

**Why
Every
eCommerce
Business
Needs an
Amazon
SEO
Strategy**

Table Of Contents

CHAPTER 1: Where eCommerce Happens.....	4
Organic Google Search.....	5
Google Shopping Results.....	6
Your Webstore on Amazon.....	8
CHAPTER 2: Why Any eCommerce Business Needs Amazon & Google.....	9
CHAPTER 3: How to Improve Your SEO on Amazon.....	11
Product Title & Meta Description.....	12
High-Resolution Images.....	14
Product Description & Information.....	14
Positive Ratings & Reviews.....	15

Intro

We're expert mind readers here at Big Leap. Let's see if we're right about you.

You run a small to mid-sized eCommerce company with a limited budget and/or workforce. You sell an in-demand niche product but are struggling to get sales on your own website and through Amazon. You'd like to change that.

How'd we do?

If this persona sounds eerily familiar, dig in. In this ebook, you'll learn why and how an Amazon SEO optimization strategy is key to ranking on Google—and how ranking on Google helps you sell more on Amazon. It's a beautiful, symbiotic relationship you can't afford to pass up.

Where eCommerce Happens

There are generally three ways customers find your eCommerce business:

1. They type a query into Google and see your business on the first page (...if your SEO game is on par)
2. They use Google Shopping to search hundreds of sites (a.k.a. you + your biggest competitors) for the lowest prices or the best ratings
3. They search for what they want on Amazon and choose one of the top 3-5 products (are you in that spot?)

Chapter 1

Each of these channels attracts different customers and offers some big benefits (as well as a few drawbacks). Let's quickly run through all three so we can get to the point: Amazon SEO optimization helps your business come to the top of ALL THREE of these eCommerce channels.

ORGANIC GOOGLE SEARCH

This is your basic online search for finding a product to purchase. After keywords are typed into the search box, Google's algorithms determine user intent and provide relevant results.

We've all done this a million times—like when searching for a big brown teddy bear to give your niece for her bat mitzvah (even though cash would be a much more appropriate and appreciated gift. Just saying...).



The Benefits

- Forty-eight percent of online shoppers began their purchase journey in a search engine.
- Most Google users—75 percent—never go beyond the first page of results.
- Google has the smallest time frame between a performed search and a purchase.
- In 2019, Google accounted for the biggest market share of U.S. digital advertising revenue (37.2%), which proves its broad coverage and appeal.
- Ranking high for an organic Google search gets you great exposure.

The Drawbacks

- It can be hard for small- to mid-sized companies to compete with big businesses and their overblown budgets and well-known brands.
- Your business can get lost on the results page amongst the ads, images, popular product listings, answer box questions, local map results, and related searches.

Chapter 1

How and When Your Customers Will Find You

If (and that's a big IF) you optimize your content, eCommerce site, and Amazon webstore, it's possible for your business to rank at the top of Google's search results after about 100 days, or within 4-6 months.

GOOGLE SHOPPING RESULTS

Google Smart Shopping campaigns promote your eCommerce business by creating ads on Google, right where your audience is likely to see them.

The Benefits

- Setting up a Google Shopping campaign is pretty simple.
- The customer journey is streamlined, which drives more qualified leads directly to your website.
- Shopping ads display well on mobile devices, boosting the chances of your product being seen by the masses.
- You're provided with good reporting and analytics.



The Drawbacks

- You don't have control over which searches your ads appear for, meaning you can't add [negative keywords](#) to your campaign.
- It's not possible to:
 - View search terms that trigger ads or drive conversions.
 - Know which ad type or placement drives impressions, clicks, or conversions.

Chapter 1

How to Help Your Customers Find You

Your chances of ranking high in the Google Shopping results are much higher when you [optimize your product data](#) in [Google Merchant Center](#). Here's how to do just that:

- Identify ways you can refine your customer shopping journey (e.g., improve your product data, landing page, and checkout process).
- Prioritize your products and allocate resources accordingly.
- Test different optimization tactics to learn what drives results (e.g., adding color to your product titles).
- Use high-quality images and videos.
- Maintain up-to-date pricing (including tax and shipping) and product availability.



YOUR WEBSTORE ON AMAZON

Amazon's algorithms, which work differently than Google's for returning search results, have hoisted this platform into the top spot above Google in terms of most dollars spent by consumers. In 2020, \$1 billion worth of goods were sold on Google. That sounds respectable until you find out that Amazon sold a whopping \$295 billion worth of goods that same year.

The Benefits

- Amazon is an online shopping fixture. We don't have to convince you that Amazon is the site for buying stuff via the web.
- There are over 142 million Prime shoppers in the U.S. who are ready to click "Place your order" at any moment.

