

Amazon SEO, Decoded

U.S. — General Merchandise



Reverse engineering the SEO algorithm to make your products more findable

You can't win online without selling on Amazon.com — it is, after all, the biggest online retailer in the world.

The company's total retail sales grew by 39% in 2020, topping \$340 billion. More than two-thirds (69%) of that comes from North America. Worldwide, Amazon now has more than 200 million Prime members, who receive special benefits, including free shipping and access to the retailer's highly publicized Prime Day event.

Amazon continues to innovate and increasingly penetrate additional verticals: e.g., Amazon Wardrobe ("try before you buy" apparel offering), Discover Rooms (an immersive home shopping experience), and Amazon pharmacy (prescription drugs business).

Winning on Amazon.com starts with search. Are you taking the right steps to make sure your brands and products are findable on Amazon?

Amazon.com eCommerce highlights

Source: Company reports

\$236B

North America sales, 2020

40%

YoY sales growth in North America, Q1 2021 vs. Q1 2020

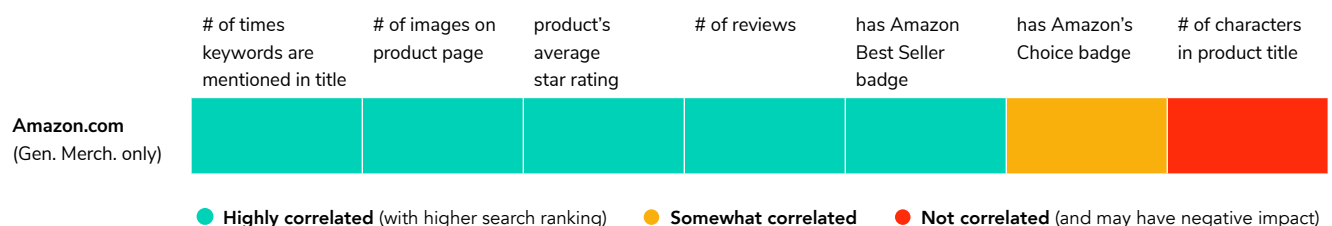
200M

number of Prime members worldwide (as of Q1 2021)

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

Using our daily digital shelf data and advanced mathematical modeling, Profitero reverse engineered the algorithm for general merchandise products on Amazon.com. 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.



II. What search-optimized content looks like on Amazon.com

We identified product content attributes that are common among the highest ranked products in 4 general merchandise categories on **Amazon.com**. 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.



Baby supplies

Product content attribute

Benchmark to aim for

- | Product content attribute | Benchmark to aim for |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Product title | <ul style="list-style-type: none">Mention most relevant search term 1 timeTitle of ~107 characters in length |
| Image count | <ul style="list-style-type: none">8 images |
| Review count | <ul style="list-style-type: none">Best-performing products had 6,777+ reviews |
| Avg star rating | <ul style="list-style-type: none">4.7 stars or higher |



Headphones & Audio

Benchmark to aim for

- | Product content attribute | Benchmark to aim for |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Product title | <ul style="list-style-type: none">Mention most relevant search term 1 timeTitle of ~149 characters in length |
| Image count | <ul style="list-style-type: none">7 images |
| Review count | <ul style="list-style-type: none">Best-performing products had 56,125+ reviews |
| Avg star rating | <ul style="list-style-type: none">4.5 stars or higher |



Home decor / renovation

Product content attribute

Benchmark to aim for

- | Product content attribute | Benchmark to aim for |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Product title | <ul style="list-style-type: none">Mention most relevant search term 1 timeTitle of ~139 characters in length |
| Image count | <ul style="list-style-type: none">7 images |
| Review count | <ul style="list-style-type: none">Best-performing products had 7,536+ reviews |
| Avg star rating | <ul style="list-style-type: none">4.6 stars or higher |



Tools / DIY

Benchmark to aim for

- | Product content attribute | Benchmark to aim for |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Product title | <ul style="list-style-type: none">Mention most relevant search term 1 timeTitle of ~115 characters in length |
| Image count | <ul style="list-style-type: none">7 images |
| Review count | <ul style="list-style-type: none">Best-performing products had 4,784+ reviews |
| Avg star rating | <ul style="list-style-type: none">4.5 stars or higher |

[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 analyzed six weeks worth of search placement and content data, collected daily (2.2 million instances on 345 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 analyzed: Mar 26 - May 7, 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.