nautilo
STUDIO

SERVICE GUIDE



AMAZON SEO · FOR US AMAZON SELLERS

Get found by more shoppers on Amazon

How Amazon search works, where your keywords belong and how we help US sellers climb the results, step by step.

AT A GLANCE

A great product nobody finds can't sell.

Amazon SEO is the work of improving where your products appear when shoppers search in the Amazon store. Almost every Amazon search comes from someone ready to buy, so ranking is tied closely to sales.



Who it's for

Founder-led US sellers whose listings get few sessions, or who rank well only for their own brand name.

What you get

A keyword map, rewritten titles, bullets and backend search terms, and a ranking report you can read in five minutes.

How we work

With you. You approve every change before it goes live on your listing.

How we measure

Sessions, ranking for your main keywords and conversion rate, compared week by week.

HOW AMAZON SEARCH WORKS

Two questions decide where you rank.

Amazon doesn't publish its ranking formula, but its seller guidance points to relevance and to whether shoppers choose your product. Each sale feeds the next ranking.

1. Relevance

The words shoppers type appear in your title, bullet points, description and backend search terms.

2. Conversion

Shoppers who see the listing click and buy. Images, price, reviews and the Featured Offer all play a part.

3. Sales history

Products that sell steadily tend to hold their position. Best Sellers Rank reflects sales within a category.

4. Listing quality

Amazon says listing quality and account health can contribute to search rankings.

Better words bring visits. Better listings turn visits into sales. Sales push the product up again.

This loop is why we always work on SEO and the listing together.

SIGNAL	WHAT YOU CONTROL	WHAT WE CHECK
Relevance	Words in title, bullets and search terms	Main keyword in the first words of the title
Conversion	Images, price, reviews, A+ content	Sessions that turn into orders
Sales history	Stock, ads that bring first sales	Steady sales week after week
Listing quality	Complete fields, rule-compliant copy	No missing attributes or policy issues

STEP 1 · KEYWORD RESEARCH

Start from what shoppers type.

We collect real search terms from four places, then sort them into one main keyword, a few secondary keywords and a list of synonyms.

Amazon's search bar

The suggestions Amazon completes when you type your main product word.

Product Opportunity Explorer

A free Seller Central tool with top search terms and volume trends for a niche.

Brand Analytics

For Brand Registry brands: which searches lead to clicks and sales.

Search term report

The real searches that led shoppers to your Sponsored Products ads.

Example keyword map for an insulated bottle

ILLUSTRATIVE EXAMPLE

KEYWORD	ROLE	SEARCH INTEREST	GOES IN
insulated water bottle	Main	High	Title, first words
stainless steel bottle 24 oz	Secondary	Medium	Title, bullet 1
leak proof bottle for hiking	Secondary	Medium	Bullet 2
thermos flask, vacuum flask	Synonym	Low	Backend search terms

Illustrative example with fictional numbers. Not a client result.

STEP 2 · WHERE KEYWORDS GO

Every field has a different job.

Shoppers read the title and bullets. Amazon also reads fields shoppers never see. We place each keyword group where it helps most and reads naturally.

1 **Title**

What the product is first, then brand and the details shoppers filter by. Amazon's guide gives a 200-character limit and recommends no more than 60, and its title rules say not to use the same word more than twice.

2 **Bullet points**

One benefit per bullet, a short label first and a fact to back it up. Secondary keywords go here when they read naturally.

3 **Description and A+ content**

Materials, size, care and what's in the box. Brand Registry brands can show this with images and comparison charts.

4 **Backend search terms**

Synonyms, alternate names and common misspellings, in lowercase. No repeated words, brand names or ASINs.

Example title rewrite

ILLUSTRATIVE EXAMPLE

BEFORE

Water Bottle Black Bottle Steel Bottle Best Bottle For Gym Hiking Office Kids Adults

AFTER

Insulated Water Bottle 24 oz, Stainless Steel, Leak-Proof Lid, Charcoal

An example we wrote to show the idea, not a client listing.

