



QuammercePro

E-commerce growth, engineered for scale.

FREE PRACTICAL WORKBOOK

Amazon Listing Optimization Workbook

Turn product facts and buyer questions into clearer copy, a focused image brief and a measurable improvement plan.

Make one listing easier to choose.

Work through one product at a time. Save a copy, fill in the worksheets and select the three changes that deserve attention first.

- 01 Understand the buyer and product.
- 02 Draft the message and creative brief.
- 03 Review, test and record what changed.

Inside: product brief, keyword map, copy worksheet, image and video plans, AI prompts, measurement log and release checklist. Fillable fields work in a PDF reader that supports forms; you can also print the pages.

Start with the buyer

Choose one product, one marketplace and one buying situation. Record the facts that will make the page useful to that shopper.

Product and ASIN

Marketplace and review date

Who is buying and what are they trying to do?

What currently makes that task frustrating?

Product facts: size, material, fit, capacity and what is included

What can you prove? Record the document, test or product evidence.

Research task: review customer questions and relevant product reviews. Write recurring concerns in your own words. Distinguish a buyer preference from a fact about your product.

Three questions the listing must answer

Map the search intent

Build a small set of relevant phrases around what the product is, who it is for and the job it performs. Relevance comes before volume.

Core product phrase

Supporting phrases that describe use, fit or buyer intent

Where the terms came from and why they fit this product

Give each phrase a useful home

Title: the core product and the most important verified distinction.

Bullets: features and answers that support the buying decision.

Description and A+: explanation, context and eligible brand content.

Backend fields: relevant information that fits the current field rules.

Placement notes: phrase / field / reason

Read the result aloud. Remove forced repetition and unrelated terms. Check the current requirements for your category and marketplace before upload.

Write the buying decision

Start with the product facts. Explain what the feature does for the buyer, then give the evidence or specification that supports it.

Title draft

Bullet 1: feature / buyer value / proof

Bullet 2: feature / buyer value / proof

Bullet 3: feature / buyer value / proof

Additional bullets or description notes

Try the feature-to-value method

Illustrative structure: "80 g capacity" becomes "Prepare a small batch in one bowl, with an 80 g capacity." Use that specification only for a product whose capacity is verified.

Build an image brief

Every image should answer a different buying question. Use actual product photography or accurate renders and verify every visible claim.

1 Product identity

What is the product and what is included?

Message / asset / evidence

2 Use in context

How does the buyer use it?

Message / asset / evidence

3 Size and fit

Will it fit the intended space, person or appliance?

Message / asset / evidence

4 Detail and material

What detail changes the buying decision?

Message / asset / evidence

5 Supported difference

Which difference can you demonstrate with evidence?

Message / asset / evidence

6 Setup or care

What should the buyer know before or after purchase?

Message / asset / evidence

Keep mobile reading clear. The main image and supporting assets must meet the current category and marketplace rules. Brand consistency should support product clarity.

Plan the deeper explanation

Use eligible A+ content and video to answer questions that need context. Match the story to your product and the assets you can actually produce.

A+ story: problem, product use, supporting details and next question

Comparison content: verified differences or clear options within the range

Video opening: show the task and product early

Demonstration: what should the buyer see the product doing?

Closing: key fact, fit detail or next step to remember

Creative review: is the product depicted accurately, are usage rights recorded, can text be read on a phone, and does the content match the listing copy?

Avoid comparisons, testimonials or performance claims that you cannot substantiate. Plan within the content types available to your account.

Use AI with product evidence

Give AI verified inputs and a narrow task. Use the response as a draft to inspect; product facts and account evidence stay in charge.

Buyer questions

Using the product brief below, group the supplied customer questions into buying concerns. Keep the original meaning. Separate observations from assumptions and identify questions the evidence does not answer.

Listing copy

Draft a title and benefit-led bullets from the verified facts and relevant keywords below. Use natural language. Do not invent features, testimonials, certifications, comparisons or performance claims. Flag missing information instead of filling it in.

Image brief

Turn the confirmed buyer questions into six distinct image ideas. For each, state the buyer question, the visual needed, the short message and the evidence required for any claim. Keep the actual product unchanged.

Review the draft

Compare this draft against the verified product brief. Identify unsupported statements, unclear fit information, repeated keywords and unanswered buying questions. Suggest specific edits and explain which evidence supports each edit.

Before sending: remove customer personal data and confidential account information. After drafting: a person checks every fact and approves the final content.

Test one clear hypothesis

Decide what the change should improve before changing the listing. Keep a record of traffic, price, stock and advertising so the result has context.

Hypothesis: If we change ____, we expect ____ because ____

Change made and test dates

Price, stock, spend and promotions

Record comparable periods

Measure

Baseline

Review

Sessions

Units ordered

Unit session percentage

Total sales

Advertising spend

What changed, what else may explain it and what should happen next?

Use an eligible Amazon experiment when available. Otherwise, treat before-and-after changes as observations: traffic mix, stock, pricing and other activity may explain the difference.

Review and choose the next step

Finish with a practical action list. Resolve missing evidence before publishing and keep the previous version so changes can be reviewed.

- ☐ The product identity, specifications and included items are correct.
- ☐ The main buying questions and fit limitations are answered.
- ☐ Keywords describe the actual product and read naturally.
- ☐ Images and copy make only supported claims.
- ☐ The page follows the current category and marketplace requirements.
- ☐ A person has reviewed every AI-assisted draft and asset.
- ☐ The previous version and measurement baseline are saved.

Priority 1 / owner / target date

Priority 2 / owner / target date

Priority 3 / owner / target date

Want a second pair of eyes on the listing?

Email support@QuammercePro.com with your marketplace, ASIN or listing link and the main issue you want reviewed.