

# Listing Audit Checklist

## Keywords

- Are there relevant, high search volume, low competition keywords that are not included in your listing?
- Are there secondary keywords that are good fit (not as relevant or high volume or low competition), yet not included in your listing?
- Are there misspellings/ competitor brands that could be added to your back end search term fields?
- Have you filled out the Subject Matter, Search Term & other backend fields (target audience, intended use, other attributes) - a lot of people miss these

## Copy

- Title
  - Includes 3-8 highest opportunity keywords (high relevance, high search volume, low competition)?
  - Can you replace lower opportunity keywords with higher opportunity keywords?
  - Can readability be improved, without sacrificing keyword strength?
  - The goal of your title is to get people to click on your listing, rather than others which show up in the search. Does your title accomplish this?
- Bullets:
  - Does each bullet highlight the most important unique selling points (benefits & unique features)
  - Can you include more high-opp. keywords, without sacrificing readability?
  - Is the formatting consistent, professional & scannable (ALL CAPS to start each bullet to give a snap impression of the uniqueness of your product)?
- Description
  - Is it easily scannable? ie broken up into sections, uses HTML?
  - Does it add something of value for consumers, above & beyond the bullet points?

## Images

- Do you have at least 7 images?
- First image prominently displays the product received on a white background?
- Secondary images highlight:
  - Pain vs Benefits: Showing how your product solves the customer's pain
  - Use-case / lifestyle: Showing the product being used by an attractive customer
  - Features: Breaking down the unique features of product
  - Comparison image: an image that compares your product to a competitor product
- Is the text overlayed on your images easily to read?