



The background image shows a workspace with a large computer monitor in the center. The monitor displays a dashboard with the title 'Infographics' and several data points: 'Visibility' at 39.42, 'Organic keywords' at 25.8K, 'SE Traffic' at 122,841, and 'Age' at 992. Below these is a line graph showing a trend over time from 2014 to 2018, with a significant upward trend in 2018. The graph is labeled 'SERPSTAT'. To the left of the monitor is a small potted plant and a decorative hourglass. To the right is another potted plant. The overall scene is dimly lit, suggesting an office environment.

How to Optimize Product Rankings on Key Channels

[eCommerce SEO Guide]



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INTRODUCTION

One of the most asked questions we get is; How do I optimize product rankings on crucial channels?

We know that in the competitive selling market of eCommerce, getting your product in front of potential customers first is vital to growing your business to million-dollar revenue levels. Here's the thing: *although channel optimization is critical to business success, even the most experienced multichannel entrepreneurs struggle with eCommerce SEO.*

But don't worry, we've got your back!

In this post, we take you through the key elements you need to optimize product rankings on the top-selling channels (Amazon, Walmart, and eBay). We've also included some expert channel-specific eCommerce SEO tips and hacks for multichannel sellers.

But before we get into the meat of how to optimize product rankings on key channels, let's look at the three eCommerce SEO must-dos when optimizing for all channels, after which we will jump into expert Amazon SEO strategies.



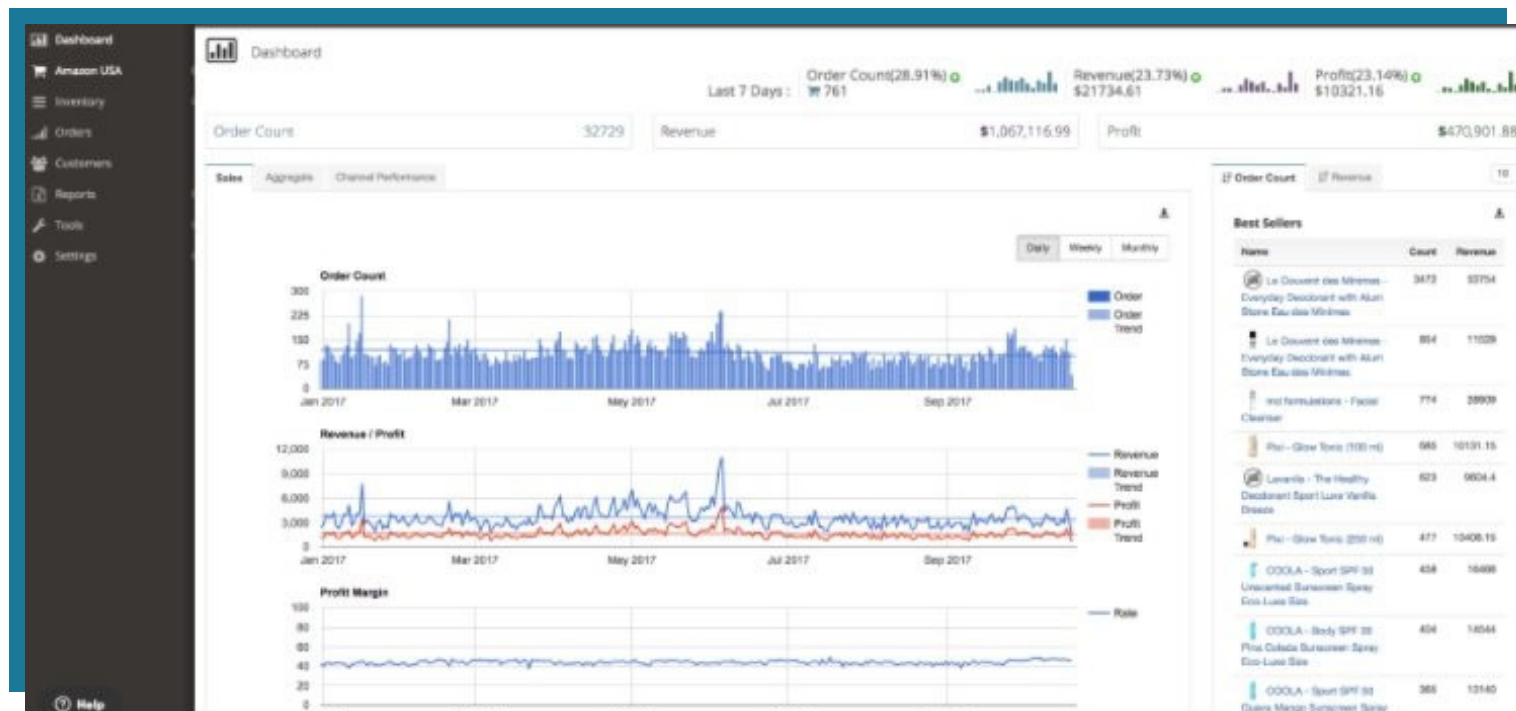
A person wearing a light-colored sweater is sitting at a desk, typing on a laptop. The image is overlaid with a semi-transparent blue filter. A white rectangular box is centered over the text.

Basic eCommerce SEO Optimization Must-Dos for All Channels

1. Check Your Metrics, Set Goals, and Start Small

For SEO optimization on each of your sales channels, you want to start by taking an in-depth look at your search metrics to assess where you stand. You should then create realistic SEO optimization goals on that channel, starting small with two or three products and one channel at a time. This will enable you to A/B test optimization hacks before implementing strategies across all your products on that channel.

Bonus Tip: If you're using StoreAutomator, be sure to make use of the extensive analytics feature to assess product performance per channel. As you will see below, product performance plays a crucial role in product ranking in primary marketplace search pages. Allowing you to optimize well-performing products for better ranking and choose which products are better suited for visibility and sales on which platforms.

