



## Creating Product Listing

Hey guys, Mario here again on a video on how to create your description for your listing on Amazon.

Basic description guys, just beginner stuff here. When you're first starting out you will not be able to use any type of advanced HTML in your listing.

Once you go to brand registry and you register your brand and it's trademarked, you'll be able to put nice HTML pictures in here, really, really good stuff. You can even put videos as well, but that's in the future more advanced.

This is just the beginner stage for you guys just getting started, okay.

So, basically a product description is going to be your, if you watch my video on how to create your title, if you watch my video on how to create your bullet points, you're just going to basically put that whole package together and put it into your description.

A lot of people do not really read the description, they just read the bullet points and ... I mean if your title is good enough, and your bullet points are good enough, most people are not going to go to the description, I'll be honest with you.

But, if you are brand registered and you have that kind of content where there's picture and videos, they will look at it. Okay, but you want to basically reiterate everything in here, okay, get the material to specifications. What the package includes, tell people what they're getting.

A lot of times people get so focused on keywords and everything else that they don't really tell the customer what they're getting in the box. Obviously, this one here says you're getting four, but some people don't. They just put a couple in there, or a picture of one but meanwhile they're getting four.

So you really want to tell them what the package includes. If there's something that should be included that is not, you have to put, "this not included" or "this sold separately" you really got to be specific because that's just a way to get bad reviews.

Because if somebody's expecting something and they're not getting it, they're going to leave a bad review. So, that's how you do your product description.

Also, once you start putting this together, and putting all the pros in here, and how to use it, the specifications, the packaging includes, okay, you're going to want to input some keywords into this too.

Okay, so whenever doing anything in your listing, your title, your bullet points, your description, you're always putting keywords in there. Here and there, sneaking them in there.

Okay, not keyword stuffing, remember keyword stuffing is no good. All right, putting five or six keywords in one sentence or in the row is not good. You want to put one or two keywords

# CHINA IMPORT F O R M U L A

"Your Step-By-Step Formula To Importing From China"



here and there, okay, except for the title where you want to put at least three in there in the first three sentences. One in each sentence, okay.

But, do some keywords research like I said, input some keywords into here, explain what your product does very specifically, okay.

Explain some safety things, it's safe for babies or non-choking or whatever for the babies. Household friendly, this seller really hits on all points and he did a really good job on creating this product description.

Okay, and this is basic HTML by the way, okay? You can use this, but not anything more, just to separate paragraphs and to make maybe some letters and some sentences bold so you can see it and notice it. Alright?

We will be getting into some more advanced stuff, like I said, once you guys get brand registered. There's a whole world opens up to you guys on how to do it, and that's going to be a whole lot of fun.

So get this listing optimized. Get your title optimized, get your bullet points optimized, you might one day get that Amazon's choice badge, which is amazing, okay?

And then you can get this thing trademarked, registered and brand registry and then you can start putting video into this. And then that's when the sales start to skyrocket.

So, the more you improve the better it is, the more organic sales you're getting, and that's basically what we all want in the end. All right, and that's it for now, I'll see you on the next video guys.

