

TOP 26

Amazon Ranking Factors

How to measure,
analyze and grow
on Amazon



By Argin Gerigorian

The 26 ranking factors divided into 9 main groups:

1. Click through rate
2. Conversion rate
3. Sales history
4. Internal referral path
5. Product reviews
6. Inventory availability
7. On page keywords
8. Outside traffic sources
9. Seller account authority

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CLICK THROUGH RATE

A. Quantity & Rating of Reviews

i. Is your average reviews 4.5 stars or higher? If not, work on getting more 5-star reviews. How should you get more 5 star authentic reviews?

1. Early Review Program (5 initial reviews)
2. Influencers (You can easily get 100 reviews within 3 months using this method). If you need help finding influencers message me on Facebook and I'll help you get more reviews organically. Don't use Black Hat websites, family friends or other shady tactics! <https://www.facebook.com/itsargin/>
3. Follow up emails. I've been using ZonPages.com and have a great experience with their software! Make the email more human and add an element that is unique to your brand. Invite people to follow you on social by simply adding the @BrandName tag on the bottom of your email. You'd be surprised how many people will follow you saying they found you on Amazon.
4. ManyChat Messenger bots. Do you know you can find a targeted audience for your launch and follow up with them on Messenger to get more reviews?



- ii. Do you have at least 25 reviews? You'll need a minimum of 25 reviews to start running profitable PPC campaigns and have a trust factor from customers on Amazon. Reviews are key!
- iii. If you have 25 reviews, aim for 50, we see that as the second tipping point and a good indicator you're product will stick if it goes to page 1.
- iv. If you have 50 reviews, work out what the average is of the top 5 products with the highest review counts on page 1 of the searches, and set this as your new target. So if your main 5 competitors have 125, 254, 89, 567, and 456 reviews, your new goal should be 298 reviews.

B. Main Product Image

- i. Is your image occupying as much of the space available as possible? If not, work on improving this. Trim it down and make sure it's occupying it fully.
- ii. Are you using badges, and if so, do they clutter the image or make the thumbnail look of a lower quality? If so, remove the badge/icon. Split test the images
- iii. Improving all factors that are within your control will improve this set of metrics.
- iv. Is the image crisp and clear? If not, replace it with a higher quality image.

C. Product Title

- i. Have you written your title for humans or robots? You need to write for humans, if you haven't done this, re-write your title. Include the most relevant keywords in the beginning of the title. Use our Relevancy Method to find the best keywords that the top sellers on Amazon are using! Contact me for more information! I want to help you!
- ii. Have you included your main 1-2 keywords in your title? If not, try to include them (in a way that doesn't look like you're stuffing keywords).

D. Brand Name

- i. Is your brand name niche specific? If not, for your next line of products, try to open a new Amazon account (request permission) and use a niche specific brand name.

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CONVERSION RATE

A. Overall Product Listing Optimization

- i. Are all of your images at least 1,000 pixels by 1,000 pixels? If not, get bigger images (make sure they are high definition and not pixilated).
- ii. Do you have at least 7 images? If not work on getting 7 good images all highlighting the product or brand one way or another
- iii. Do your bullet points highlight the main customer benefits? If not, rewrite these.
- iv. Have you chosen the category most suited to your product? If not, change it.
- v. Does your product listing reinforce the first impression that your visitor got when they saw the thumbnail and title? If not, work on this. You need to show consistency.
- vi. Does your listing confirm all product specifications? If not, work on this. Customers expect to know all the details about what they're buying.
- vii. Are you using coupons to make the listing stand out? For example, increase your price by \$2 and create a \$2 coupon to make it unique! This will help your conversion rate.

B. People & Benefit Focused

- i. Have you written for a HUMAN or a robot? If you've focused on stuffing keywords in, then rewrite your listing so that it's optimized for a human, this is far more important than 'robot optimization'.
- ii. Have you turned all your features into benefits? If not, add "so that" after each feature to turn it into a customer benefit.



3 SALES HISTORY

A. Revenue from Past 7, 14, 30 Days (plus conversions, units sold etc.)

- i. Improving all factors that are within your control will improve this set of metrics

B. Refund Rate

- i. If you think your refund rate could be improved, and it almost always can, as yourself the following:
 1. How can you improve product quality?
 2. What are the things customers complain about in reviews? Can you improve these things or eliminate the reason someone would complain?
 3. Do your customers know how to contact you if they need something? If not, make it clearer.
 4. Are you charging a fair price? It's fine to market at higher prices, but if it's causing problems with unrealistic expectations and increasing the refund rate a lot, then consider lowering the price.