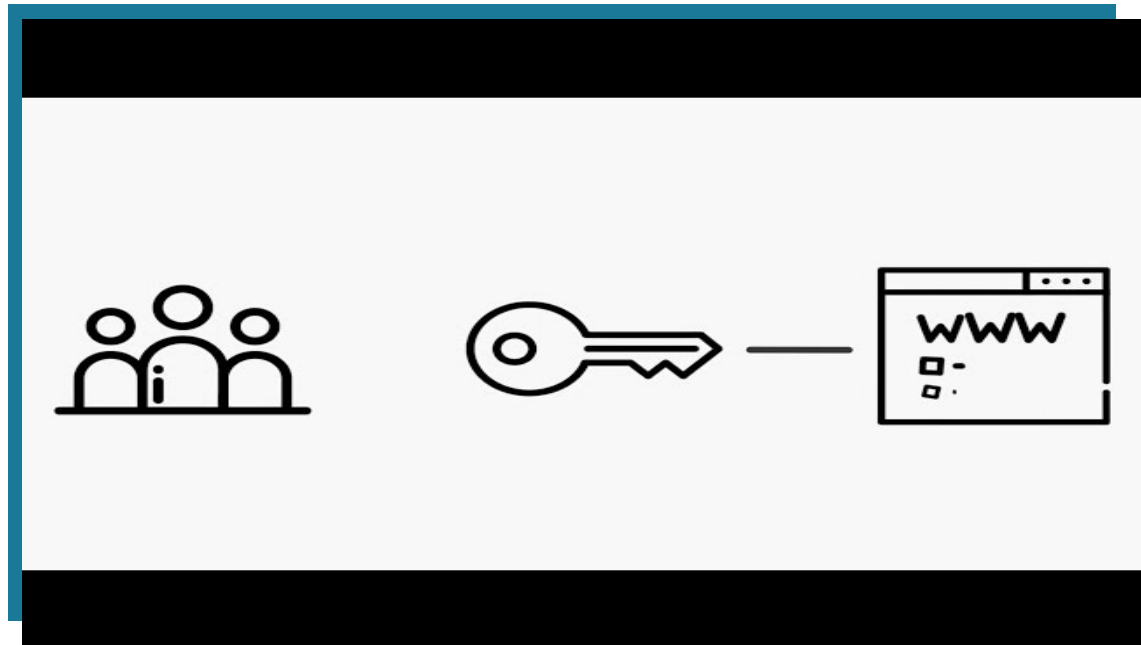


2. Do Your Keyword Research

One of the cornerstones of any optimization strategy is your keywords. Therefore, before you implement any strategies to optimize product rankings, you want to do your keyword homework.

Important Note: Although basic keyword research tactics are the same across all channels, you still want to ensure you research keywords for each channel. Especially if you're selling globally to various markets on the same channel. For example, popular searches in your niche may be very different between Amazon US and Amazon UK. You can find out more about Amazon's global selling in our [How to Operate in Amazon International Markets Guide](#).

To find the best keywords for product rankings, you will want to start with the channel's own search function – for example, Amazon's or Google's autocomplete – and trending product lists. You will also want to invest time in finding good keyword research tools such as KeywordTool.io to help you find keywords with lower competition and higher search volume.



3. Make Sure You Avoid These eCommerce SEO No-Nos

When it comes to optimizing product rankings, it's not just about what you should do, but also what you should never do. Although each channel will have its own rules and relevancy determinators, you want to make sure you don't do the following on any channel as they will lower your rankings.

1

Clickbait titles

Using clickbait to attract clicks will backfire as soon as shoppers have clicked the product and found it isn't as promised. Things like 'Best product ever' and 'wow' do nothing for SEO and come off as disingenuous.

2

Keyword-stuffing

This will not only raise red flags on your listings to channels' algorithms but alienate potential shoppers who do see your listing. Why? Because it is likely to decrease your relevancy with bots and come off as spam to human shoppers.

3

Leave off important information

Misleading potential shoppers in terms of product details or costs will hurt your overall ranking on every channel.

4


Disregard a channel's SEO guidelines and rules

You want to make sure that you adhere to every channel's rules and policies as breaking these will not only hurt your rankings but get your listings thrown off specific channels.

5

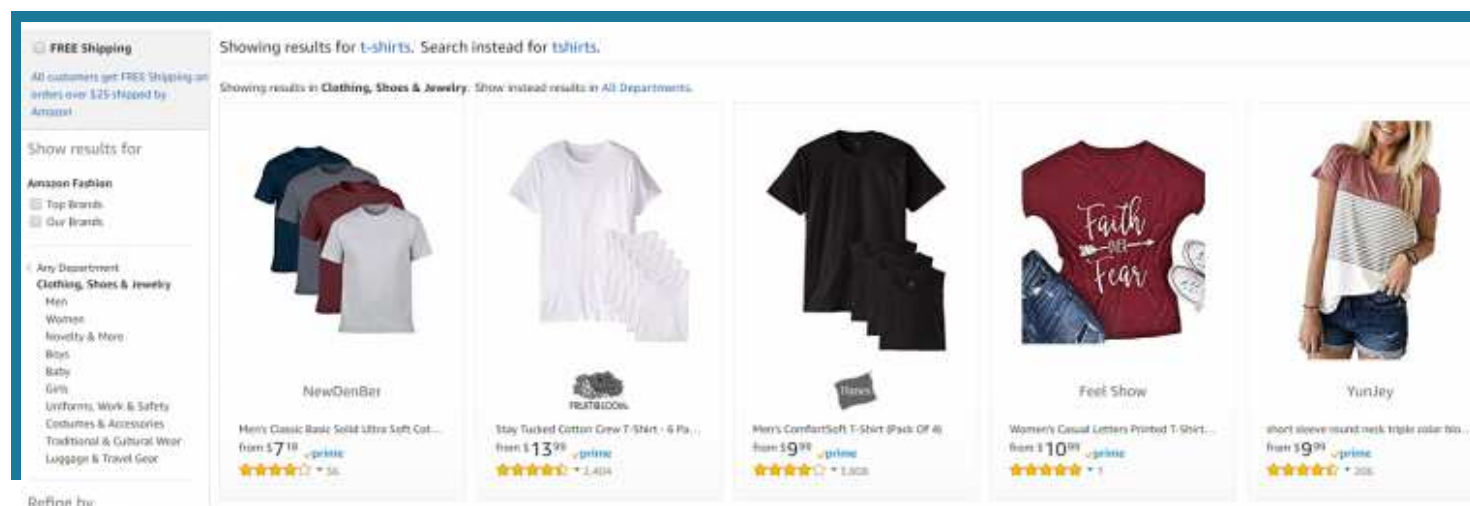
Use the wrong or no multi-listing tool at all

When selling across multiple channels, you're going to need to invest in an excellent multichannel listing tool such as StoreAutomator – which is designed to help you automate optimized product listings across a multitude of selling and marketing channels. This enables you to combine the power of tech and automation with a dedicated account manager to be able to optimize feed content that goes to both marketplaces and marketing feeds such as Google Shopping.

A top-down view of a person's hands typing on a silver laptop. The desk is white and cluttered with office supplies: a black printer, a calculator, a remote control, a smartphone, a notepad with two pens, and a cup of coffee with latte art. The person is wearing a striped shirt and a watch. The entire image has a light blue overlay.

How to Optimize Product Rankings on Amazon

Amazon product listing optimization goes far beyond just putting a keyword in your listing titles. Although Amazon's ranking algorithm, A9, does have some similarities to traditional search engines, there are some key differences that will affect your product listing's ranking and visibility. One of the most significant differences is Amazon's focus on sales results.



