

AMAZON KEYWORD RESEARCH, LISTING OPTIMIZATION AND LAUNCH WORKSHOP

DAY 2

OBJECTIVES

1. Learn how to create a high-converting Amazon listing using Helium 10 Listing Builder.
2. Strategically integrate launch keywords into titles, bullet points, and descriptions to attract buyers and boost search rankings

KEY CONCEPTS & SKILLS

- Listing Optimization Fundamentals – Understanding the impact of keywords, readability, and conversion on sales.
- Using Helium 10 Listing Builder – Structuring titles, bullet points, and descriptions effectively.
- Keyword Placement Strategy – Integrating high-impact keywords naturally for SEO and conversions.
- Creating Compelling Copy – Writing persuasive and engaging product descriptions.
- Backend Search Terms – Optimizing hidden keywords for improved discoverability.

BREAKOUT ROOMS

- Create a listing with Listing Builder with the keyword - baby Knee pad
- Compare your listings to top competitors on the keyword on Amazon
- Hot Seat with Listings created and feedback

ASSESSMENT QUESTIONS

- What makes a product title compelling and SEO-friendly?
- How can bullet points improve the conversion rate of your listing?
- How do you balance keyword optimization with readability and conversion?
- What is the role of A+ Content in enhancing your listing's effectiveness?

DAILY WINS

1. Use Listing Builder to create your listing for your own product

RESOURCES

- [COURSE CONTENT ON LISTING BUILDER](#)
- [CHRIS RAWLINGS PPC WALKTHROUGH](#)
- [PPC BUDGET CALCULATOR](#)
- [PPC RISK TOLERANCE](#)