SEARCH SHOWDOWN

CLASS 1: A9 SEARCH ALGORITHM
AVOID THE TECHNICAL JARGON AND LEARN WHAT ACTUALLY WORKS

When it comes to search algorithms, there's one thing you can always count on, they're constantly changing. That's the bad news. The good news is that when you're consistently testing new keywords, optimizing your PPC campaigns to drive sales, and focused on increasing your organic search rank... you naturally stay on top of these changes. You'll avoid the technical jargon and guesswork. Instead you'll learn what actually works on Amazon, and get results.

I'm going to teach you the basics of search engine optimization. These are the fundamental best practices that haven't changed in the past 15+ years. There's three factors that influence the Amazon Product Ranking Algorithm (and all algorithms) - relevancy, conversion, and user experience. You'll learn specific ways to incorporate these qualities into your ad campaigns, product listings, and back end search terms, to rank above your competition.

CLASS 2: PRODUCT LISTINGS
CREATE COMPELLING PRODUCT LISTINGS THAT CONVERT SHOPPERS INTO BUYERS

Now that you have an understanding of how the search algorithm works, you'll craft compelling product listings that rank high in the search results. In this class you'll learn how to analyze your competitors product listings and the current Amazon search results to write titles, bullets, and descriptions that attract buyers. You'll master little-known SEO strategies to boost your search rank. I'll show you how to weight your keywords, use the correct word sequence, and provide context in descriptions.

You'll learn how to combine relevant keywords with compelling ad copy to create product titles that get clicks. It's easy to rank on the first page of the search results, but to stay there, your product listings have to convert shoppers into buyers. With search, the secret to conversion is congruency, pitching the benefits, and product differentiation. You'll learn how to create product pages that are keyword targeted and persuasive to increase your session conversion rates.

CLASS 3: BACK END SEARCH TERMS
OPTIMIZE YOUR BACK END SEARCH TERMS FOR INCREASED TRAFFIC AND SALES

The majority of Amazon Sellers haven't optimized their back end search terms correctly. You'll learn how to outrank your competition by doing it right. I'll provide you with my Google Doc template to quickly structure a list of product keywords that will boost both your paid and organic search positions, almost immediately. You'll avoid the common errors that negatively impact rank - including keyword duplication, punctuation, and the use of irrelevant phrases.

You'll also learn how to "mine" your highest converting keywords from your PPC search term reports and incorporate them into your back end search terms to continually increase organic traffic and sales. I'll show you how to combine keywords and product categories to optimize the subject matter, other attributes, and intended use fields. When you're finished you'll send a clear message to Amazon's algorithm on which keywords are most relevant for your product.

CLASS 4: TRACKING SEARCH RANK
WIN THE TOP ORGANIC POSITIONS ON THE SEARCH RESULTS PAGE AND KEEP THEM

Search engine optimization isn't a one-time project, but something that you continually build on and improve. You'll quickly see that the majority of Amazon buying decisions take place above the fold on page one. Getting your products listed in the top spots on the search results page for relevant keywords is the first step. I'll show you how to maintain those hard earned positions by tracking your product ranking for specific keywords, and your daily sales trends.

You'll see lots of tools for tracking product rankings on Amazon. What you won't see is a clear path to get your listings back on top when you see your positions slipping. I'll show you how to make small tweaks and adjustments to your PPC campaigns and back end search terms that will keep your competitors where they belong - a few spots below you in the search results. You'll finish this class with a big picture SEO strategy, and the systems in place to win long term.