Newbie Tip: Not selling on Amazon yet? Head over to our [Ultimate Express Guide to Selling on Amazon](#) for all the information you need to add this channel to your eCommerce brand.

Amazon's A9 algorithm ranks your product listings based on two main factors: **relevance (how closely your product content matches a person's search)**, and **performance (determined by customer feedback and number of sales)**. While keywords and content will determine whether your products are ranked at all, product performance will determine how well they rank – AKA the position.

To put it simply, Amazon wants sales and its algorithm has one ultimate goal: making sure a transaction takes place. Therefore, their goal is to show those products more likely to increase sales and margins for the platform. This means sales history, price, and availability all play a big role in your product rankings, and you want to optimize your Amazon product listings for visibility, relevance, and conversions.

1. Focus Heavily on Performance Strategies

Here's the thing. You can use all the right keywords, product images, and buzz words, but if your product reviews are poor and conversion rates are low – your product ranking will take a hit. Therefore it is vitally important that your product ranking strategy for Amazon start with performance optimization. This means:

- 1 Increasing your conversion rates on Amazon relative to your closest competitors**
- 2 Improving your product reviews**
- 3 Prioritizing customer service**

Let's look more closely at each.

Improving Amazon Ranking With Conversion Rates

The above three performance optimization hacks are likely the cornerstone of your long-term eCommerce strategy on any sales channel and will be a byproduct of a well-optimized listing. What do we mean? Your product images, enhanced content formats (which we will discuss a little later), fulfillment method and ratings, and reviews can all bolster your sales potential, which will ultimately factor into your listing's visibility. However, it can be tricky to get there, especially for new product launches or highly competitive niches.

The best way to get a head start on sales is with Amazon ads. While search optimization takes time, using Amazon PPC campaigns will help you get instant traffic to product listings more likely to convert, giving you a significant performance boost for those products – thus increasing their organic rankings. You can get all the information you need to run and optimize Amazon ads in our [Full Guide to Amazon Ads](#).



Improving Amazon Ranking With Reviews

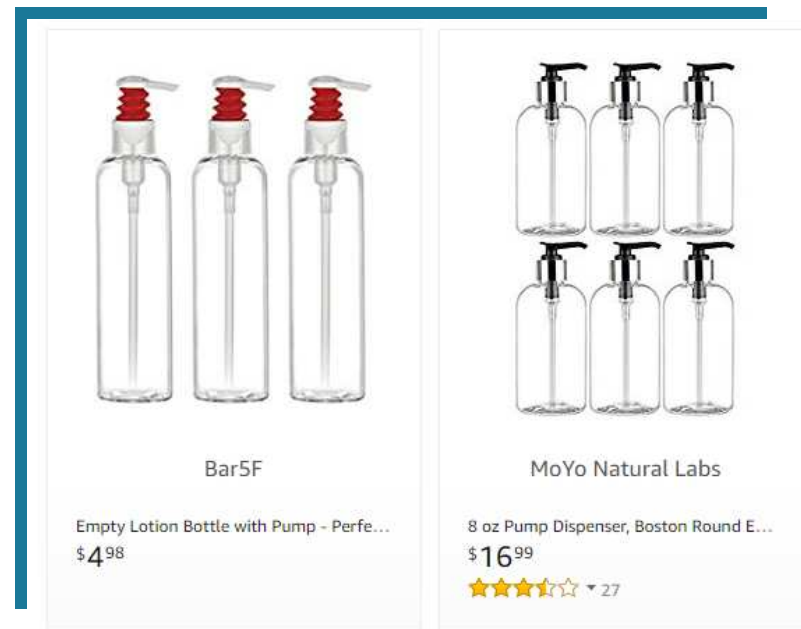
When it comes to product reviews, improvement will not only signal performance to Amazon bots but build trust with potential customers – leading to higher conversion chances. And as we discussed, conversions are also a performance signal leading to improved organic ranking potential.

You can increase your product reviews and ratings by doing the following:

1. The most basic way to get good reviews is to ensure your product is as advertised, provide dependable customer service along the way, and get the product to customers in the time-frame promised.
2. Set up a solid review mining strategy that includes an email feedback sequence to encourage recent buyers to review the purchased product. You will probably want to invest in an automated tool, such as Salesbacker, to handle this – especially for more established eCommerce brands selling a huge category of products.

Side Note: Don't ignore your reviews, especially the bad ones. You want to make sure you are replying to all negative comments, complaints, and any questions promptly.

Bonus Content: [How Much Do Amazon Reviews Matter?](#)





Improving Amazon Ranking With Customer Service

As mentioned in the first two performance strategies, customer service not only improves your brand and eCommerce business overall but will help with better reviews and more Amazon sales – both of which will boost your overall Amazon product rankings organically. A fundamental way to improve customer experience is by ensuring that you have a good fulfillment strategy that gets products to customers as quickly as promised. Repeated late or missed shipments or late notification on availability (after a transaction has already concluded) will not only cost you repeat business with those customers but tarnish your seller performance with Amazon – ultimately lowering your rankings and resulting in suppressed listings.

If you're using FBA, it's easier to ensure your deliveries match what an Amazon shopper expects in terms of speed and management. **However, even with a good fulfillment service, as an established seller with various channels in various markets, you will need to ensure you are following multi-warehouse inventory management best practices.** One of the most important of which is using a multichannel warehouse management system that includes:

1. Channel-based warehouse inventory allocation management
2. Quantity, transfer, and inventory management between warehouses
3. 3PL and Amazon FBA integrations
4. Shipping management and integrations

