



## MANAGE YOUR INVENTORY: CONTENT MONITORING ON AMAZON

Making sure your product is ranked among the top sellers is the way to ensure accomplishing the goal of selling your products. By understanding the Amazon SEO process and the customers' search behaviour you can make sure to reach the customer by creating optimized content. The following equally important step is to maintain the optimized content - only this way can goals be achieved on a long term basis.

Content monitoring is super important, both for noticing the overwriting of already optimized content by other sellers and also detecting changes in the Amazon guidelines. Manufacturers face a variety of challenges in terms of monitoring the whole catalogue which is extremely important to consider to ensure long term content quality.

There are several options for content monitoring. Within a smaller portfolio it is possible to monitor the products manually, but as soon as the portfolio grows, this is no longer feasible. Another option is a PIM system which can be generally used for monitoring but the more complex the portfolio is, the more complicated it gets to use it for your catalogue.

The most efficient and accurate way to manage the inventory is a software solution. Factor-a offers a holistic software that allows a deep dive into the product catalogue to manage each product individually on a granular level. With this software it is not only possible to deal with a huge amount of products but also to get a detailed overview of the current status of the content.

Managing the inventory has never been easier, thanks to the fully customizable systemization that the suite offers for a variety of tasks, and specifically for content monitoring.

## GET TO KNOW US:

You want to change your Amazon strategy and not miss any important trend? Contact us to talk about your strategy now:

+49 221 17733710  
info@factor-a.com

## WHO ARE WE?

Hi, we are Dept - an international digital agency with more than 1,200 experienced thinkers and doers, which unites one thing: A 100% digital DNA. As an agency we combine creative excellence with a strong understanding of technology and data. This way we are always one significant step ahead of others. We create digital experiences that inspire customers and move companies forward.



