

Your Amazon Visibility Checklist

Turn Browsers Into Buyers

Getting your products seen on Amazon used to just come down to good content, pricing and fulfilment. Amazon is now the third-largest ad site in the US and it's growing in popularity in the UK. There are more sellers, more ad types and bigger budgets fighting for the attention of Amazon shoppers.

For today's brands and retailers, success on Amazon requires **visibility**. And visibility requires a combination of **optimised content and advanced advertising**.

OPTIMISED CONTENT

Do all your SKUs have the following?

- 1 Keyword-rich product titles**
Help match the product to relevant searches.
- 2 Comprehensive list of bullets**
Explain your products' key features and benefits.
- 3 Multiple high-quality images and video**
Meet Amazon's requirements, entice buyers.
- 4 Coupons and promotions**
Encourage immediate sales.
- 5 Product reviews**
Lend credibility to the offer.
- 6 Accurate product categorisation**
Make the product findable in the browse structure as shoppers filter to subcategories.

Health & Household › Vitamins & Dietary Supplements › Herbal Supplements › Turmeric

1 Amazon Elements Turmeric Complex with Black Pepper and Ginger, Curcumin Supplement, 65... by Amazon Elements

★★★★★ 426 customer reviews | 80 answered questions

3



2

About the product

- 400mg turmeric root extract with 140mg organic ginger root powder and 10mg black pepper fruit extract
- 65 capsules, a 2 month supply (taken daily at the listed serving size)
- No artificial colors, flavors or chemical preservatives
- Satisfaction Guarantee: We're proud of our products. If you aren't satisfied, we'll refund you for any reason within a year of purchase. 1-877-485-0401

Price: **£14.24** (£0.22 / Count) £14.99 £0.75 (5%)

4 Extra 20% Off Coupon on first order. Details

In Stock. Ships from and sold by Amazon.com.

5 **4.4 out of 5 stars**

Star Rating	Percentage
5 star	70%
4 star	15%
3 star	7%
2 star	3%
1 star	5%

[See all 426 reviews](#)

ADVANCED ADVERTISING

Do all of your ad campaigns have each of these elements?

FOUNDATIONAL

- ☐ **Utilisation of all ad types** Sponsored Products, Sponsored Brands, Product Display Ads, Coupons
- ☐ **Clear, specific goals** E.g., "We need to increase Amazon Advertising revenue by X%, by Y date, with a monthly budget of £Z"
- ☐ **Amazon Store pages** For registered brands
- ☐ **Dynamic bidding** Use Amazon's algorithm to adjust bids
- ☐ **Granular strategies** Capitalise on the differences between your products and competitors'
- ☐ **Placement bid adjustments** Control where your ad shows up
- ☐ **New-to-Brand metrics** Compare new vs. repeat buyers
- ☐ **Automated Bidding with Sponsored Brands** Real-time adjustments based on sales and efficiency goals

- ☐ **Clear naming conventions for all campaigns** Specific, structured campaign names (Brand, Non-Brand, Model, Type, etc.) give you quick, granular insights
- ☐ **Basic search term mining** Find the right keywords through automatic then manual campaigns
- ☐ **Useful reporting** Leverage insights from your ad campaigns into your product listing content
- ☐ **Real-time data analysis** Leverage the Portfolios & Budget Notifications features
- ☐ **Advanced search term mining** Refine campaigns using Match Type and negative keywords
- ☐ **Product Targeting (with Sponsored Products)** Refine by both ASIN and Category

ChannelAdvisor helps brands and retailers win on Amazon by combining industry-leading technology with a team of Amazon experts. Our centralised platform can help you automate inventory management and optimise listings across more than 100 global marketplaces. And our experienced Managed Services team knows the campaign strategies that drive performance and growth.

Whether you're a first party (1P) or third party (3P) seller, ChannelAdvisor gives you a holistic marketplace strategy that will get your products seen on Amazon and beyond.

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FREE DEMO

OR

COMPLIMENTARY AD ANALYSIS