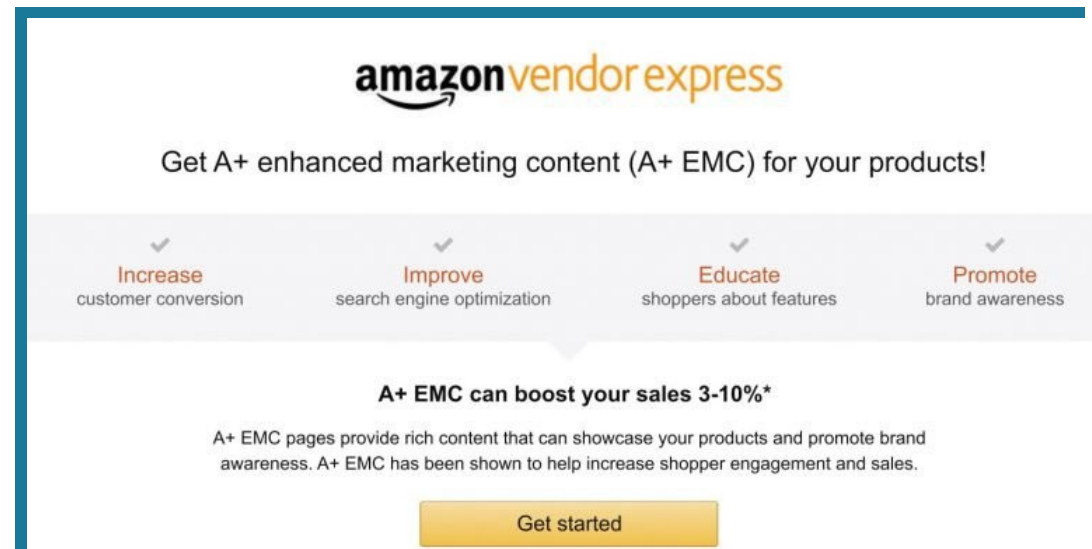
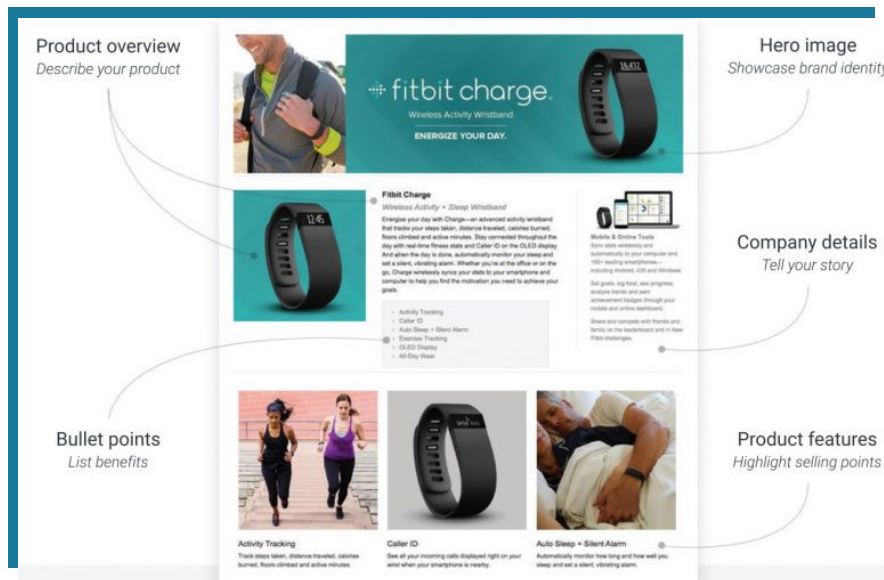
Order ID	Channel	CS Order ID	CS Order Ref	Created	Status	Order Currency	Product	Shipping	Discount	Tax	Total	Revenue	Fees	Commission	Net Total	Net Total/Net
1000252792	Walmart US	200256239***	555202054***	10/11/2020	Shipped	USD	\$107.96	\$0	\$0	\$5.24	\$113.20	\$107.96	\$0	\$23.47	\$84.52	\$84.52
1000252790	Amazon US	112-9105244-000***		10/11/2020	Shipped	USD	\$64.99	\$0	\$0	\$0	\$64.99	\$64.99	\$0	\$9.75	\$55.24	\$55.24
1000252791	Amazon US	112-3005554-700***		10/10/2020	Shipped	USD	\$236.99	\$0	\$0	\$0	\$236.99	\$236.99	\$0	\$30.88	\$206.11	\$206.11
1000252796	eBay	13-058715***	13-058715***	10/10/2020	Shipped	USD	\$1132.55	\$0	\$0	\$70.78	\$1203.33	\$1132.55	\$0	\$0	\$1132.55	\$1132.55
1000252795	Amazon US	112-9105244-301***		10/10/2020	Shipped	USD	\$312.96	\$0	\$0	\$25.82	\$338.78	\$312.96	\$0	\$46.99	\$266.04	\$266.04
1000252802	Walmart US	400084245***	555202054***	10/10/2020	Shipped	USD	\$75.99	\$0	\$0	\$8.8	\$84.79	\$75.99	\$0	\$17.96	\$66.83	\$66.83
1000252807	eBay	02-05872-3***	02-05872-3***	10/10/2020	Shipped	USD	\$224	\$0	\$0	\$10.88	\$234.88	\$224	\$0	\$0	\$224	\$224
1000252800	eBay	15-05879-3***	15-05879-3***	10/10/2020	Shipped	USD	\$119.79	\$0	\$0	\$10.65	\$130.44	\$119.79	\$0	\$0	\$119.79	\$119.79
1000252801	Walmart US	200256234***	555202054***	10/10/2020	Shipped	USD	\$161.95	\$0	\$0	\$9.72	\$171.67	\$161.95	\$0	\$34.34	\$127.65	\$127.65
1000252803	Amazon US	112-318373-000***		10/10/2020	Shipped	USD	\$236.99	\$0	\$0	\$0	\$236.99	\$236.99	\$0	\$30.88	\$206.11	\$206.11

All of these tools will help you offer a smooth shopping experience by ensuring products arrive on time and that you're only selling the products available. All of which contribute to the performance of your product listing.

2. Invest in Enhanced Brand Content

Enhanced brand content (EBC) and A+ enhanced marketing content (A+ EMC) give brands selling on Amazon access to enhanced images, charts, and text placements. Although this content doesn't contribute to bots directly, they play a large role in improving brand/product impressions and improving customer experience and conversion rates. Which, as we now know, contribute to performance metrics that affect rankings.