# MANAGE YOUR INVENTORY: CONTENT MONITORING ON AMAZON

# **KEYS TO SUCCESS ON AMAZON**



**Understanding Amazon SEO**



**Understanding the Amazon  
shopper**



**Reaching the shopper**

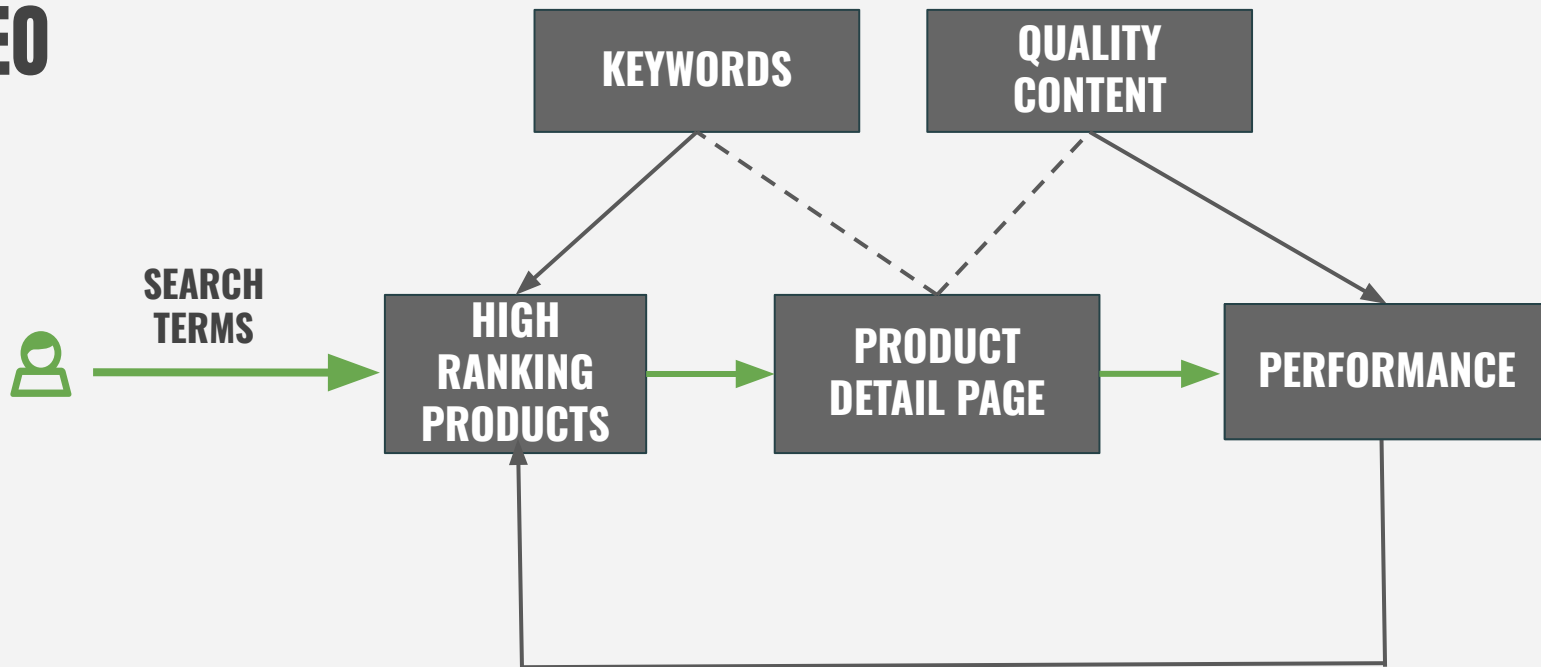


**Creating optimized content**



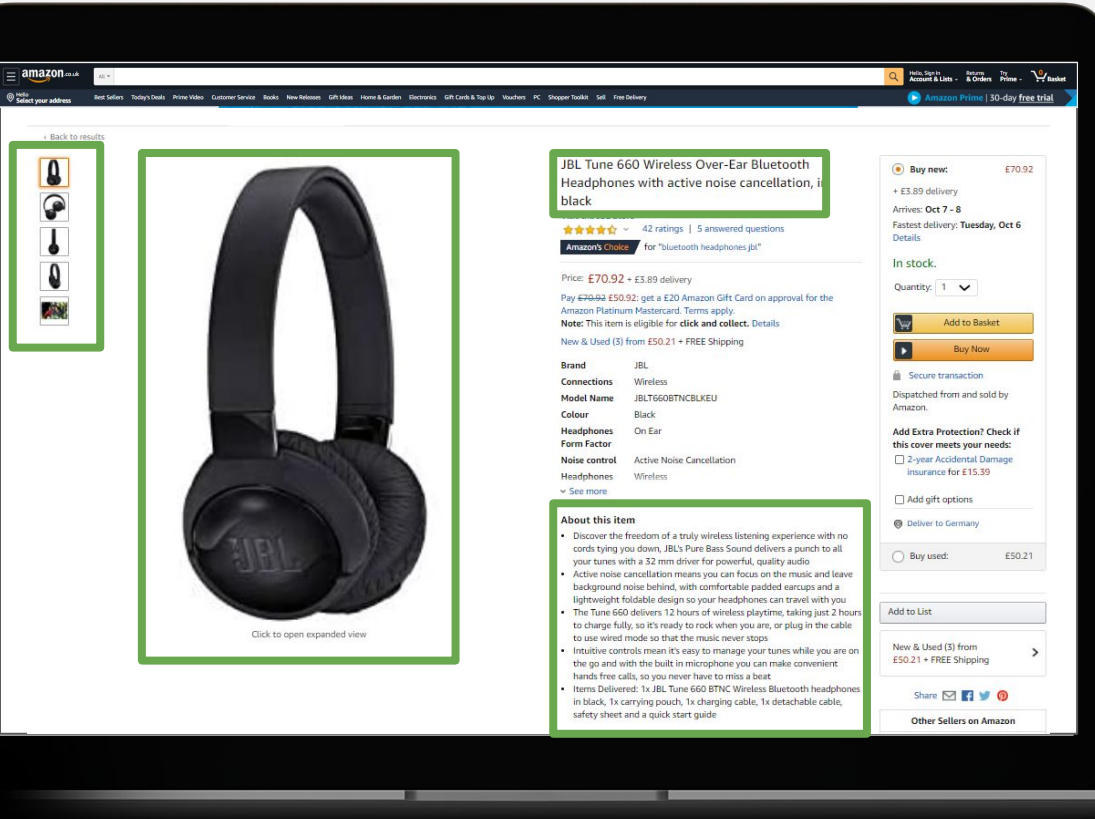
**Maintaining optimized content**

# AMAZON SEO



# PRODUCT DETAIL PAGE

- Images
- Product title
- Product highlights (bullet points)





# PRODUCT DETAIL PAGE

## Product description

Item model number : JBLT660BTNCBLKEU

Delivery information: We cannot deliver certain products outside mainland UK ( [Details](#)). We will only be able to confirm if this product can be delivered to your chosen address when you enter your delivery address at checkout.

Best Sellers Rank: 1,042 in In-Ear Headphones

Customer reviews:      42 ratings

### Sponsored products related to this item

Page 1 of 49



### Product description

#### Product Description

##### JBL Tune 660 BTNC

Discover the freedom of wireless music streaming. Noise cancellation means no distractions – just your music when and where you want it. Grabbing a call mid-song doesn't have to interrupt your flow. With the intuitive controls, it's easy to switch between your songs and your next call, putting you in control every step of the way. Plus, Bluetooth allows you to stream from devices such as your smartphone or tablet. The JBL Tune 660 over-ear headphones include a detachable audio cable, which gives you the option to listen to music even when your battery is empty.

