AisleCrest

FREE GUIDE FOR AMAZON SELLERS

The Amazon Listing Checklist

40 checks we run on every listing before we spend a single dollar on ads. Work through it one ASIN at a time and fix what you find. A stronger page makes every click cheaper.

STEP 1

Keyword research first

- [ ] **List your top 10 search terms** from real data (Brand Analytics, your search term report, or a keyword tool), not from guesses.
- [ ] **Mark the 2 or 3 main terms** with the highest relevant search volume. These go in the title.
- [ ] **Check what top competitors rank for** that you do not.
- [ ] **Remove irrelevant terms.** Ranking for the wrong search wastes ad spend later.

STEP 2

Title

- [ ] **Main keyword near the start**, in words a shopper would type.
- [ ] **Brand, product type, key feature, size or quantity** are all clear in the first 80 characters (what mobile shoppers see).
- [ ] **Within your category's character limit** and no repeated words or keyword stuffing.
- [ ] **No promotional words** like "best seller" or "free shipping", and no special characters Amazon restricts.
- [ ] **Reads naturally.** If it sounds like a list of keywords, rewrite it.

STEP 3

Bullet points

- [ ] **Each bullet starts with a short benefit** in capitals or bold style, then the proof.
- [ ] **Bullets answer the top buyer questions** (size, material, fit, how to use, what is included).
- [ ] **Secondary keywords included naturally**, not forced.
- [ ] **No claims you cannot prove**, and no restricted health or medical claims.
- [ ] **Read your 1 to 3 star reviews** and fix the doubts they raise inside the bullets.

STEP 4

Backend search terms

- [ ] **Under the byte limit** (Amazon ignores anything over it), with spaces between words and no commas needed.
- [ ] **No words already in the title or bullets**, no brand names you do not own, no ASINs.
- [ ] **Synonyms, spelling variants and other languages** shoppers use.

STEP 5

Images

- [ ] **Main image on pure white**, product fills most of the frame, nothing that breaks Amazon's main image rules.
- [ ] **Large enough for zoom** (1000 px or more on the longest side; we use 2000 px).
- [ ] **All 7 image slots used.** Empty slots are lost selling space.
- [ ] **One image shows size or scale** with a hand, a person or dimensions.
- [ ] **One lifestyle image** of the product in real use.
- [ ] **One image answers the main objection** found in reviews.
- [ ] **Text on images is readable on a phone** (large, short, high contrast).
- [ ] **A video is added** if you have one.

STEP 6

A+ Content (Brand Registry)

- [ ] **A+ is live** on every main ASIN.
- [ ] **A comparison chart** links your other products to keep shoppers in your brand.
- [ ] **Images tell the story without reading**, and look right on mobile.
- [ ] **Brand Story** module is added under A+.

STEP 7

Offer, price and reviews

- [ ] **Price checked against the top 5 competitors** for the same size and quantity.
- [ ] **You hold the Buy Box** and stock will not run out in the next 60 days.
- [ ] **A coupon or deal is tested** if your conversion rate is below the category.
- [ ] **Reviews are requested only through Amazon's allowed tools** (Request a Review, Vine).

STEP 8

Before you scale ads

- [ ] **Know your break even ACOS** (profit before ad spend divided by price). Bid below it.
- [ ] **Brand terms are protected** with their own campaign so competitors do not take your own searches cheaply.
- [ ] **Search term report is checked every week** and wasted terms are added as negatives.
- [ ] **Winning search terms move to exact match** campaigns with their own budget.
- [ ] **Budgets do not run out early in the day** on your best campaigns.
- [ ] **You judge ads on profit per order and TACOS**, not ACOS alone.
- [ ] **Conversion rate is healthy first.** If the page does not convert, more traffic only costs more.

> **Rules change.** Amazon updates its listing limits and style rules by category. Always check the current style guide in Seller Central before you publish.

Want us to run this checklist for you?

Send us one product link. We will review the listing and its ads and send you the 3 things we would fix first. Free, in 24 to 48 hours, no obligation.

aislecrest.netlify.app

calendly.com/aislecrest/free-audit

umair.va115@gmail.com