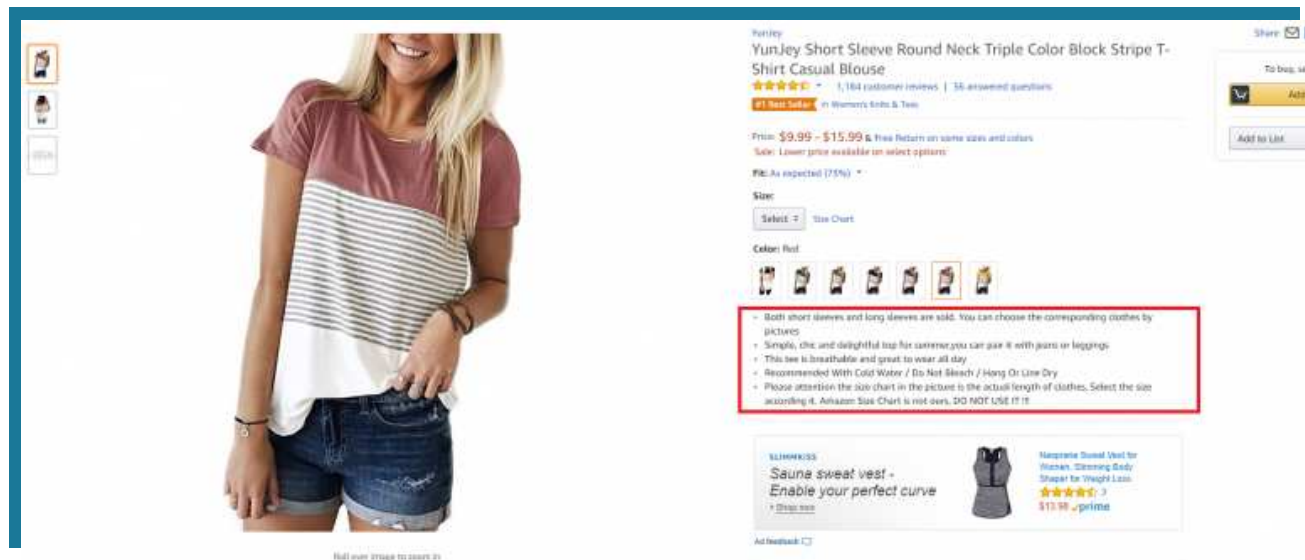
Both formats are similar in features; however, EBC is for registered sellers while A+ EMC is for Vendor Central merchants.



Here is a step-by-step guide from Amazon on creating [A+ Content](#).

3. Product Listing Optimization

When it comes to basic Amazon product rankings, ensuring your product listing is optimized in terms of relevancy is critical. **If you have been following our blog, you will know that we have discussed this topic a lot.** Even the most established multichannel sellers should continuously optimize their listings to find the winning strategy for their specific product, niche, target audience, and brand.



As a refresher, here is a Product Listing Optimization checklist.

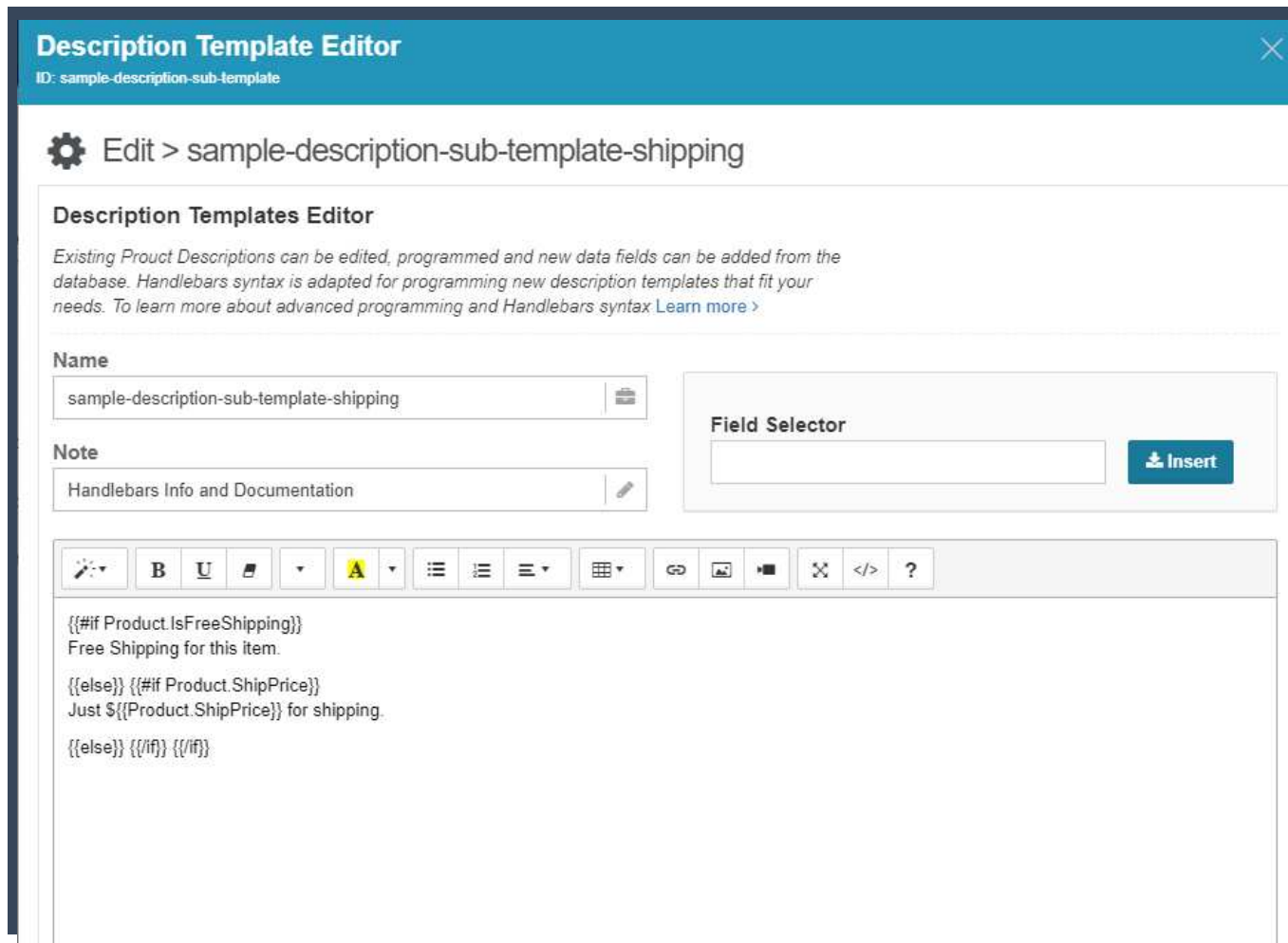
Product Title	Do your product listings follow Amazon style guides? Do your product titles include USPs, important information, and/or benefits? Have you put the most important information first to account for mobile searchers? Have you included keywords strategically?
Bullet Points/ Highlights	Have you outlined the key benefits and features of your product? Are you using easy-to-read product feature bullets? Have you put the most essential features in the first three bullets to account for mobile searchers?
Product Descriptions	Are you duplicating your bullets or providing good-value additional information? Have you made it easy to read and digestible? Are you using bold and heading texts? Have you made use of information fields? Are you including color, size, material, and other vital filters? Have you included keywords strategically?

You can get the full run-down on improving your product listings to optimize rankings from these top posts:


1. [6 Ways to Optimize Your Amazon Product Listings](#)
2. [7 Tips to Help Improve Your Amazon SEO](#)
3. [Guidelines for Creating Product Descriptions Per Selling Channel \[+ the Ultimate Time-Saving Hack every Multi-Channel Seller Needs to Know\]](#)

Pro Tip: Invest in Product Listing Management Tools

In a nutshell, one size does not fit all in terms of optimizing product listing for each channel. You should be creating generic templates for each of your platforms, including each Amazon website. The easiest way to do this is with a complete [product listing management tool](#) that offers unlimited custom fields, business rule functions, and field mappings, which can be combined to create high-ranking product listings in Amazon, Walmart, eBay, and Google Shopping. This is where StoreAutomator will come in.