#### Product details

- Bluetooth Over-Ear Headphones
- Lightweight and wireless design (with wired option)
- JBL Pure Bass Sound
- Speakerphone
- Rotatable ear cups
- Charging time: 2 hours
- Bluetooth version: 4.1
- Color: Black
- Weight: 175 g

#### JBL by Harman

For over 70 years, JBL has engineered the most precise, impressive sound found in big venues around the world. Harman's mission and vision is to make life more connected, entertaining, personalized and productive. The company combines passion and purpose to design smart product systems, software and services to connect people wherever they are.

#### Legal Disclaimer

Introducing the JBL TUNE660BTNC active noise-cancelling wireless on-ear headphones, a flat-folding lightweight and compact solution for everyday use. The JBL TUNE660BTNC feature 32mm JBL drivers that helps deliver JBL Pure Bass sound. Sound that can be enjoyed without unnecessary noise for more than 12 hours wirelessly and can be fully recharged in only 2 hours. Sound that can be enjoyed without unnecessary noise for more than 12 hours wirelessly and can be fully recharged in only 2 hours. The JBL TUNE660BTNC feature 32 mm JBL drivers that helps deliver JBL Pure Bass sound. Sound that can be enjoyed without unnecessary noise for more than 12 hours wirelessly and can be fully recharged in only 2 hours. Lightweight and foldable design. Lightweight materials make these comfortable on your ears, and a rugged construction ensures these headphones fold and unfold perfectly over the years. PU Leather ear pieces, 1.2m cord length. Micro USB cord. Detachable cable. Foldable. Remote with microphone for calls and track control controls. Adjustable headband. 3.5mm jack, 32mm driver, 10m range. Compatible with universal smartphones. Li-Ion battery. Rechargeable battery, 12 hour battery life, 15 minute charging time. In the box: JBL TUNE660BTNC Headphones, USB Cable, Detachable 3.5mm Audio Cable, Owners Guide. Model number: JBLT660BTNCBLKEU. EAN: 6925291559387. Warning - Not suitable for children under the age of 3 years due to small parts and entanglement hazard.

# CONTENT SHOULD BE...



## ... RELEVANT

Provide the information the shopper wants in a way that is easily understood.



## ... VISIBLE

Fully optimize every aspect of product detail pages for maximum visibility.



## ... MONITORED

Content monitoring is just as important as content optimization.