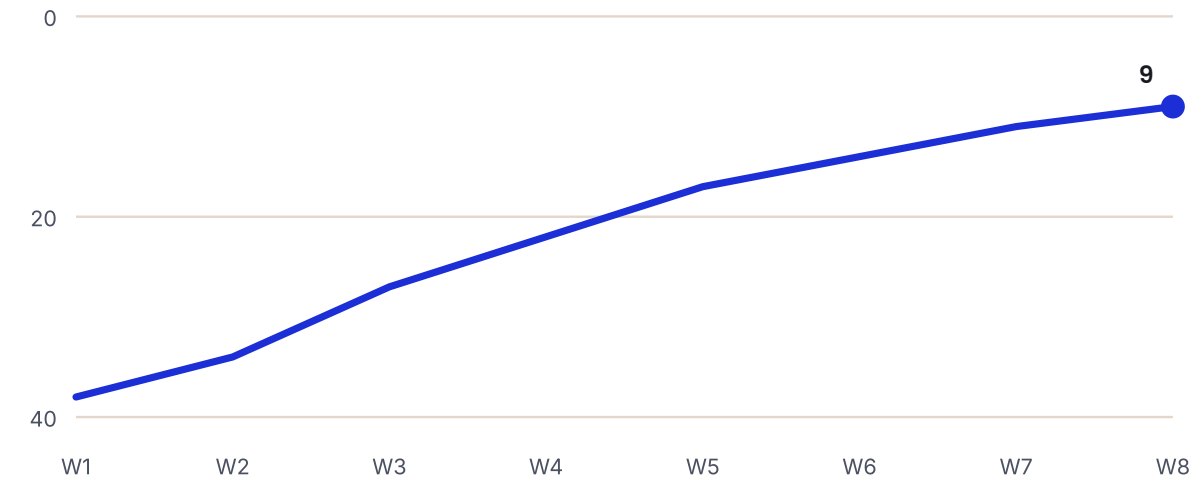
EXAMPLE SCENARIO

What steady SEO work can look like.

Northpine Goods is a fictional US brand selling kitchen and outdoor products, used only to show how we work. After its title, bullets and search terms were rewritten around one main keyword, its position for that keyword improved over eight weeks.

Search position for "insulated water bottle"

ILLUSTRATIVE EXAMPLE

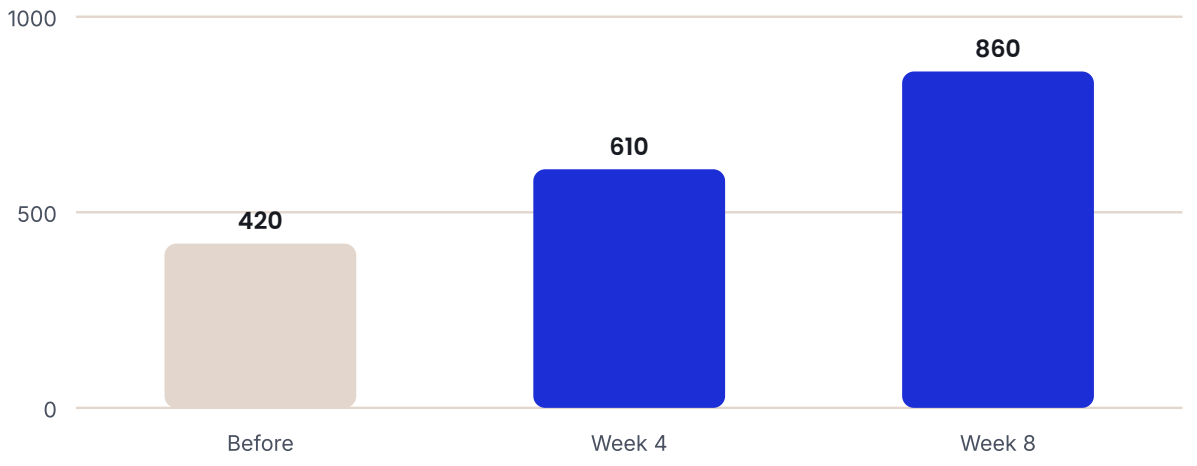


Lower is better: position 1 is the top of the results.

Illustrative example with fictional numbers. Not a client result.

Weekly sessions on the listing

ILLUSTRATIVE EXAMPLE



Illustrative example with fictional numbers. Not a client result.

HOW WE WORK

Five steps, one change at a time.

We change one thing at a time, so you can see what made the difference. Nothing goes live without your approval.

1 **Free listing review**
You send one listing. We email you what we would improve first.

2 **Keyword map**
We build the keyword list for your product and agree the main keyword with you.

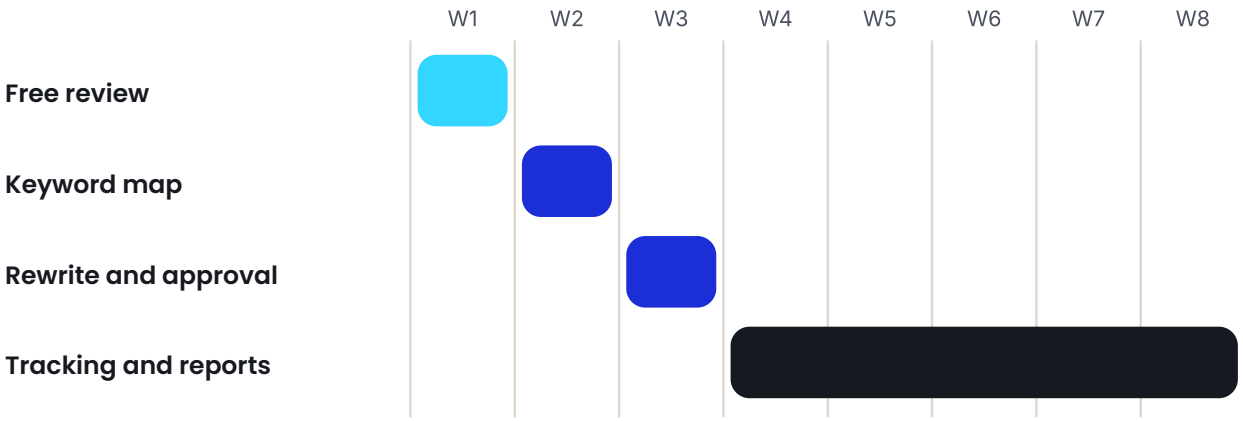
3 **Rewrite**
New title, bullets and backend search terms, sent to you for approval.