Its robust management system means you can manage product feeds to various marketing and marketplaces from one dashboard – enabling you to create multiple listings for the same inventory for different marketing purposes and search page requirements for each channel.

The background image shows a person's hands holding a silver smartphone. The person is wearing a blue and white striped shirt. The phone is held over a laptop keyboard. The entire image has a blue overlay. A white rectangular box is centered on the image, containing the text "How to Optimize Product Rankings on Walmart".

How to Optimize Product Rankings on Walmart

Another leading sales channel for growing eCommerce brands is Walmart. In fact, it is one of the fastest-growing marketplaces in the US – with over 33k sellers – and offers the key benefit of increasing eCommerce sales.

Like with any top marketplace and search platform, product listing visibility on Walmart is based on an algorithm and, like Amazon, these key elements will play a role in ensuring your product listings are ranked well:

1. Product title/name
2. Quality of your product images
3. Inclusion of key features (not repeated or duplicated)
4. Inclusion of keywords – strategically and without stuffing
5. Enabling of 2-day delivery
6. Good customer reviews and feedback
7. Competitiveness of pricing

The screenshot shows a Walmart product page for a Nintendo Switch Console. The product title is "Nintendo Switch Console with Neon Blue & Red Joy-Con, 045496590093". The price is \$299.00. The page includes a main image, a gallery of additional images, and a list of other sellers. The annotations highlight key elements for SEO:

- Rich Content:** Points to the main product image.
- Main Image:** Points to the main product image.
- Additional Image(s):** Points to the gallery of additional images.
- Long Description with Key Words:** Points to the product description text, which includes keywords like "Nintendo Switch", "home console", "handheld mode", "Joy-Con", and "motion-sensing technology".
- Short Description:** Points to the "Specifications" section, which lists features, video game platform, manufacturer part number, brand, color, condition, model, resolution, accessories included, and assembled product dimensions.

Specifications:

Feature	Value
Features	One Joy-Con grip, HDMI cable, and Nintendo Switch AC adapter, Nintendo Switch console, Nintendo Switch dock, Joy-Con (L) and Joy-Con (R), and Two Joy-Con strap accessories, SKU Details
Video Game Platform	Nintendo Switch
Manufacturer Part Number	045496590093
Brand	Nintendo
Color	Black
Condition	New
Model	045496590093
Resolution	1080p (Full HD)
Accessories Included	<ul style="list-style-type: none"> Nintendo Switch Joy-Con (L) neon blue AC power adapter, HDMI cable, Nintendo Joy-Con Grip, Nintendo Switch Dock, 2 Joy-Con Wrist Straps
Assembled Product Dimensions (L x W x H)	18.00 x 14.00 x 8.00 inches

Here is a breakdown from Walmart on how their algorithm ranks sellers and product pages:

How is Content Ranked?

Relevant to: MP

There are a number of different sources providing item content to Walmart.com, so we algorithmically select content to appear on the Item Page. We look at each attribute separately to select the best content to display. These rules govern this selection:

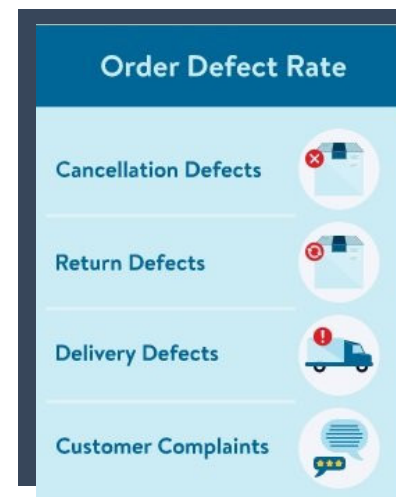
- If you are the only user providing content for an item, then you will provide the content for all attributes.
- If there are multiple users providing content for an item's attributes, then content will be determined by the following user ranking:
 1. Internal Walmart Users
 2. Content Service Providers, Warehouse Suppliers and DSVs
 3. Marketplace Sellers
- If you are providing content for an attribute that has not been provided by any other user, then your content will be accepted for the attribute.
- If any two users submit variant groups with overlapping items, then their [variant groups will be merged](#) regardless of the user's content ranking.

In short, you will want to duplicate most of your Amazon product listing optimization for Walmart. However, there are some differences and adjustments you will want to make for Walmart's visibility specifically. Here is a summary of each.

1. The Order Defect Rate

Simply put, Walmart's Order Defect Rate (ODR) affects your seller performance standards, which in turn will affect product ranking on their marketplace. You need to ensure that you can maintain 2% or lower ODR to meet their minimum seller performance standards, and it is calculated like this:

$$\frac{\text{Number of orders with at least one defect} / \text{Total number of orders during the same period}}{= \text{Order Defect Rate}}$$



Listing and pricing errors, product availability, product returns, late deliveries, customer complaints, tracking accuracy, and shipping rates all contribute to your Order Defect Rate. To see where you stand, you can follow these instructions from Walmart on [monitoring your performance in the Seller Center](#).

Monitoring your performance in Seller Center

Walmart Seller Center offers analytic tools to help you track your seller metrics and monitor your overall performance.

To view insights into your performance:

1. Sign in to Seller Center and navigate to **Analytics > Performance**.
2. Choose the tab that offers the details you're looking for
 - o **Seller Scorecard**
See your ODR and download reports for each type of order defects to help identify and resolve recurring issues. Your On-Time Shipment Rate and customer reviews are also found here.
 - o **Fulfillment**
See your shipping-related metrics and download a variety of reports that offer insights into orders that failed to meet expected fulfillment standards.



Walmart conducts regular [performance reviews](#) and may sanction underperforming sellers, but they will not suspend your account without advance warning and enough time to let you make improvements as described above. However, if you have been suspended due to failing to meet performance standards, you may [submit an appeal](#) to Walmart Partner Support explaining your situation as well as what you've done to improve performance.

