

# Amazon Product Listing

## Think Like An Amazon Master!

Think like the pros to position your brand for amazing benefits.



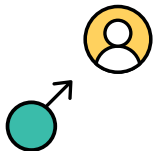
# Amazon Product Listing Checklist

	Yes	No
● My title immediately communicates what the product is	<input type="checkbox"/>	<input type="checkbox"/>
● My title includes the target keyword within the first 17 characters	<input type="checkbox"/>	<input type="checkbox"/>
● If there's only one color, my title specifies which	<input type="checkbox"/>	<input type="checkbox"/>
● If my product is a pack, the title specifies how many	<input type="checkbox"/>	<input type="checkbox"/>
● My product is well-priced (compared to the competition)	<input type="checkbox"/>	<input type="checkbox"/>
● My offering is superior to the competition (in branding, experience, quality, price, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
● My secondary product images directly compare my product to others	<input type="checkbox"/>	<input type="checkbox"/>
● My secondary product images include 3D renderings or video	<input type="checkbox"/>	<input type="checkbox"/>
● My secondary product images showcase my product in its intended environment	<input type="checkbox"/>	<input type="checkbox"/>
● I A/B tested my main image to pick the best-performing option	<input type="checkbox"/>	<input type="checkbox"/>
● My main image crops in appropriately on my product (and does not make my product look "small" and centered in a big, white background)	<input type="checkbox"/>	<input type="checkbox"/>
● All data fields on my product listing are filled in	<input type="checkbox"/>	<input type="checkbox"/>
● There is no confusing or misleading information on my product page	<input type="checkbox"/>	<input type="checkbox"/>
● My listing is attractive and user-friendly on mobile	<input type="checkbox"/>	<input type="checkbox"/>
● My listing clearly specifies shipping options	<input type="checkbox"/>	<input type="checkbox"/>
● My product shows as in-stock (if it is)	<input type="checkbox"/>	<input type="checkbox"/>
● I have at least 10 product reviews	<input type="checkbox"/>	<input type="checkbox"/>
● I have at least a 4.5-star rating on my product	<input type="checkbox"/>	<input type="checkbox"/>
● I use promotions, coupons, or other offers to promote conversions on the product page	<input type="checkbox"/>	<input type="checkbox"/>
● I performed this same check last month (and do so monthly)	<input type="checkbox"/>	<input type="checkbox"/>

# YourOnlineEngine

## Masterclass For Brands On Amazon

Your Online Engine is the course that covers Amazon fundamentals, strategies and tactics for brands looking to Amazon to recapture brick and mortar sales lost due to the pandemic. These proven strategies can 10X your sales just like they did for the experts teaching them. **Get premium access now** to position your brand for these benefits:



### D2C Channel Investments

48% of brands already have or are investing in D2C channels, as the market continuously rises. Any brand who isn't on board now will eat dust. Don't let your legacy be missing the Amazon boat.



### Top Product Searches On Amazon

66% of shopper product searches start on Amazon. Only 44% of product searches start on Google, and even less on other marketplaces. Amazon is the #1 place for brands to be.



### Strategic Amazon Approach

82% of brands said selling D2C improved customer relationships. The benefits to a strategic approach on Amazon go past the immediate hike in sales. You also build a better brand and greater CVO.

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