

# Amazon SEO, Decoded

## EU5 – General Merchandise



Reverse engineering the SEO algorithm to make your products more findable

Amazon's international sales surged 60% in Q1 2021 vs. the same period a year ago, outpacing 40% growth in North America. The retailer is set to grow market share even further in Europe — across the EU5 markets and new marketplaces launched in the past 12 months: in Sweden, The Netherlands, and most recently, Poland. The past year's opening of four

Amazon Fresh stores in the U.K. also marks the launch of Amazon's first international brick & mortar retail locations. Winning online in general merchandise means selling on Amazon. And winning on Amazon starts with search. **Are you taking the right steps to make sure your brands and products are findable on Amazon?**

### Amazon eCommerce highlights

Source: Company reports

44%

total company sales increase in Q1 2021 vs. Q1 2020

60%

international sales increase in Q1 2021 vs. Q1 2020

200M

number of Prime members worldwide (as of Q1 2021)

## I. What matters for boosting search rank performance on Amazon

Using our daily digital shelf data and advanced mathematical modeling, Profitero reverse engineered the algorithm for general merchandise products on **Amazon across the 5 biggest European markets**. This allowed us to isolate the content factors that most influence where a

product ranks in search results on Amazon. We share this research so you can be more informed when developing your Search strategy — and so you can consider Profitero as an analytics partner when you are ready to take your strategy to the next level.

	# of times keywords are mentioned in title	# of images on product page	product's average star rating	# of reviews	# of characters in product title
Amazon DE	Highly correlated	Highly correlated	Highly correlated	Highly correlated	Somewhat correlated
Amazon ES	Highly correlated	Highly correlated	Highly correlated	Highly correlated	Not correlated
Amazon FR	Highly correlated	Highly correlated	Highly correlated	Highly correlated	Not correlated
Amazon IT	Highly correlated	Highly correlated	Highly correlated	Highly correlated	Not correlated
Amazon UK	Highly correlated	Highly correlated	Highly correlated	Highly correlated	Not correlated

● Highly correlated (with higher search ranking)
 ● Somewhat correlated
 ● Not correlated (and may have negative impact)

## II. What search-optimised content looks like on Amazon

We identified product content attributes that are common amongst the highest ranked products in 2 general merchandise categories on **Amazon**. Below are some benchmarks you should aim for. Profitero also can create a similar SEO reverse-engineering analysis for any category you're focused on.

### AMAZON DE



#### Headphones & Audio



#### Small appliances

Product content attribute	Benchmark to aim for	Benchmark to aim for
Product title	<ul style="list-style-type: none"><li>Mention most relevant search term <b>1 time</b></li><li>Title of <b>~160 characters</b> in length</li></ul>	<ul style="list-style-type: none"><li>Mention most relevant search term <b>1 time</b></li><li>Title of <b>~151 characters</b> in length</li></ul>
Image count	<ul style="list-style-type: none"><li><b>7 images</b></li></ul>	<ul style="list-style-type: none"><li><b>8 images</b></li></ul>
Review count	<ul style="list-style-type: none"><li>Best-performing products had <b>12,141+ reviews</b></li></ul>	<ul style="list-style-type: none"><li>Best-performing products had <b>3,636+ reviews</b></li></ul>
Avg star rating	<ul style="list-style-type: none"><li><b>4.4 stars</b> or higher</li></ul>	<ul style="list-style-type: none"><li><b>4.4 stars</b> or higher</li></ul>

### AMAZON ES



#### Headphones & Audio



#### Small appliances

Product content attribute	Benchmark to aim for	Benchmark to aim for
Product title	<ul style="list-style-type: none"><li>Mention most relevant search term <b>1 time</b></li><li>Title of <b>~173 characters</b> in length</li></ul>	<ul style="list-style-type: none"><li>Mention most relevant search term <b>1 time</b></li><li>Title of <b>~151 characters</b> in length</li></ul>
Image count	<ul style="list-style-type: none"><li><b>5 images</b></li></ul>	<ul style="list-style-type: none"><li><b>5 images</b></li></ul>
Review count	<ul style="list-style-type: none"><li>Best-performing products had <b>6,253+ reviews</b></li></ul>	<ul style="list-style-type: none"><li>Best-performing products had <b>2,720+ reviews</b></li></ul>
Avg star rating	<ul style="list-style-type: none"><li><b>4.3 stars</b> or higher</li></ul>	<ul style="list-style-type: none"><li><b>4.3 stars</b> or higher</li></ul>