C. Age of Product Listing

- i. Not much you can do here, just know that when you enter a new marketplace, older competitors do have a slight advantage due to their age. This will reduce over time

D. Total Historic Sales Revenue

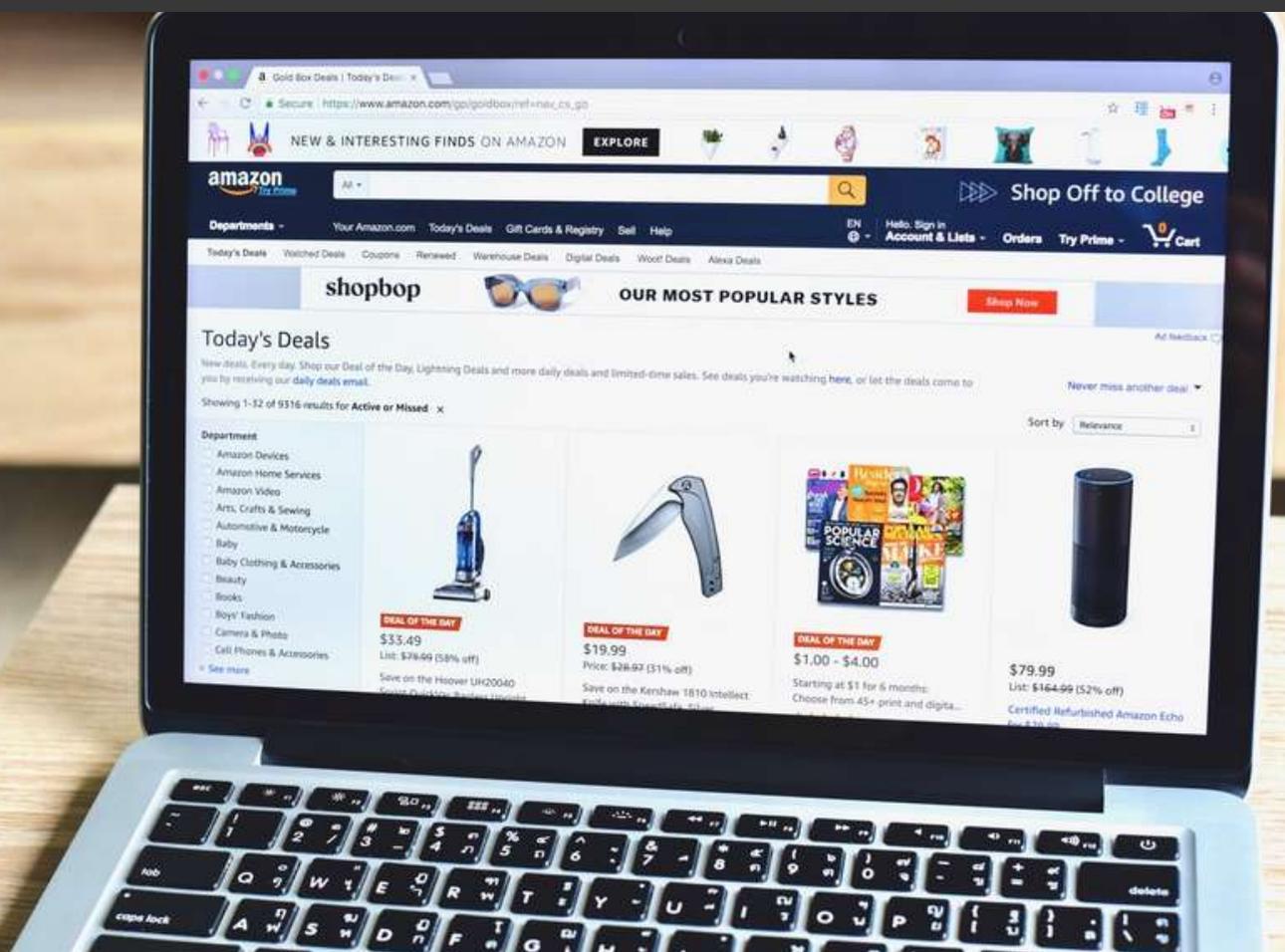
- i. This will strengthen as you get more sales, and improving other factors will obviously improve this one too.