# THINGS TO **CONSIDER** DURING CONTENT CREATION



**Content  
Relevance  
Analysis**



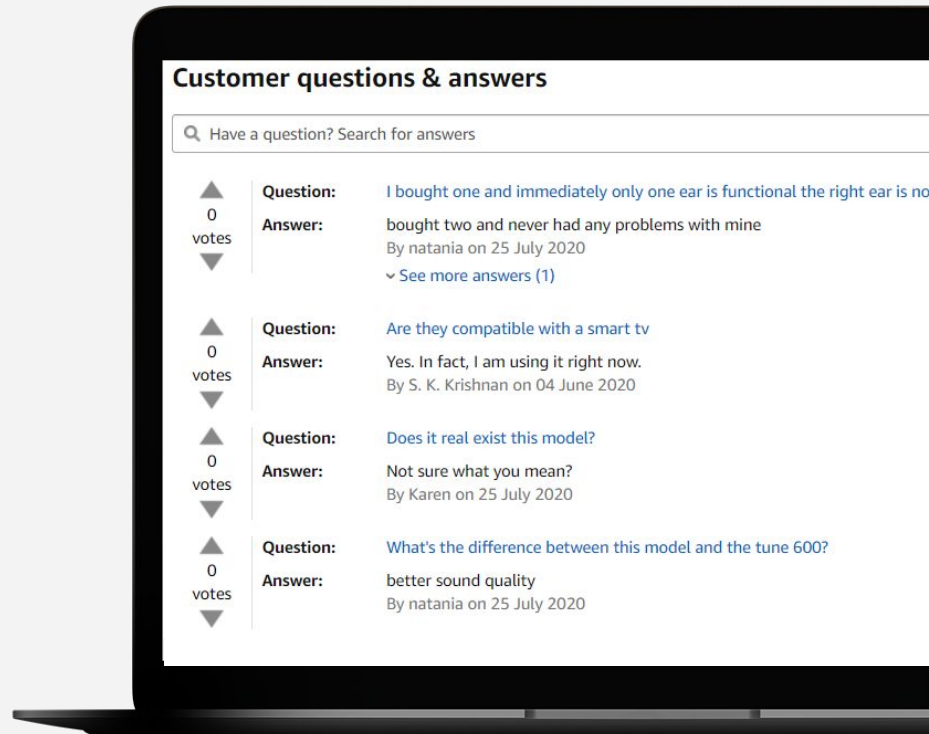
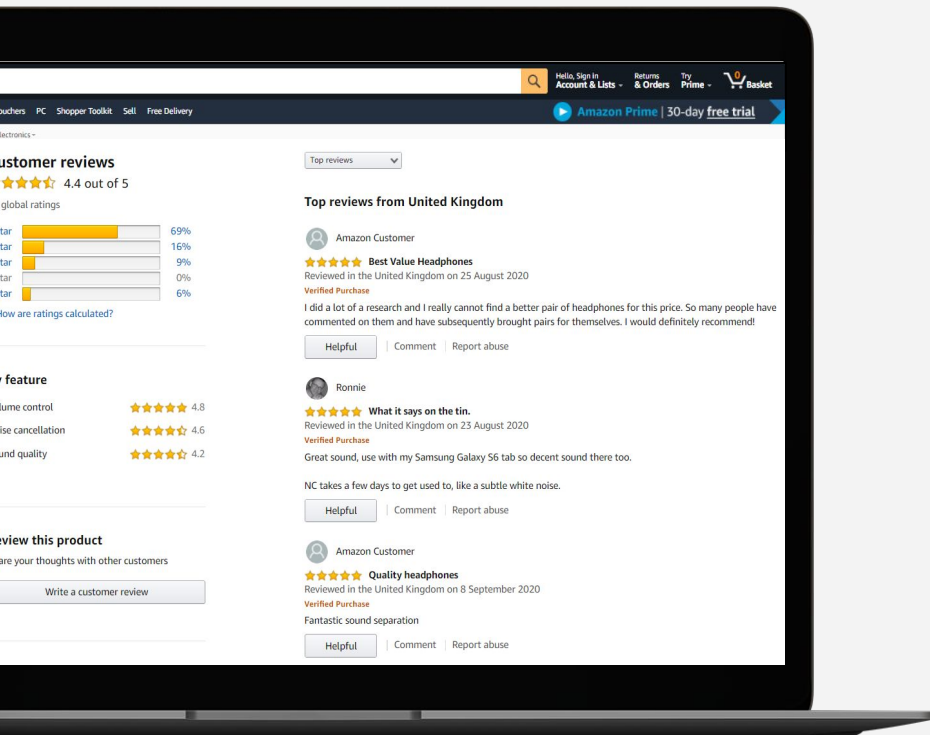
**Keyword  
research and  
integration**



