



Creating a High Converting Listing for Amazon

Hey guys, it's Mario here with a new video for you on how to create a high converting listing for Amazon.

I'm just going to take you through what you need to do overall, and then I'm going to break down the different sections on:

- how to do an optimized title,
- how to create your bullet points,
- high converting photos, infographics, et cetera, and
- how to create your description.

I'll break these down for you in detail so you'll understand, instead of doing one big video, it might get a little confusing.

Once you get your listing here, these are my door stoppers. You've probably seen them in the videos before. I'm selling these for \$18.25.

You're going to need to get a UPC, so you're going to have buy UPCs, UPC codes, all right? Every single product that you use and every single variation that you use is going to need a new UPC code. Depending on how many products you plan on selling, or different varieties of products you're selling, that's how many UPC codes, so if you're just launching one or two, just buy a few UPC codes. You don't need that many. All right?

Amazon's going to start you here on the vital info page. This has already created an ASIN for me, because I've already created the listing, but you're going to add your UPC, because you're not going to have an ASIN yet.

Once you add the UPC, Amazon will create the ASIN for you, all right? In your case, you're going to have to click UPC, and put the UPC in there to identify your product.

Secondly is your title. This is your title.

You are going to have to have a nice, keyword rich title. This is the most important part of your listing. It's more important than anything besides your pictures. It's more important than your bullet points in your description. This is what you're going to use to have people find you as easy as possible.

There's my brand. You don't have to put a brand in the beginning if you don't want to. That's totally up to you, but there's some things that you're going to need to put in there. You're going to need to put the color in there as I put gray. Then, this is pretty easy to do, and then the next step is your variations.

If you have different colors, different sizes, this is where you're going to enter the variations. This is a little bit more complicated.

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I will have a video for variations only coming to you soon. That's a whole nother video for you.

Then, you click the third tab, which is the offer. Your SKU will be there. The condition is obviously going to be new.

Then, you're going to want to put in your price point here. I have it at \$18.25, so I think we import this product for somewhere around \$4, somewhere around there, so I am past the three times rule on this, so we're doing pretty well with these.

If you want to run a sale, you can put a sale price in here, and you can put the start date of the sale, and you can put the end date of the sale. If you just want to run a sale for a week, just get the algorithm going and boost some sales to gain rank, you can do that.

You can put a handling time, which you don't really need to, because you're selling these FBA, so FBA's going to handle this for you. You would probably just only put that if you were merchant fulfilling them.

Here's the maximum order quantity. This is pretty important, especially when you're running a launch or a promotion. When you have these at full price, you can put your maximum order quantity at 999 if you want to, it doesn't really matter.

You want people to buy as many as they can, but when running a launch ... This is really important ... and you're discounting these 80, 90% for your launch to get ... accumulate sales, you're going to need to set the max order quantity at probably one or two, because then what'll happen is there are fellows out there that'll find you and buy out your inventory, as much as they can, and then resell it. You're going to want to watch out for that. That's really important.

Compliance. Basically, you're going to put your basic things here. Weight, battery weight, if it pertains to your product, but this looks like it's for electronics. Remember what I said, no electronics for you beginners. We're going to skip this one.

Here's my images. As you can see here, my hero image, which is my main image has to take up at least 80% of the box, according to Amazon's TOS. You really want to have a nice, clear, highly converting photo for this. As you can see, this is a six pack on here. It's a pretty self explanatory on what it is.

Then, I have a little infographic here, another action shot of what it does, and this one just shows you you can use it on any floor surface. It has a little nifty holder for it, so it's out of the way and so on and so forth.

There's my pictures. Here's your description.

Now, in the product description, technically Amazon does not allow you to use HTML in your listings, but you can use basic Basic HTML to separate paragraphs and stuff like that. I have that in there.

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Now, your key product features are your bullet points, so you want to pick five key product features about your product that you think are really important to get to the customer to get them to buy your product, the major, major good things about your product, you want to put in there.

Those are your bullet points. This is going to start out at one box. It's a little tricky, and you see how you have this little Add More here? This will be clickable, so you're going to have to click that four times to get five boxes here, because once you get to this page, you're only going to see one.

You'll say, "Well, Mario had five boxes in his video, and I only have one." You're going to have to click that Add More button right there. Then, you'll get the five boxes for your five bullet points.

Here's your keywords. Now, your target audience, you can put that in there.

Any type of subject matter, if it's a seasonal item or something like that. Search terms, these are your back-end search terms. You can put some more keywords in here, so when we get to the point where you do your keyword research, you try to find as many keywords as possible, as many search terms as possible that people are looking for your product, and get them in these back-end search terms.

Then, once you get that all done, you go to More Details. This is important.

You're probably going to need to put the weight and the shipping weight in here. They're going to need to know ... Amazon's going to need to know how to categorize your item, whether to put it in an oversized category, which you do not want to be in, because the fees get higher.

You're going to want to be in the standard category.

If there's really, technically, not a star next to it, you really don't have to put it in there, but I would put in any dimensions and weights that they ask you for.

That's pretty much all I have for filling out the listing optimization. I will break these down in other videos as far as title, bullet points, converting photos, and description.

See you in the next video.

