Simple Ways To Optimize Your Amazon Product Listing](#)

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### 4.2. The A+ Content

The A+ content feature allows registered brands to add detailed product descriptions, high-quality images and text placements to the product pages of branded ASINs. This enhanced content helps to bring your product and brand to life in a more unique way, providing customers with a richer experience.

By telling a more compelling brand story, highlighting specific features or benefits and showcasing product USPs, you can increase engagement with the product, drive higher conversion rates, increase traffic and sales.

The A+ Content feature includes:

**Enhanced Product Description:** Additional details on product features that support the bullet points and images in the main product detail page.

- Custom paragraph headers and images
- Unique image and text layouts
- Product comparison charts
- Bulleted feature lists
- Appears in the Product Description section of the Amazon detail page

**Brand Content:** Educate customers about the brand with an effective story that brings the brand's values and product lines to life.

- Carousel display with full-screen background
- Image and text cards
- Links to other products and the brand store
- Appears in the From the Brand section of the Amazon detail page



#### Find out more

- [What Is Amazon A+ Content All About?](#)
- [Here Are 11 Amazon A+ Content Examples To Learn From](#)

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### 4.3. Amazon Search: Organic Search and Paid Search

Before customers can buy your products, they must first be able to find them. And search is the primary way that customers use to locate products on Amazon.

Amazon customers shop with 'intent' in that they have a specific product in mind that they want to purchase. To find that product, they enter a search term into the Amazon search bar, which is then matched against the product information. A list of matching products is then served to the customer. Where your product appears on that list is determined by factors including the percentage of text match, price, availability, selection and sales history.

The search engine results page (SERP) sorts and displays products that are associated with the search term, which consist of both organic and product ad placements.

You must research what keywords Amazon customers are using to search for their products, so they can construct a product listing to be included in that list, or "indexed."

Here are ways you can improve your search ability on Amazon:

- Optimise your product title to include the following: brand, product material, quantity, key features, and keywords (see 4.1)

- Add backend keywords to target specific search terms (see 3.4) — you can research keywords by looking at key competitors and which search terms they appear for, and key words and phrases in their product pages
- Competitive pricing – research competitors and price your products to match them
- Use high quality HD images so customers can zoom in to see the detail (see 4.1)
- Add keywords and product features in bullet points and product descriptions (see 4.1)
- Improve your reviews and ratings by providing high quality services and solving customer queries promptly (see 4.4)



#### Find out more

- [Amazon SEO: How to Rank Highly for Amazon Searches](#)
- [Using Keywords for Better Amazon SEO: A Quick Guide](#)
- [Amazon SEO Guide: The Ultimate Amazon SEO Resource \(Updated\)](#)

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### 4.4. Reviews and Ratings

Reviews and ratings can create genuine trust and transparency throughout the purchase experience. In fact, research shows that 84% of shoppers trust online reviews with 91% of shoppers regularly reading online reviews.

The number of reviews and ratings you have can impact your organic search rankings. One of the deciding factors for the organic Amazon algorithm is sales history, which can be affected by the number of reviews and ratings you have. Good reviews and high star ratings can greatly encourage purchasers to buy, improving the sales history.

Amazon also rewards brands with great customer service who respond quickly to reviews and questions. So it is important that you interact with customers in a timely way, even if they have left a bad review or experienced a problem.

There are ways to boost unbiased reviews through the Amazon Vine programme. Available to registered Brands by invite-only, the programme invites trusted Amazon reviewers (based on the usefulness of reviews and expertise in specific categories) to leave unbiased reviews of products. Brands participating in the program pay for the product and the reviewer's honest opinion. It is a violation of Amazon's customer review policy for sellers to incentivize customers into giving product reviews outside of Amazon Vine.

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### 4.5. Amazon Search: Paid Advertising

In such a competitive marketplace, being a new seller can be tough. So in order to push your products and get off to a strong start, you can do some paid advertising which will increase the visibility of your brand and products on Amazon.

This form of paid advertising is 'paid search' - a paid advertisement tactic that matches your ad to people who are searching or are in-market for products similar or related to your own.

It is delivered through a pay-per-click (PPC) model where you set a maximum bid for a set of keywords or products. Amazon will then compare your bids and product against competitors who are also bidding for the same keyword/product, and award advertising space on the SERPs to the highest bidder. That brand's products are then given priority in customer searches using those specific keywords or product searches.

If you win the ad placement, you would then pay 1p more than the second highest bidder when your ad has been clicked. So if for example, you bid £1, beating the second-highest bidder of £0.90, you would then pay £0.91 when the ad is clicked.

Amazon offers three advertising solutions, all of them are accessible through Seller Central:

**1. Sponsored Products:** These are ads for individual product listings on Amazon, so they help drive product visibility (and product sales). They appear on SERPs and product detail pages as 'sponsored'.