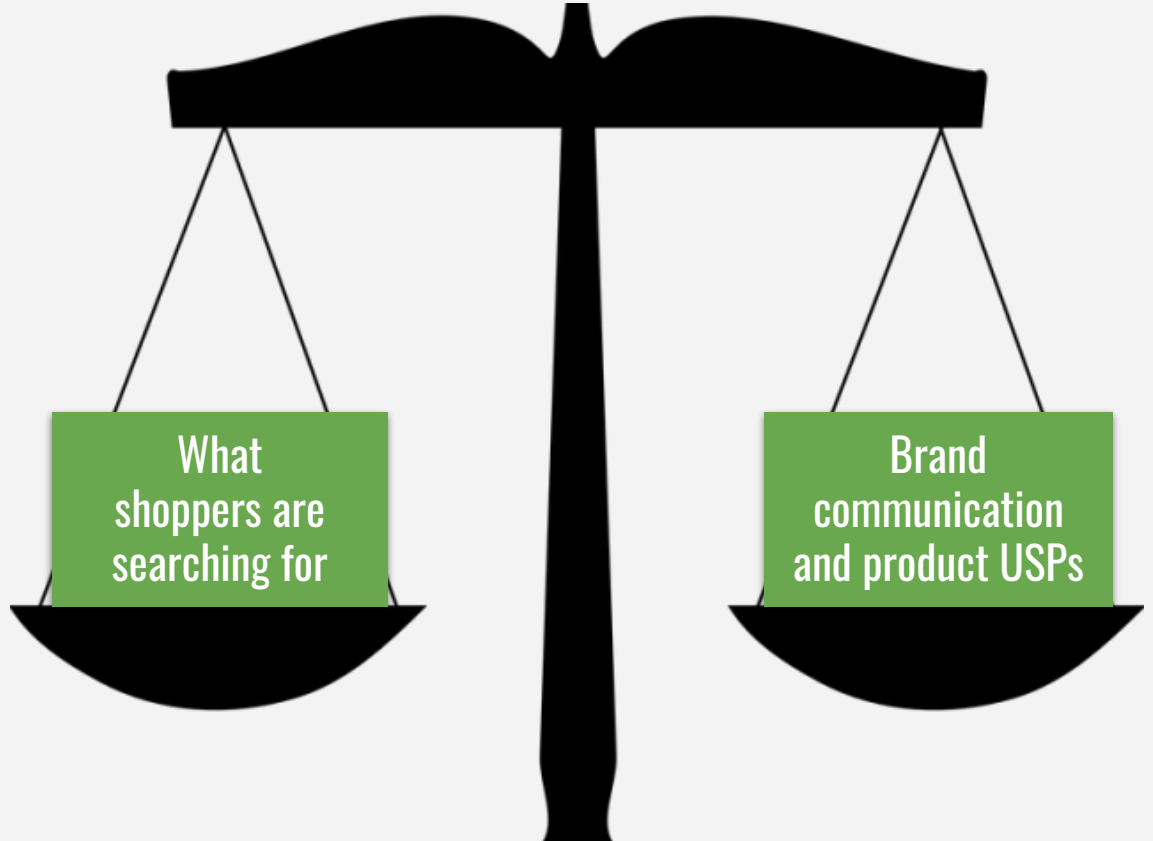
**Amazon Style  
Guides**



Content that is tailored to shoppers' specific needs and opinions is **relevant**.  
The more relevant the content, the more likely it is to succeed on Amazon.



# CONTENT **RELEVANCE** ANALYSIS



To become highly **visible** on Amazon,  
product content must be optimized.

# THINGS TO **CONSIDER** DURING CONTENT CREATION



**Content  
Relevance  
Analysis**



**Keyword  
research and  
integration**



**Amazon Style  
Guides**

# **KEYWORD RESEARCH**

**01**

**BRAINSTORM**

**02**

**SYNONYMS**

**03**

**AUTOCOMPLETE**

01

**TITLE**

02

**BULLET  
POINTS**

03

**PRODUCT  
DESCRIPTION**

**KEYWORD  
INTEGRATION**



# THINGS TO **CONSIDER** DURING CONTENT CREATION



**Content  
Relevance  
Analysis**




**Keyword  
research and  
integration**



**Amazon Style  
Guides**

# AMAZON STYLE GUID



Electronics & Photo

Search

Hello, Sign in  
Account & Lists

Returns  
& Orders

Try  
Prime

0 Basket

Deliver to  
Germany

Today's Deals

Vouchers

Amazon Basics

Best Sellers

Gift Ideas

New Releases

Gift Cards

Customer Service

Free Delivery

Shopper Toolkit

Sell

Electronics

Best Sellers

Deals

Phones & Accessories

TVs & Home Cinema

Camera & Photo


Audio & HiFi

Computers & Accessories

Wearable Technology

Accessories

Car Electronics



**Title:** 200 byte limit

Price: **£49.99**

Pay **£49.99** £29.99: get a £20 Amazon Gift Card on approval for the Amazon Platinum Mastercard. Terms apply.

**Note:** This item is eligible for **click and collect**. [Details](#)

**New (4) from £49.99 • FREE Shipping**

**Product highlights:**

- 200 byte limit per point
- 5 bullet points
- Structured
- Detailed content
- Highlight top 5 features

**£49.99**

**Temporarily out of stock.** Order now and we'll deliver when available. We'll e-mail you with an estimated delivery date as soon as we have more information. Your account will only be charged when we dispatch the item.

Quantity: 1

[Add to Basket](#)

[Buy Now](#)

Dispatched from and sold by Amazon.

**Extra Protection? Check if this cover meets your needs:**

☐ 2 year Accidental Damage & 1 year Breakdown Insurance for **£8.29**


☐ Add gift options

[Deliver to Germany](#)


[Add to List](#)

**New (4) from £49.99 • FREE Shipping**


**Customers also shopped for**




HUMO Bluetooth 5.0 wireless earphones in-ear




JBL TUNE 110BT Wireless In-Ear Headphones with




Anker Sport Pro Headphones, with Dual




JVC Foldable Lightweight Powerful Bass Over-Ear




JBL T205BT Wireless In-Ear Headphones With Three-



JBL Duet Bluetooth Wireless On-Ear



JBL T500 in Black - On Ear Lightweight, Foldable



JBL J22a WHt High Performance In-Ear

Page 1 of 3

Share [f](#) [t](#) [p](#)

**Other Sellers on Amazon**

**£69.99** [Add to Basket](#)

+ £6.30 delivery

Sold by: Moha Trading Ltd 2005

Have one to sell? [Sell on Amazon](#)

