Jungle Scout

Listing Optimization Checklist

Find relevant, high-volume keywords using Keyword Scout

Look for keywords with a minimum of 500 searches per month and keywords that accurately match your product.

- ☐ Add relevant, high-volume keywords to a keyword list in Jungle Scout
- ☐ Find 3-5 highly-relevant keywords with exact keyword match search volume of at least 5,000
- ☐ Look for long-tail keyword phrases

Write an optimized Amazon product title

Without keyword stuffing, write a clear and concise title that includes your top keywords.

- ☐ Include 3-5 of your highest-volume and most-relevant keywords
- ☐ Your title can be 160-200 characters long
- ☐ Ensure your product title is clear and concise
- ☐ Include important information such as quantity, size, features, and brand name

Write optimized bullet points

Amazon gives you 5 bullet points to describe your product; use this space to clearly define what your product is, what it does, who it is for, and a description of the quality and materials.

- ☐ Fit as many keywords as you can within your bullets
- ☐ Try not to repeat the same keywords that were used in the title
- ☐ Make your bullet points short and to the point

Write optimized product descriptions

Use this as additional space to talk about your product. Note: Your description will show before the bullet points on the Amazon app.

- ☐ Amazon allows up to 2,000 characters for the description
- ☐ Explain your product in more detail here if needed
- ☐ Include the keywords here that you couldn't fit in the title or bullet points
- ☐ Be sure to create an A+ Content Description if Brand Registered

Product images and video

While your listing copy is important, your images are just as important as this is how your customers will see what your product looks like.

- ☐ Hire a professional photographer to take high-quality photos of your product
- ☐ Create high-quality infographics for your product listing
- ☐ Add 7-9 images to your listings (or 6 images and 1 video)
- ☐ Create a product video (30-60 seconds) to help increase your conversion rate
- ☐ Benefits > Features. Highlight how your product meets the customer's needs or solves their problems.

Work on growing your reviews

Once your listing is live and sales start rolling in, you need to focus on getting great product reviews.

- ☐ Create a high-quality product that customers will love
- ☐ Answer all potential customer questions in the listing
- ☐ Hit the "Request a Review" button in Seller Central to have Amazon send a product review request to your customer
- ☐ Use Jungle Scout Review Automation to send out automated review requests