



NEILPATEL

Listing on Amazon

HOW TO GET **MORE SALES FOR YOUR**
ECOMMERCE BUSINESS

How to add Backend Keywords & How to update your listing on Amazon

Backend Keywords what are they?

Sellers can use Amazon Backend Keywords and add it into their listing to improve visibility. Backend keywords are invisible to visitors but the Amazon A9 algorithm can use these terms. Amazon matches search queries with the listing content as a ranking factor.

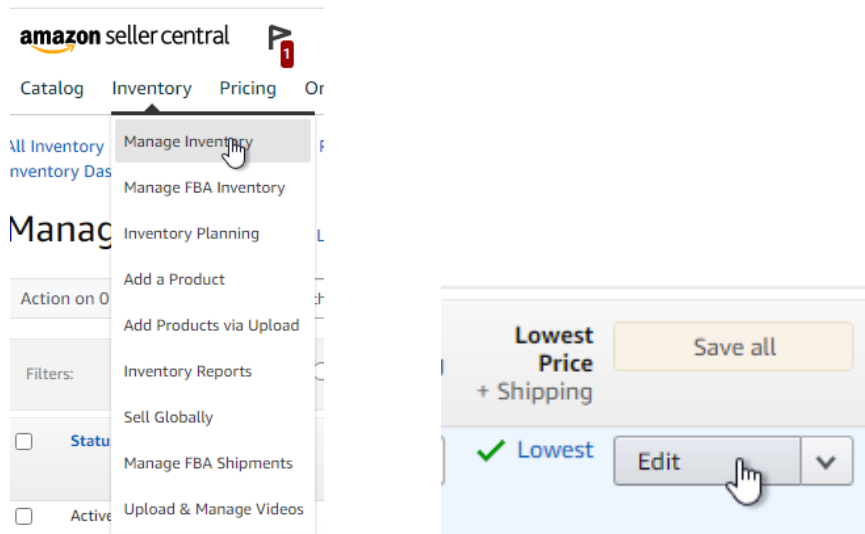
When it comes to backend search terms there are a few bullet points we have written down for you to follow:

- Any leftover keywords, now is the time to add them into your backend keywords
- When adding backend keywords, make sure not to include any commas or periods.
- Do not add duplicate keywords that are already used in your bullet points or title
- Cannot go past 250 characters

Additionally if you need more related keywords, Ubersuggest is a great tool to find the best keywords.

Updating your Amazon Listing

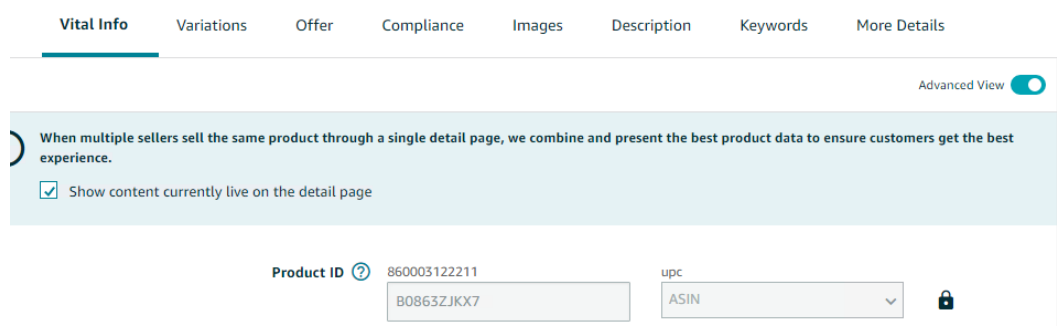
1. Log into your Amazon Seller Central Account
2. Head to Manage inventory from the “Inventory” drop-down menu.
3. Click the “Edit” button next to your listing.
4. Click on the button next to “advanced view” to make sure it is turned on.



Now update your Product Name, Manufacturer, model and other fields in the **Vital info tab**.

Update Shipping weight & packaging dimensions in the **More Details tab**.

You can update the backend keywords in the **Keyword tab**. **Search Terms** will be the backend keywords.



It may take some time for Amazon to process your listing.