# THINGS TO **CONSIDER** DURING CONTENT CREATION



**Content  
Relevance  
Analysis**



**Keyword  
research and  
integration**



**Amazon Style  
Guides**

# ENTER: FACTOR-A



**DATA-  
DRIVEN**

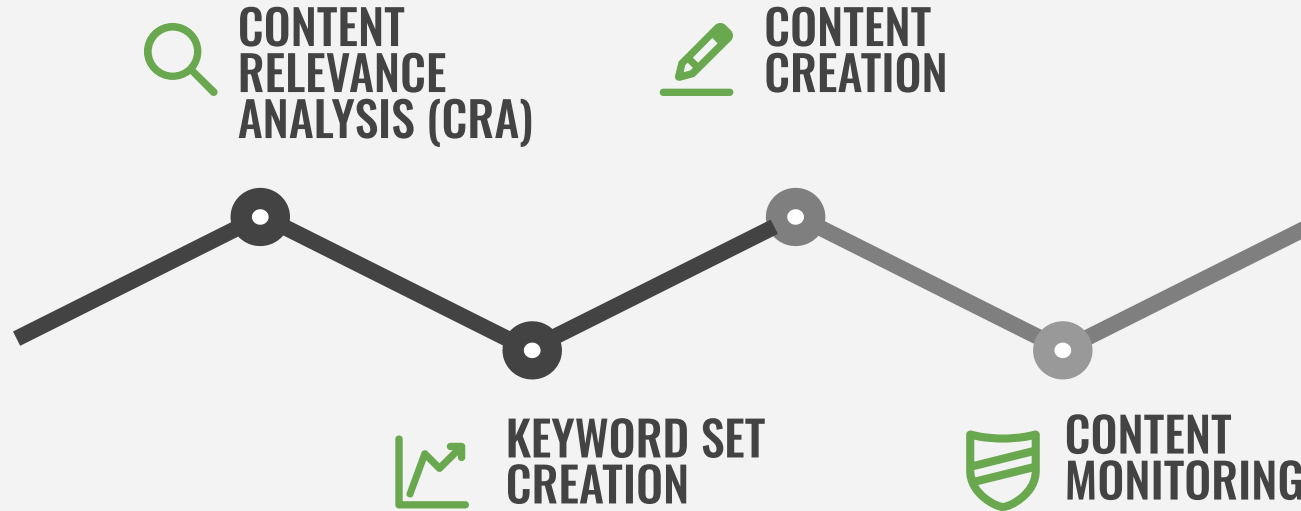


**EXPERI  
ENCE**



**AMAZON  
EXPERTISE**

# CONTENT OPTIMIZATION PROCESS



# CONTENT RELEVANCE ANALYSIS



**QUESTIONS &  
ANSWERS**



**REVIEWS**



**AMAZON DETAIL  
PAGE**



**SOCIAL MEDIA**



**BESTSELLERS &  
COMPETITORS**

# DATA-DRIVEN KEYWORD RESEARCH

## ANALYZING TOP PRODUCTS

Look at bestsellers,  
product categories as  
well as competitors.

## KEYWORD IDENTIFICATION

Identify all relevant  
keywords these  
products rank on.

## KEYWORD EVALUATION

Evaluation of keywords  
by total traffic as well  
as additional data.

## KEYWORD SELECTION

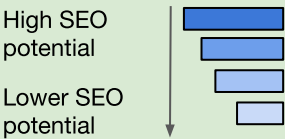
Selection of most  
relevant keywords.



# KEYWORD INTEGRATION

Title	JBL Tune 660 Wireless Over-Ear Bluetooth Headphones with active noise cancellation, in black
Bullet Point 1	Discover the freedom of a truly wireless listening experience with no cords tying you down, JBL's Pure Bass Sound delivers a punch to all your tunes with a 32 mm driver for powerful, quality audio
Bullet Point 2	Active noise cancellation means you can focus on the music and leave background noise behind, with comfortable padded ear cups and a lightweight foldable design so your headphones can travel with you
Bullet Point 3	The Tune 660 delivers 12 hours of wireless playtime, taking just 2 hours to charge fully, so it's ready to rock when you are, or plug in the cable to use wired mode so that the music never stops
Bullet Point 4	Intuitive controls mean it's easy to manage your tunes while you are on the go and with the built in microphone you can make convenient hands free calls, so you never have to miss a beat
Bullet Point 5	Items Delivered: 1x JBL Tune 660 BTNC Wireless Bluetooth headphones in black, 1x carrying pouch, 1x charging cable, 1x detachable cable, safety sheet and a quick start guide

Information from   
CRA



Content that is well-**monitored** is more likely to remain as visible and relevant as you intended.

# WHY IS **CONTENT MONITORING** SO IMPORTANT?



Notice the overwriting of already optimized content.



Detect changes in the Amazon guidelines.