The Drawbacks

- There are 1.6 million active sellers on Amazon, so you've got a lot of competition.
- Seller fees are complicated and high, while Google has recently eliminated seller fees.

How to Help Your Customers Find You

With so many sellers and products for sale on Amazon, it can be tricky to get noticed by customers. But your chances go up significantly with the right Amazon SEO optimization strategy. And a good SEO optimization strategy on Amazon significantly increases your chance of getting noticed by Google and put at the top of their results page.

Why Any eCommerce Seller Needs Amazon & Google

A large, white, stylized number '2' is positioned on the left side of the page, set against a solid blue background. The number is thick and has a modern, rounded font style.

The thing is, small- and mid-sized companies need eCommerce marketing strategies that find customers through organic searches, Google Shopping, and Amazon—all at the same time and on any device. This connects companies to their customers multiple times and in different parts of the funnel.

Chapter 2

While Amazon and Google are both trying to simplify the shopper's buying journey, most customers tend to follow the same buying pattern:



Initiating impactful touch points at each of these stops along the way means customers purchase your product at the end of the road. You can't expect this to happen organically, though. You'll fail, guaranteed. We're sorry to be the bearer of bad news, but it's true.

The only way to survive in the cutthroat world of big, brown teddy bears is to use Amazon's huge user base and high commercial intent to your advantage.

Accomplishing this requires a well-planned strategy that gives your business the best chance to earn more clicks and, ultimately, more sales than your competitors.

How to Improve SEO on Amazon



We've gotten to the part where we tell you how to do what we've said you need to do...finally. So here goes. Well, almost.

First, we want to stress—one more time—that being strategic about Amazon SEO optimization will help bring your products to the top of Amazon's search results, but also to the top of Google's search results page and Google Shopping page. That's because Amazon is where people go to shop, but Google is where they go to search.

And now, the pièce de résistance for which you've come so far to see. Here's how to improve SEO on Amazon for your products.

Chapter 3

PRODUCT TITLE

Optimizing the title for Amazon is literally the most important thing you can do—and the easiest. So you have no excuse. Do it. Like, now. It takes a mere three minutes to complete and brings hefty returns.

- Title length (max of 200 characters)
- Brand name and product go first
- Most important keyword next
- Secondary keywords go last

Par example: “Big Leapers Giant Teddy Bear (Collector’s Edition)
Brown, Stuffed, 60in, Super Soft”

What NOT to do:

- Giant Teddy Bear CHEAP & GOING FAST - Act now!
- Buy a Large Teddy Bear as a Bat Mitzvah Gift for Your Niece. She’ll love it. We promise.
- Sixty Inch Teddy Bear - FREE Shipping - Brown, Stuffed, Soft, Made by CuddlesRU.



Chapter 3

PRODUCT META-DESCRIPTION

This snippet of text describes your product. Some of this information may appear on Amazon's product results page (depending on what you sell). If your product page ranks in Google, text from your product description will appear under your product title.

You can't control exactly what text gets used as your meta description (Google decides what is most relevant), but it will likely come from the first 300 characters (1-3 sentences) of your product description. Make the most of that real estate by following these best practices:

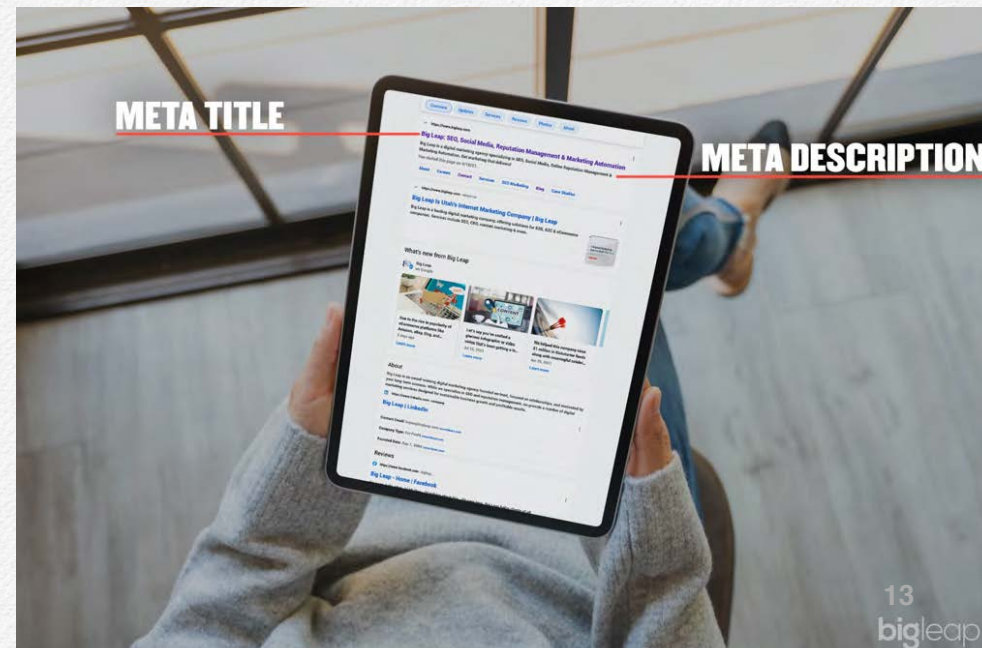
- Include 1-2 keywords (underlined in our example below).
- Make it relevant and readable. Use full sentences and talk ONLY about this product.