4 INTERNAL REFERRAL PATH

A. Super URLs

i. Are you using a Super URL or asking people to “search and buy” your product when you:

1. Mail your VIP list asking them to buy a product
2. Ask your influencers to buy using search & find
3. When you distribute coupons (you can use a redirect URL which is the Super URL) If you are not leveraging this factor on all possible avenues, then do it. The preferred option is to get people to “search and buy”, not to use the Super URL, however the Super URL is better than nothing (there are constantly rumors circulating that Amazon place no weight on this at all). Using <https://pixelfy.me> will be a major boost here. Their Supreme URL 2.0 is the same as if people were to go and search and find the item on Amazon.



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PRODUCT REVIEW

A. Review Tipping Point #1

- i. Do you have 25 reviews with an average rating of 4.5 stars or higher? If not, get more! Contact us and we can help you get more reviews in a legitimate way using influencers. They will buy from Amazon, promote on their social media and in turn leave you a positive review on Amazon too. You can use their audience to gain more customers and more reviews as well. Use your Pixelfy.me link to share with your influencers to gain even more traction as well

B. Review Tipping Point #2

- i. Do you have 50 reviews with an average rating of 4.5 stars or higher? If not, get more! If you need help in getting reviews contact us and we'll help you get more reviews! <http://www.everydayecom.com/contact/>

C. Review Length

- i. Compared to your competitors, do you have a good mixture of short and long reviews? If not, make a point of asking for long detailed reviews

D. Rank of the Reviewer

- i. Not much you can really do here, but if you're getting real sales and reviews, then this will eventually balance out to a niche average over time. If you have less than 15 reviews and all are from 'lowly ranked' reviews, see if you can make contact with a top reviewer to give your review portfolio more strength.

E. Total Votes on Reviews

- i. Is the most voted review favorable to your product? If not, do something about it (get people to vote up one of the best reviews!)

F. Customer Videos & Images in Reviews

- i. Do you have any image and video reviews? If not, see if you can ask for a few from your audience (you don't need many).

G. Customer Questions & Answers

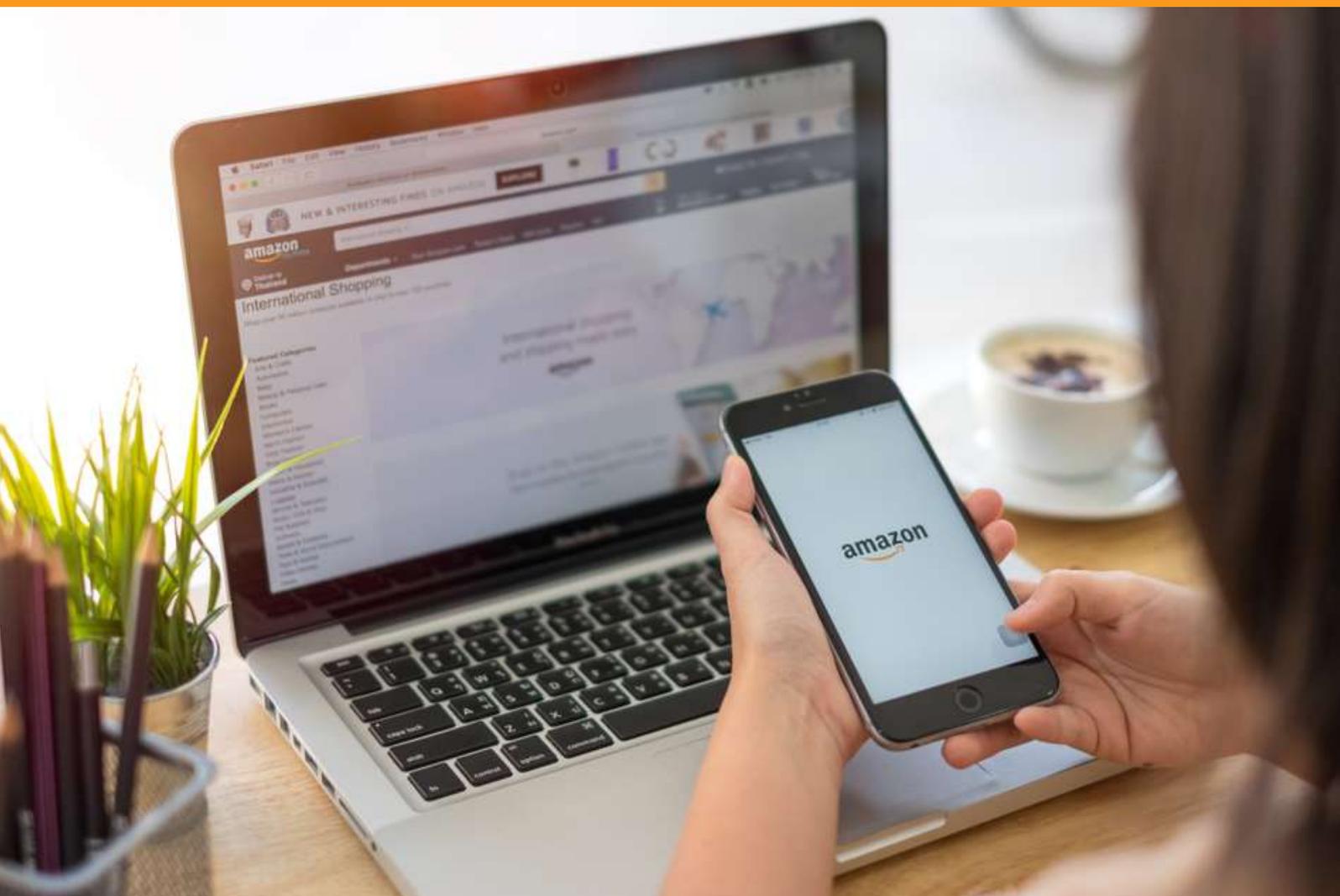
- i. Have you personally replied to every question (using your brand name)? If not, do it. This will increase trust and also you'll rank for specific keywords.
- ii. This is what we've been able to do for our clients and it's helped them rank tremendously well within the first 3 months