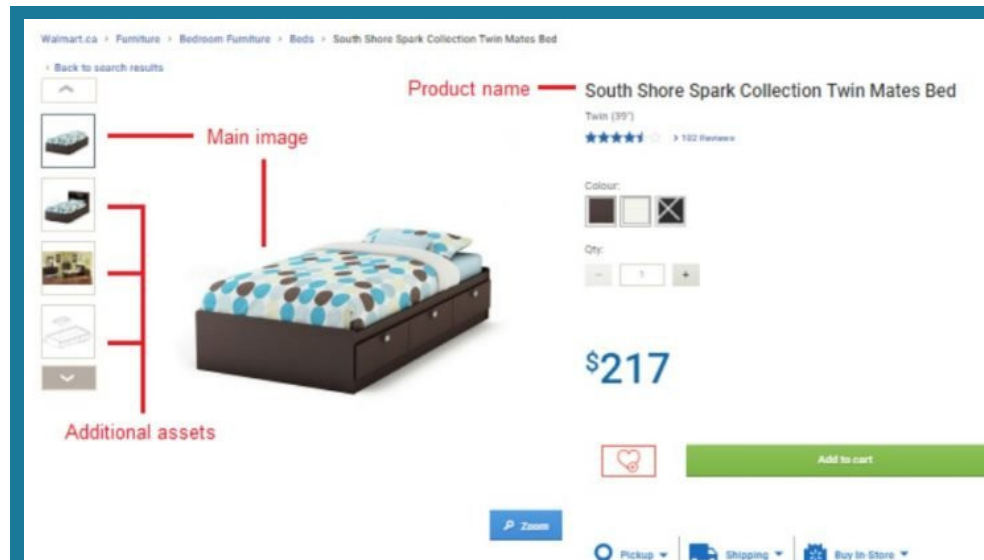
2. Category Attribution

When optimizing for SEO on a specific channel, you need to make sure that your products are categorized in line with that platform. **This goes a long way toward ensuring your product listings are highly relevant, which improves product ranking.** Walmart is no different, and you will need to place products in the right category. You can download Walmart's full list of categories and product inclusions [here](#).

<div>Walmart </div> <div>Selecting Categories & Subcategories</div>			
Category	Subcategory	Include	Exclude
Animal	Animal Other	Pet, equestrian, livestock and animal products. Animal housing and carriers, including animal strollers.	No equestrian riding gear, no professional veterinary supplies.
	Animal Accessories	Animal toys, pet wearables/clothing, collars (including dog training collars), leashes, crate liners, blankets. Aquarium decor and pumps, heaters, feeding accessories. Habitat and animal thermometers.	No animal housing, no animal carriers.
	Animal Food	Animal food (includes pet food), animal snacks, animal training treats.	No animal health supplements.
	Animal Health & Grooming	Animal health supplements, nutritional supplements, animal pharmaceutical, animal grooming accessories, animal waste removal accessories, animal house-breaking sprays.	No leashes, no pet food, no professional veterinary supplies, no dog training collars. No habitat or animal thermometers.

Adapting your product categories per channel can get very tricky and almost impossible without a robust product management tool.

Pro Tip: It always helps to search guide pages of the platform for their SEO tip articles. This will give you a good idea of what elements they prioritize. [Here's one from Walmart to get you started.](#)



Description & Features

Featuring simple yet refined styling, the sleek lines of the Spark collection will imbue your room with a vibrant, contemporary aura, while providing you with all the storage space your heart desires. The absence of a kickplate affords the cabinets a distinctively light and airy allure, with their drawers seemingly floating above the attractive L-shaped metal legs. Angled metal handles accentuate the collection's modern design, while making opening and closing the drawers a breeze. Perfectly suited for both master bedroom and kids bedroom, this stylish and versatile ensemble offers three different models of beds and even includes a matching multi-function storage unit for the den or living room.

Long description


Features

- Twin 39-inch mates bed
- Features 3 practical drawers
- Metal handles (inclined position) with a satin zinc finish
- The three drawers under the bed feature carefully designed handles to avoid snags
- Drawer interiors measure W 22½" x front to back 17½"
- Box spring not required
- Smart Glide drawer slides feature stops and built-in dampers
- Contemporary style
- The back surface is not laminated
- Comes in 1 box
- To clean, use a soft dry cloth
- Manufactured from eco-friendly, EPP-compliant laminated particle board carrying the Forest Stewardship Council (FSC) certification
- Made of non-toxic materials and components
- Complete assembly required by two adults (tools not provided)
- In order to reduce the risks of damage to a minimum during shipment of your furniture, our packaging is ISTA 3A certified
- 5-year limited warranty
- Made in Canada
- Mattress not included
- Assembled product dimensions: L 76.30 inches x W 55.30 inches x H 14.50 inches x W 142.00 pounds