4 **Launch and watch**
You publish the changes. We note the date and track sessions and ranking.

5 **Report and next step**
A short weekly report, then the next improvement.

Example plan

ILLUSTRATIVE EXAMPLE



Ranking follows sales, so we judge changes over several weeks rather than a few days.

Example timing to show the order of the work. Real timing is set with you after the free listing review.

WHAT WE MEASURE

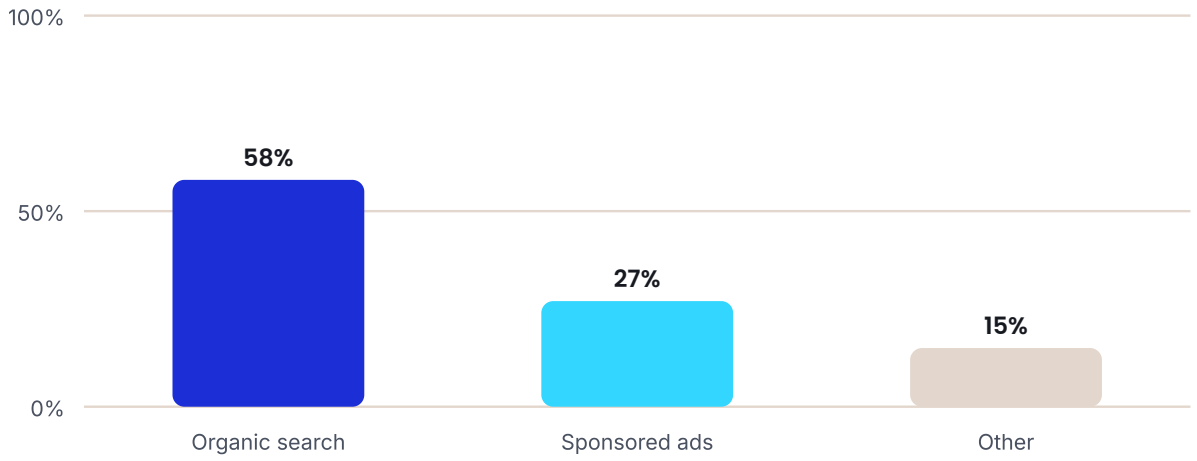
Numbers you can check yourself.

Every number we report comes from your own Seller Central account, so you never have to take our word for it.

NUMBER	WHAT IT TELLS YOU	WHERE IT LIVES
Impressions	How often your product appears in search	Brand Analytics
Sessions	How many shoppers visited the listing	Business Reports
Main keyword position	Where you rank for the search that matters most	Search results, checked weekly
Conversion rate	The share of visits that became orders	Business Reports
Ad search terms	New keywords shoppers really use	Search term report

Where shoppers come from

ILLUSTRATIVE EXAMPLE



Illustrative example with fictional numbers. Not a client result.

CHECKLIST

Ten things to check on any listing.

Use this list on your own listings today. If more than three are missing, start with a free review.

- [ ] The title starts with what the product is
- [ ] The main keyword appears in the title
- [ ] No word is used more than twice in the title
- [ ] The most important words fit on a phone screen
- [ ] Each bullet starts with a short label
- [ ] Secondary keywords read naturally in the bullets
- [ ] Backend search terms hold synonyms and misspellings
- [ ] No competitor brand names anywhere
- [ ] You wrote down sessions and ranking before changing anything
- [ ] Only one element changes at a time

The most common mistake

Keyword stuffing. A title packed with repeated keywords is hard to read, can break Amazon's title rules and usually converts worse.

NEXT STEP

Start with one listing. It's free.

Send us a link to one Amazon listing. We review its title, bullets, A+ content and images, then email you what we would improve first. Prefer to talk? Book a free 30-minute consultancy session.

Get a free listing review

nautilostudio.com/#review

Book a free 30-minute session

nautilostudio.com/#contact · nautilostd@gmail.com

About Nautilo Studio

Nautilo Studio is a marketing agency for US Amazon sellers, run by four students at TBS Education Barcelona. We work on data, listings, search and AI automation with you, so you stay in control of your store.

About the numbers in this guide

We are a new agency and don't have client results to share yet. Every chart, scenario and brand marked "Illustrative example" uses fictional numbers to show how we work. Facts about Amazon come from Amazon's own pages, listed below.

References

1. Amazon, Amazon SEO: ways to improve your product's search rankings: sell.amazon.com/blog/amazon-seo
2. Amazon Seller Central, product title requirements: sellercentral.amazon.com/gp/help/external/GYTR6SYGFA5E3EQC
3. Amazon Seller Central, use search terms effectively: sellercentral.amazon.com/help/hub/reference/external/G23501