### AMAZON FR



#### Headphones & Audio



#### Small appliances

Product content attribute	Benchmark to aim for	Benchmark to aim for
Product title	<ul style="list-style-type: none"><li>Mention most relevant search term <b>1 time</b></li><li>Title of <b>~166 characters</b> in length</li></ul>	<ul style="list-style-type: none"><li>Mention most relevant search term <b>1 time</b></li><li>Title of <b>~139 characters</b> in length</li></ul>
Image count	<ul style="list-style-type: none"><li><b>7 images</b></li></ul>	<ul style="list-style-type: none"><li><b>8 images</b></li></ul>
Review count	<ul style="list-style-type: none"><li>Best-performing products had <b>9,032+ reviews</b></li></ul>	<ul style="list-style-type: none"><li>Best-performing products had <b>2,730+ reviews</b></li></ul>
Avg star rating	<ul style="list-style-type: none"><li><b>4.2 stars</b> or higher</li></ul>	<ul style="list-style-type: none"><li><b>4.4 stars</b> or higher</li></ul>

## II. What search-optimised content looks like on Amazon (continued)

### AMAZON IT



#### Headphones & Audio



#### Small appliances

Product content attribute	Benchmark to aim for	Benchmark to aim for
Product title	<ul style="list-style-type: none"><li>Mention most relevant search term <b>1 time</b></li><li>Title of <b>~156 characters</b> in length</li></ul>	<ul style="list-style-type: none"><li>Mention most relevant search term <b>1 time</b></li><li>Title of <b>~130 characters</b> in length</li></ul>
Image count	<ul style="list-style-type: none"><li><b>7 images</b></li></ul>	<ul style="list-style-type: none"><li><b>7 images</b></li></ul>
Review count	<ul style="list-style-type: none"><li>Best-performing products had <b>9,255+ reviews</b></li></ul>	<ul style="list-style-type: none"><li>Best-performing products had <b>2,332+ reviews</b></li></ul>
Avg star rating	<ul style="list-style-type: none"><li><b>4.4 stars</b> or higher</li></ul>	<ul style="list-style-type: none"><li><b>4.4 stars</b> or higher</li></ul>

### AMAZON UK



#### Headphones & Audio



#### Small appliances

Product content attribute	Benchmark to aim for	Benchmark to aim for
Product title	<ul style="list-style-type: none"><li>Mention most relevant search term <b>1 time</b></li><li>Title of <b>~161 characters</b> in length</li></ul>	<ul style="list-style-type: none"><li>Mention most relevant search term <b>1 time</b></li><li>Title of <b>~121 characters</b> in length</li></ul>
Image count	<ul style="list-style-type: none"><li><b>7 images</b></li></ul>	<ul style="list-style-type: none"><li><b>7 images</b></li></ul>
Review count	<ul style="list-style-type: none"><li>Best-performing products had <b>12,392+ reviews</b></li></ul>	<ul style="list-style-type: none"><li>Best-performing products had <b>3,001+ reviews</b></li></ul>
Avg star rating	<ul style="list-style-type: none"><li><b>4.5 stars</b> or higher</li></ul>	<ul style="list-style-type: none"><li><b>4.5 stars</b> or higher</li></ul>

Contact us to learn more about how our digital analytics can help you win in search, content and pricing for any online retailer website.

#### About Profitero

Profitero's analytics platform helps you monitor and improve the health of your eCommerce business, across hundreds of unique retailer sites and 50 markets worldwide. Using our digital shelf benchmarking tools and sales analytics you'll see where you're losing ground to competitors and what you need to improve in order to win more traffic, convert more shoppers and grow faster.

Contact us to learn how we are helping the world's leading brands grow their online sales 1.7x faster than competitors.

#### Methodology

To produce this report, Profitero analysed six weeks worth of search placement and content data, collected daily (18.3 million instances on 2,840 keywords) on the retailer's website. The correlation analysis was conducted on non-grocery categories, such as baby supplies, DIY/tools, electronics, home goods, toys & games, etc.

Dates for the data analysed: 26 Mar - 7 May 2021

Placement and content data were cross-referenced, matching products appearing on search results with their respective product content. The correlation between content and search placement allowed us to understand attributes that may cause a product to rank highly on a retailer's website. For the purpose of this initial analysis, we only examined the impact that content has on search. Other factors such as price, promotional activity, availability and sales history may also contribute to the retailer's search performance.