1.  69 customer reviews | 47 answered questions

2.  38 customer reviews | 21 answered questions

3.  48 customer reviews | 11 answered questions

- iii. Have you been able to get more questions asked on the listing? We can have our influencers and their audience ask a lot of questions of the listing to help it in the algorithm as well. Did you know the questions rank for keywords?
- iv. Do you have a big known brand in your niche that people search for? If so, make sure you include their brand name in your questions (get someone to ask a question using the brand name), it'll help your rankings for that term



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INVENTORY AVAILABILITY

A. Over 45 days of availability

- i. If you sell more than 1000 units of a products/month, do you have at least 1500 in stock at Amazon? If not, you may want to consider raising the amount of inventory that you hold. Additionally you want to always have extra stock at your warehouse or 3PL just in case sales increase. Do you currently use a 3PL? If not reach out to me and I'll connect you with ours called <http://shipdepot.com>
- ii. Our mastermind group <https://www.milliondollarsellers.com/mds-application> has confirmed this as well! By the way if you're not a part of this group and sell over 7 figures online, you're missing out! Join us!



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ON PAGE KEYWORDS

A. On Page Keywords, Density, and Keyword Position

- i. Are you using your main target keywords in prominent places on your listing in a way that reads well to humans? If not, add them in there.

B. Product Title Keywords

- i. Is your main keyword included in your product title (and ideally at the start of the title)? If not, add it in.

C. Search Term Box

- i. Have you used every space possible in the Keywords tab inside Seller Central? If not, add more keywords.
- ii. Have you duplicated keywords? If so, remove the duplicates and replace them with something else.

D. Product Descriptions

- i. Is your product description written for humans, and does it read well? If not, fix it. There's not much benefit to keyword stuffing descriptions if it makes the description read poorly.