For example (less French this time): "This adorable huge brown teddy bear is ultra-soft and comes dressed up with a bowtie. This huggable stuffed bear is ready to be adopted by someone who loves playtime and cuddles. It's 60 inches high when sitting down and 72 inches long from its toes to the top of its head."

Less-than-great examples:

- Great for kids, girlfriends, boyfriends, and more. Free shipping with additional purchase from our store. Contact us at CuddlesRU.com to see all our big teddy bears for sale.
- Your search for a great Valentine's Day gift ends here! Give this stuffed animal teddy bear 60 inches (washable) to your significant other. ACT NOW before our limited sale expires.

See? Easy.



Chapter 3



HIGH-RESOLUTION IMAGES

Nobody is going to buy any product sight unseen. Frankly, few people will buy a product when its images are of unprofessional quality because it's a sign to them that the product is probably low quality and comes from an unprofessional seller. Your Amazon product images must bear the following traits:

- High enough resolution to prevent distortion when zooming in on a product
- Product name and keywords in the file name

Videos are not a requirement to sell products, but these stats from 2021's State of Video Marketing prove their value in spades. Among online shoppers:

- 96% have watched a product explainer video
- 84% have been convinced to buy a product after watching a video
- 69% prefer to watch a video to learn about a product
- Video content is 2X more likely to be shared than any other content type

PRODUCT DESCRIPTION & INFORMATION

Here's where you give details on your product and lots of it. This helps customers (and Google) know exactly what you're offering. Optimize your product description like this:

- Primary keywords toward the beginning of the description
- Secondary keywords naturally placed throughout
- Product features listed as bullet points
- Product benefits described clearly and directly

Don't forget—Amazon pulls the first 300 characters of this description into the product meta description that is displayed on the search results page. Make it count.

Chapter 3

POSITIVE RATINGS & REVIEWS

There are two things you need in order to be trusted by customers: a positive seller rating and positive product reviews. After all, that's what you rely on when you research products to buy, right? Why wouldn't your own customers be the same? Well, they are.

To get a stellar seller rating:

1. Promptly (as in under 24 hours) respond to buyer questions and requests.
2. Prioritize and resolve recurring issues such as:
 - A. "Out of stock" notices and similar delays
 - B. Late shipments
 - C. "Product not as described" reviews or returns
 - D. Slow seller response
3. Two days after product delivery, ask your buyers (as part of your marketing automation efforts) to leave feedback. Don't ask for positive feedback or offer an incentive. Doing so violates Amazon rules.

4. Monitor your metrics in Amazon's Seller Central. Strive to reach Amazon's benchmarks for great seller performance, which are:
 - A. <1% Order Defect Rate
 - B. <2.5% Pre-Fulfillment Cancel Rate
 - C. <4% Late Shipment Rate



Chapter 3

To get proud product reviews:

1. Take advantage of Amazon's automated follow-up system for purchasers.
2. Use Amazon's Request a Review feature.
3. Set up marketing automation to connect with all your buyers and turn them into loyal customers. (Pst...Big Leap can help you there.)
4. Don't ignore negative reviews or offer excuses. Just fix your customer's problem.
5. Enroll in Amazon's Early Reviewer Program.
6. Enroll your product in Amazon Vine.

And for goodness sake, make sure you sell authentic, quality products that people will love and that you offer great customer service at every touchpoint and through every channel.



Conclusion

HOW BIG LEAP CAN BUILD OR OPTIMIZE YOUR eCOMMERCE WEBSITE

Once you feel good about your Amazon SEO optimization, the next step is to optimize your website and connect with even more customers. That's where Big Leap can help.

Our digital marketing agency offers the following services to help our clients' eCommerce businesses thrive:

- SEO Marketing
- Content Marketing
- Social Media Marketing
- Marketing Automation
- Reputation Management
- Conversion Rate Optimization

To sum up what we do, it's this: We develop multi-channel digital marketing strategies that help our eCommerce clients find buyers who are eager to click "Add to cart."

[Request a multi-point site audit](#) to learn how to bring customers straight to your online doorstep.

READ OUR CASE STUDY:

6 months to an 80% increase in organic traffic and 1,017% increase in organic revenue