# **CONTENT MONITORING CHALLENGES**



**No notifications-  
affect ranking &  
brand perception**



**Managing a large  
product portfolio**



**Determining where  
and why changes  
occurred**



**Efficiently  
implementing  
corrections**

**WHAT ARE  
YOUR  
MONITORING  
SOLUTIONS?**

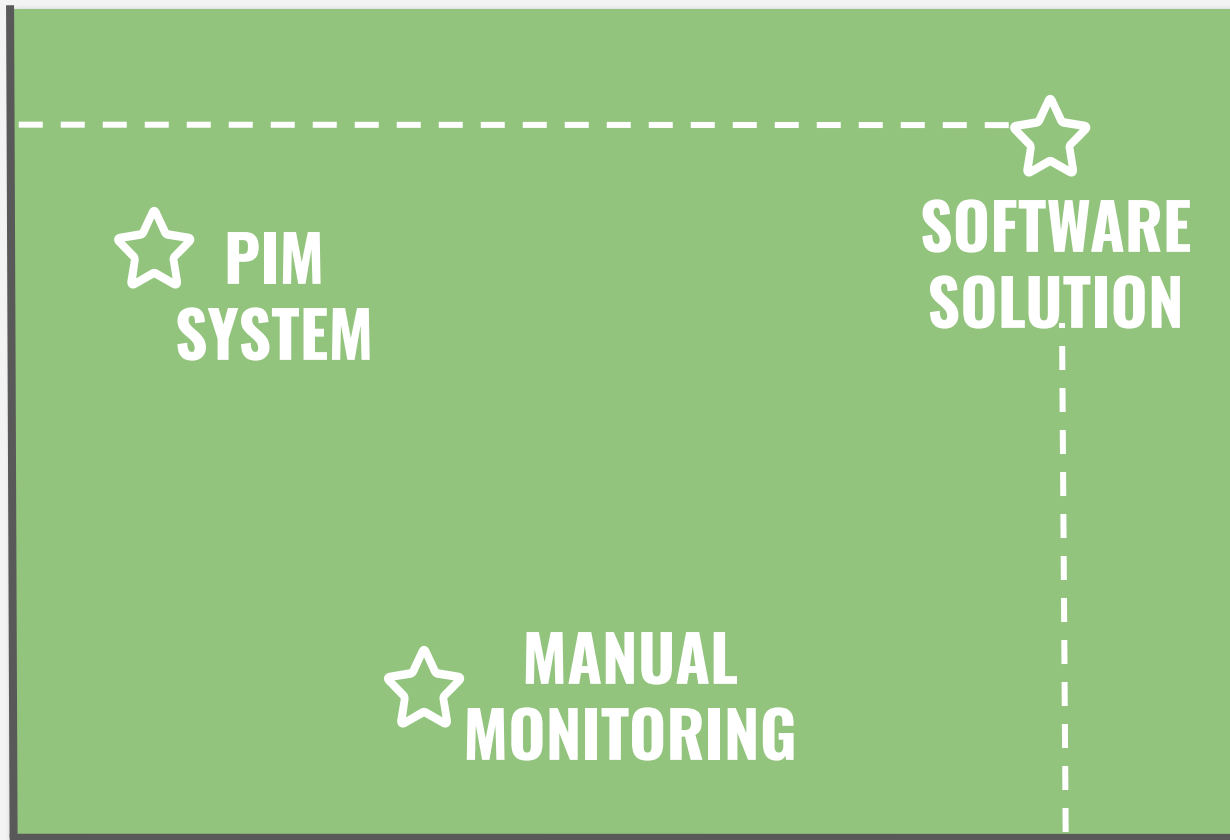
EFFICIENCY

☆ PIM  
SYSTEM

☆  
SOFTWARE  
SOLUTION

☆ MANUAL  
MONITORING

SPECIFICITY



A software solution is the most **efficient** and **accurate** method for managing your inventory and monitoring your content on Amazon.



