

# Section 4 Checklist Optimising and growing

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## Section 4. Optimising and growing

### Now you have completed **Section 4** you should have a clear understanding of the following:

How to build and optimise your product pages to provide customers with the best experience

How you can use imagery and graphic design to present product information in an engaging and effective manor

How your products are found and displayed to a customer when they search on Amazon by matching keywords to their search queries

How customer reviews and ratings can improve your products visibility and encourage sales

What advertising services are available on Amazon and how it can be utilised to improve customer reach and sales

How you can expand to sell internationally in different markets within and beyond Europe

What is Amazon Prime and its importance in consumer behaviour, which will affect how they shop for your product

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