E. Keywords in Customer Reviews

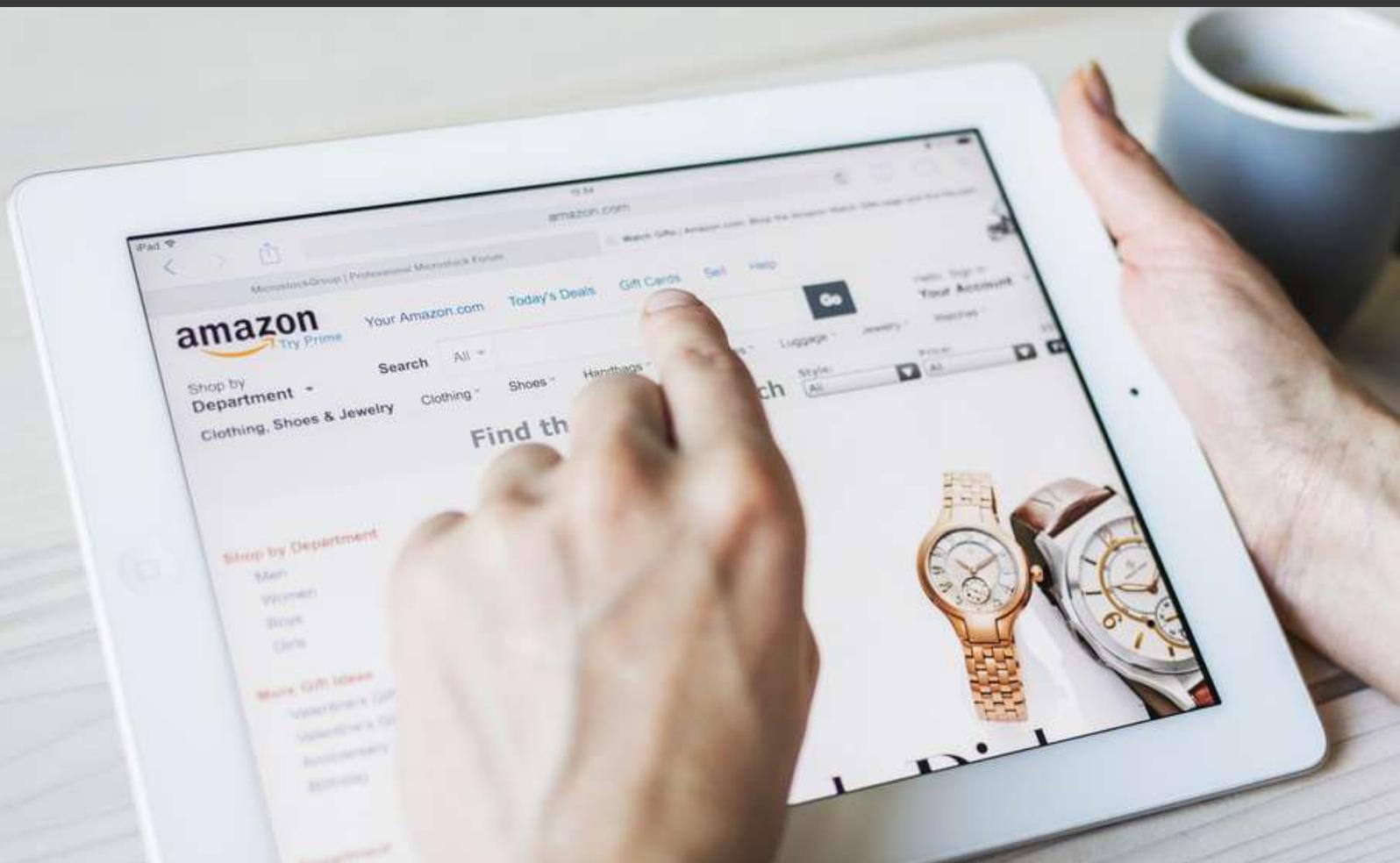
- i. This one is harder to manipulate, but will balance out naturally over time.

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INTERNAL REFERRAL PATH

A. Non-Amazon Traffic

- i. Do you have a plan to build non-Amazon traffic sources? If not, look at ways to do this. Here are a few simple ideas:
 1. Leveraging Crowd Source
 2. YouTube traffic
 3. Build an audience on Facebook, Instagram and other social media sites
 4. Build an email list
 5. Distribute “break even” coupons to a wide array of coupon sites
- ii. NOTE: We recommend sending highly targeted traffic. If the traffic hurts your conversion rate, then it may be detrimental. If you're worried about this, send traffic to a pre-sell page (on your brand website) where you give all the information about your product before sending them to your Amazon listing



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SELLER ACCOUNT AUTHORITY

A. Maintain a healthy Amazon account. Use your account health tab to constantly monitor your account and where you stand.

B. Have your VA's send you monthly reports so you can share it with your team.

For more information please visit
[everydayecom.com](https://www.everydayecom.com)