You can have very specific targeting for individual products and the ads blend in with the organic results. However, these ads have high competition and can become very expensive.

- 2. Sponsored Brands:** These showcase your brand and product portfolio. They're search-result ads that feature your brand logo, a custom headline, and up to three of your products. 'These can be directed to a dedicated landing page or to the brand store. They also direct customers to the individual product pages when each product is clicked. These ads usually appear at the very top of the results pages and advertise several products at once. These ads are focused on brand-awareness to engage customers who are new to the brand.
- a. Sponsored Brand Videos:** These are video adverts and have been proven to show higher engagement than normal Sponsored Brand Ads. In the survey, 84% of consumers say they've been convinced to buy a product or service by watching a brand's video. These ads can generate a higher click-through and sales than regular Sponsored Brands.
- 3. Sponsored Display Ads:** These allow brands to display their products on competitor listings and target audiences in the market without them actively searching for your product. They build product awareness based on audience behaviour, reaching people who may not be directly searching for your product giving you access to a wider audience compared to other ad types. This can yield a lower return in sales, but can highly increase visibility and volume.

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### 4.5. Amazon Search: Paid Advertising (continued)

There are 3 main ways to target your ads:

- 1. Keywords:** these can be words or phrases you want to target. You can have exact, phrase and broad match type keywords, which target search terms that match exactly with the keyword, contain the keyword in a phrase, or just use similar keywords (such as synonyms or within the same category), respectively. The same keyword with different match types can have different costs and bids.
- 2. ASINs:** you can target competitors or your own products, which will allow your ads to appear in the product detail page of the targeted product. These can appear in the “Products related to this item” or “More items to explore” section as Sponsored Product ads, as well as Sponsored Display Ads or the top of the page as Sponsored Brands ads.
- 3. Audiences:** This is only available to Sponsored Display, where you can use Amazon audiences to target people who shop or are interested in certain categories, and people who have previously engaged with your brand.

Paid advertising is essential for new sellers who do not have the sales data to reach a prominent spot in a SERP organically. So it is important to factor advertising costs into your Amazon budget. To help you keep on top of everything, Amazon advertising reports show impressions, clicks, and return on ad spend metrics.



#### Find out more

- [Amazon PPC: The Ultimate Guide](#)
- [What is Amazon PPC? How the Amazon PPC Auction Works](#)
- [Step by step guide: Create your first Amazon Sponsored Products Campaign](#)

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### 4.6. Selling Internationally on Amazon

Amazon's European marketplaces are the UK, France, Germany, Italy, Spain, Netherlands, and Sweden. You can also sell to markets outside Europe and the EU through Amazon. But selling on Amazon can open opportunities to enter the international market too.

Customers use their local Amazon website's marketplace which offers the Amazon catalogue in their local language and charges local VAT taxes.

The **Amazon Global Selling Program** will allow you to access the international market, provided that your products are eligible for shipping and meet local product requirements. When selling on the international market, you will be paid in the local currency so you may want to open a local bank account and might require company registration in the country you are selling to. If you are selling outside the EU, you will need to fulfill your products to Amazon fulfillment centers in the country you are selling to.

You'll have to create a new seller account for the country you are selling to and relist all the products you want to sell as you would for a UK seller account. Consider the local-language differences when optimizing your product pages and keywords.

If this is something of interest, you'll need to ensure that your products meet EU regulations and VAT compliance for your product category before you start.

### 4.7. Amazon Prime

Amazon's Prime programme is a subscription service that allows customers to get free perks on eligible products. Prime members get:

- Unlimited Delivery perks (on Prime eligible items)
- Free 3- day shipping in Ireland
- Free same-day delivery shipping in certain urban areas
- Ability to filter search results using the Prime-eligible flag
- Several additional bonuses including Prime Video
- Access to prime member-only platform deals

20% of Prime members shop a few times a week, 7% shop daily and members spend 4-6x more than non-prime members per year.

### 4.8. Amazon Prime Now

**Why should you be on Prime?**

- Prime users are loyal and actively search for products on Prime which increases the number of repeat customers and reduces the number of competitors who are not on Prime
- Increases your chances of winning the 'Buy Box'

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This section has hopefully given you a deeper insight into how to optimise your product pages, and Amazon Search - both organic and paid advertising. Following the guidance can help ensure it's your products rather than competitors that connect with customers. It should also have given you a better understanding of the benefits of Amazon Prime together with top tips on how to sell internationally. If you need more detailed information on any of these subjects, check out the following links for additional guidance.



### Find out more

- [How to sell on Amazon Prime](#)
- [Amazon Prime](#)
- [Amazon Prime Seller](#)

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