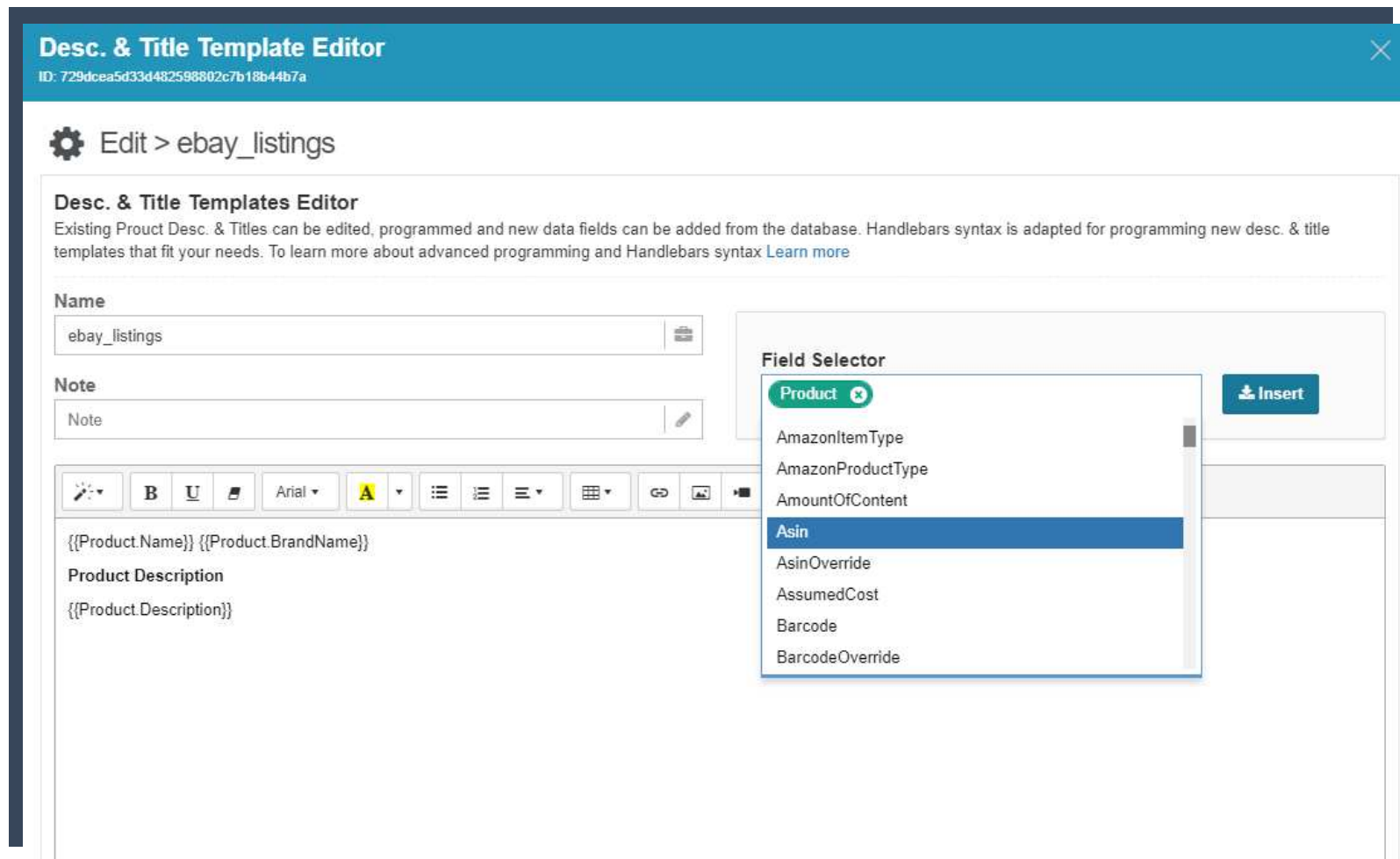
3. Pricing Caps and Competition

Lastly, when it comes to ensuring more product listing visibility on Walmart, **you need to keep your prices competitive**. Walmart is known for its competitive pricing and will compare product prices to current market trends, setting a price cap on products. If your listing price exceeds their platform cap for that product, your listing will be rejected. You can find out more [here](#).



A photograph of a wooden desk with a laptop and an open notebook. A blue semi-transparent overlay covers the entire image. A white rectangular box is centered over the laptop keyboard area, containing the title text.

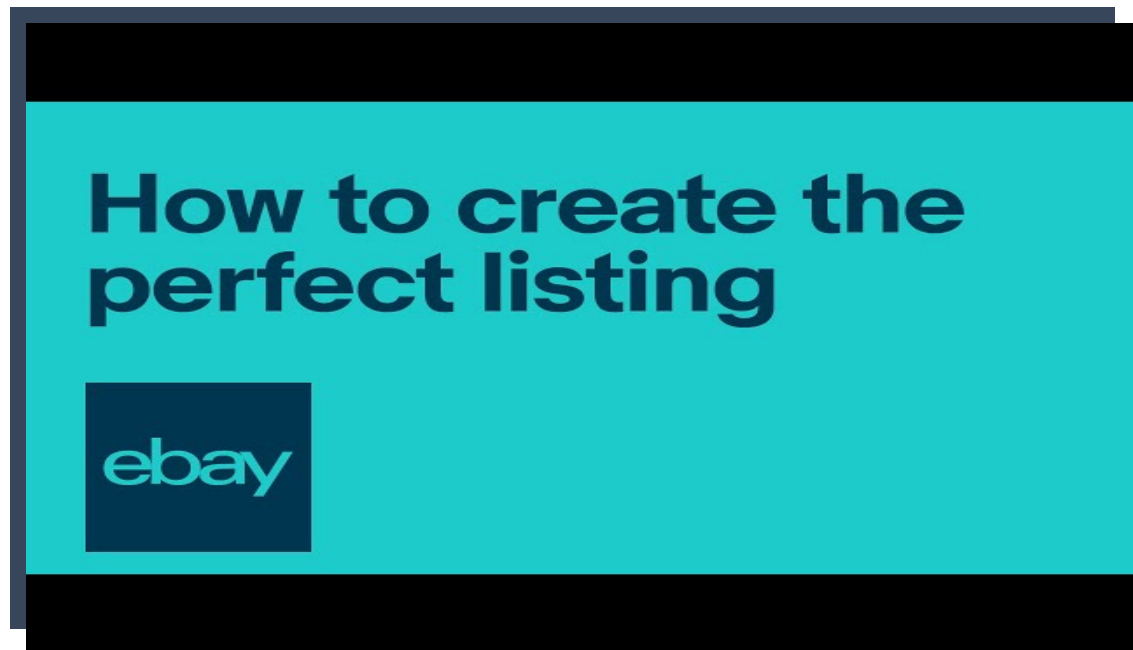
How to Optimize Product Rankings on eBay



Last but not least, let's look at how to optimize product rankings on eBay. As with Amazon and Walmart, eBay's search engine, known as Cassini, factors in keywords, buyer behavior, and a seller's track record to determine a product's ranking. **This means your basic eCommerce product listing optimization hacks apply, such as product name, descriptions, and images.** And like the other search functions, your seller reputation and track record are a make-or-break factor when it comes to improving eBay product visibility.

Bonus Content: [10 Tips Every eBay Seller Should Know](#)

And of course, you will need to follow eBay's specific product listing guidelines. To get you started, here is eBay's video guide to perfect product listings.



There you have it, insider tips and hacks on how to optimize product rankings on key channels.

Here's the thing: Without optimizing for each specific channel, you're not getting potential shoppers' eyes on your products and essentially leaving money on the table. If this sounds like a full-time job, that's because it can be. Unless you are using an excellent [multichannel management platform](#) like StoreAutomator, which includes a highly convenient product description creation feature, you are going to struggle. StoreAutomator ensures your descriptions are automatically optimized across all channels with advanced, rule-based description templates, which can be easily created within its platform.

This means that you don't just get generic templates, unlimited custom fields, business rule functions, and field mappings – which can be combined to create high-ranking product listings on Amazon, Walmart, and eBay. But, include being able to create optimized Google feeds to win at Google Shopping.

The screenshot shows the 'Template Editor' interface for Google Shopping. At the top, there's a blue header with the title 'Template Editor' and a close button. Below the header, the ID 'aac2f88ee87d48739746f2f6185a5158' is displayed. The main area is titled 'Edit > Google Shopping' and includes a 'Template Preview' button. There are two tabs: 'Template Fields' (active) and 'Template Settings'. A '+ Add Field' button is located in the top right of the main area. The main content is a table with columns: 'Source', 'Target', and 'Actions'. The table lists six mappings:

Source	Target	Actions
Product.Sku	id	Required
Product.FullName.ProperCase	title	Required Limit
Product.DescOnly.StripHtml	description	Required Limit
Product.MainCategoryMap.MapTo	google_product_category	Required
Product.MainCategory.FullName	product_type	Required
Product.Url	link	Required



If you want to learn more about optimizing and increasing the quality of your multichannel product listings, reach out to StoreAutomator.

Request a Live Demo