eCOMMERCE
UNLOCKED

NEILPATEL

Amazon
Checklist

CTR – Click Through Rate

1. Rating & Quantity of Reviews

1.1   Is your average above 4 stars?

1.2   Do you at least have 10 reviews? If you don't, try to get more

1.3   If you have 10 reviews, then aim for 50!

1.4   Now compare your different products, and see which ones are doing the best. Set the best one as your standard format.

1.5   Do you have votes on reviews? If not try to get them.

1.6   Have you replied to every question in reviews?

1.7   Do you have videos and images in reviews?

2. Images

2.1   Is your Main Product image as large as possible?

2.2   Are badges cluttering your image?

2.3   Is the image high quality?

2.4   Do your images have the correct background color? I.e white looks great in Amazon.

2.5   Is the image mobile-friendly?

2.6   Do you have enough visual images to impress the customer?

3. Product Title

3.1   Is it human friendly? Too many keywords can hurt

3.2   Did you include your main one/two keywords?

3.3   Are you following the title template: Brand Name – Product Name – Model

3.4   Is the price of the product in the title? If so remove that.

3.5   Are there special symbols in the title? If so remove them.

3.6   Are there subjective terms in the title? If so remove them.

3.7   Is the title relevant for people?

4. Name of your Brand

4.1   Did you make the brand name niche specific? Try to open a new Amazon account for each niche of products

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5. Product Listing

5.1 Are you using images that are at least 1000 pixels by 1000 pixels?

5.2 Are your images pixelated? If so make sure they are not

5.3 How many images are you using? Make sure you are using the maximum amount of close to it. [All 9 slots]

5.4 Are your bullet points highlighting all the features of your product? Make sure you are not missing any.

5.5 Does the category fit the product that you are selling?

5.6 Does the product listing give off the same impression as your thumbnail & title? Consistency is key here.

5.7 Are your product pages written for humans or for robots? Try not to do overdo it when it comes to fitting in keywords.

5.8 Are all Product specifications listed? Information is key.

5.9 Do you have duplicate keywords? If so remove them.

5.10 Are your product descriptions well written?

5.11 Are you using as much as the 2000 character limit as possible?

Keyboard
Feel the magic.

Redesigned scissor
mechanism with 1 mm travel

20% larger

More room for
Multi-Touch
gestures²

Promotions

6. External Promotions

6.1 Are you using super URL's? If not try to implement them.

6.2 Are you using YouTube to promote your listings?

6.3 Are you using Facebook and other Social Media platforms to promote your listings?

6.4 Do you have Messenger bot or Many bots setup? If not we highly recommend to do so.

6.5 Do you have an email list setup?

6.6 Did you set up a well thought out sales funnel?

7. External Promotions

7.1 Are you making use of lightning deals ?

7.2 Are you using one or more Amazon Promotions? I.e free shipping, buy one get one, etc.

7.3 Do you include bonusses with your products? I.e front end bonus, back end bonus, surprise bonus

8. Sales

8.1 Did you check the refund rate, are there too many refunds? If so analyze why this is happening.

8.2 Are there many complaints? If so analyze.

8.3 Check the revenue of the past one/two weeks, are there drops or increases? If yes to either, analyze why this is happening and improve/stay consistent.

8.4 Did you add a manufacturer's guarantee?