

Optimize product ranking with Amazon keywords (backend keywords)

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Frage (öffentlich)

What are Amazon keywords (backend keywords) and how do I enter them correctly in magnalister?

Lösung (öffentlich)

With the help of Amazon keywords, merchants can optimize their product listing. Amazon keywords are not displayed in the product description, but are stored with the product invisibly, when uploaded. Therefore they are also called "backend keywords".

Amazon differentiates between "General Keywords" and "Platinum Keywords":

- General Keywords: Every Amazon merchant has the possibility to store general keywords with his product. Several terms can be stored. They are separated by spaces. The maximum length of all keywords (rule of thumb: 1 character = 1 byte. Exception: special characters such as Ä, Ö, Ü = 2 bytes) may not exceed 250 bytes (as of August 2020).

- Platinum Keywords: Some merchants have "Platinum" status at Amazon. This status is assigned by Amazon itself, a registration or application for it is not possible. Only merchants with Platinum status can use Platinum keywords. For these keywords the same rules apply as for "General Keywords" (space separation, 250 bytes limit).

Positive ranking effects: Amazon keywords can have positive effects on the product ranking on Amazon. In addition, correct attribute matching is also beneficial for the filterability of uploaded products.

Submission of general keywords

In magnalister, sellers can enter general keywords under "Prepare Items" -> "Create New Products" -> "Further Details (recommended)".

There are two options available:

- Always use up-to-date keywords from the web shop (meta keywords): Here, the keywords are taken from the meta keywords field of the corresponding product in the web shop and submitted to Amazon.

Important notice: If the keywords of your web shop product are separated by commas, magnalister automatically converts these commas into spaces when uploading the product. Therefore you do not need to change anything in the web shop.

- Manually enter general keywords in magnalister: If you do not want to use the meta keywords stored in the web shop product, you can enter your own keywords in the empty text field provided by magnalister.

Important notice: Separate the keywords with a space (not a comma!) and make sure that the total length of the keywords does not exceed 250 bytes. Character-byte converters can be of help here.

If the allowed byte count is exceeded, Amazon may return an error message after the product upload, which can be viewed in the magnalister error log. Please note that it can take up to 60 minutes until error messages are displayed in the magnalister error log.

Submission of Platinum Keywords

If you are an Amazon platinum reseller, please inform magnalister support about it. We store this information in your customer account. As soon as this is done, magnalister will also submit platinum keywords to Amazon together with the product upload.

Here magnalister uses the general keywords and adopts them 1:1, no matter if you have chosen the option "Always use keywords from web shop (meta keywords)" or if you enter the keywords manually in the empty text field.

If you want to transfer Platinum keywords to Amazon that differ from the "General Keywords", use the magnalister attribute matching under "Prepare Items" -> "Create New Products" -> "Amazon Optional

Attributes".

To do so, select "Platinum keywords 1-5" from the list of available Amazon attributes and match the corresponding web shop attribute. You can either access attribute fields you have created yourself from your web shop or make your own entries in the empty text field.

Note: If you match Platinum keywords as a non-platinum merchant, this has no effect whatsoever. Instead, use only the "General Keywords" (see above).

Other Amazon-relevant keywords for attribute matching

In addition to the above mentioned "General Keywords" and "Platinum Keywords" you can submit the following additional keywords to Amazon via attribute matching in the magnalister product preparation:

- Attribute based keywords ("thesaurus_attribute_keywords"): These are synonyms, i.e. alternative terms to describe a product (example: instead of "stove top" -> "hob").
- Audience based keywords ("target_audience_keywords"): Some products are only relevant for certain target groups (e.g. gloves for women).
- Specific keywords ("specific_uses_keywords"): Some products can be better described and filtered using specific keywords (e.g.: cleaning products with the addition "for leather").
- Subject based keywords (subject_keywords): These keywords describe the functions of products (e.g. "Bluetooth" on a smartphone).

For all of the other keywords mentioned above: Amazon provides certain default values per product category, which are displayed in the magnalister attribute matching. In the magnalister product preparation these default values can be assigned to the products and submitted to Amazon via product upload.