# ENTER: THE FACTOR-A SUITE

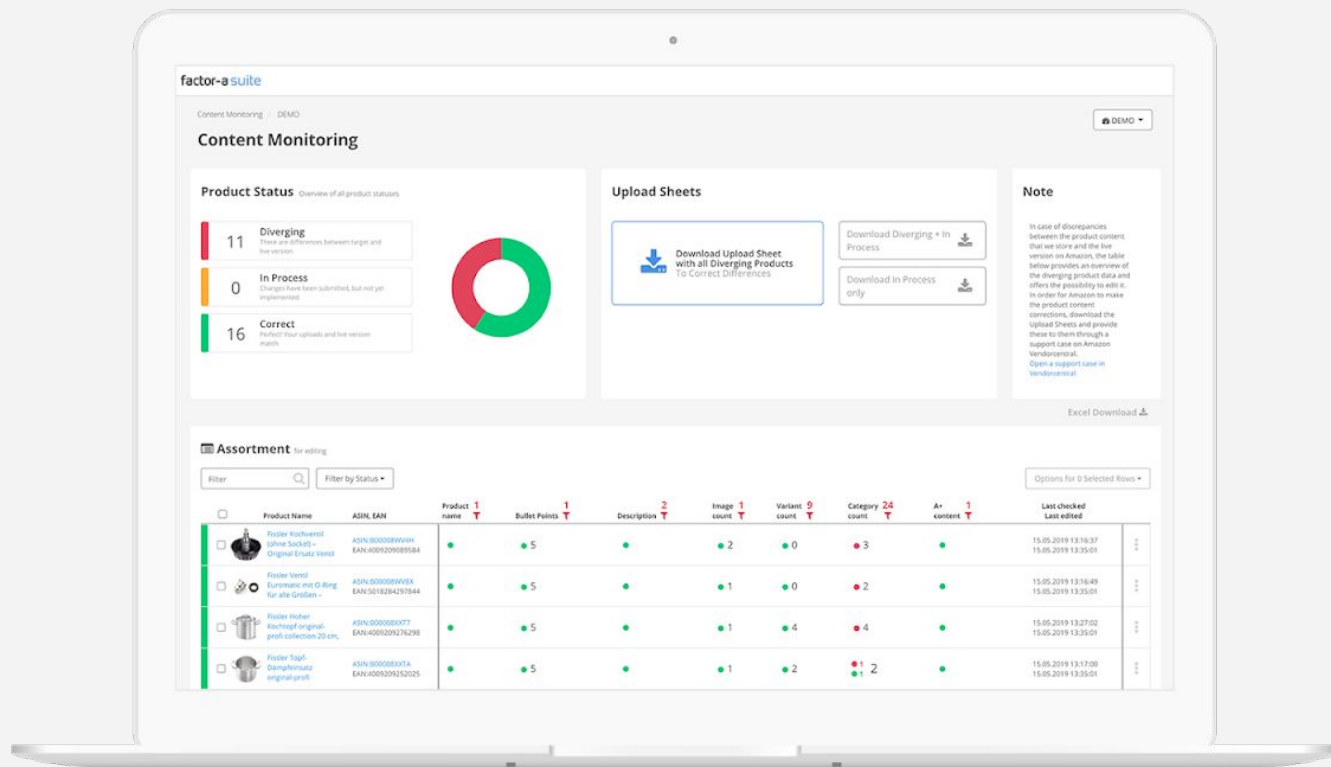


**DATA-  
DRIVEN**



**ALL-IN  
-ONE**

# WELCOME TO THE SUITE



# Product Status

Overview of all product statuses

16

Diverging

There are differences between target and live version

0

In Process

Changes have been submitted, but not yet implemented

11

Correct

Perfect! Your uploads and live version match



## Upload Sheets

Download Upload Sheet with all Diverging Products  
To Correct Differences

Download Diverging + In Process

Download In Process only

## Assortment

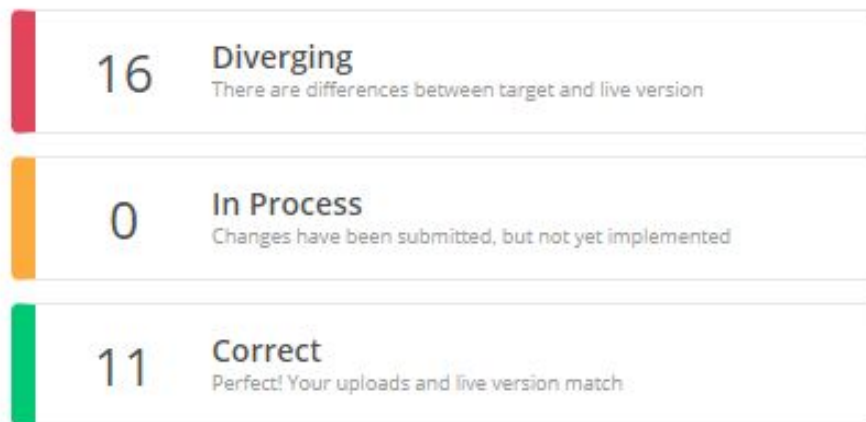
for editing

Filter  Filter by Status

Options for 0 Selected Rows

<input type="checkbox"/>	Product Name	ASIN, EAN	Product name <span>11</span>	Bullet Points <span>12</span>	Description <span>12</span>	Image count <span>1</span>	Variation count <span>5</span>	Categories <span>27</span>	A+ content <span>0</span>	Last checked Last edited	
<input type="checkbox"/>	Fisler Kochventil (ohne Socket) - Original Ersatz Ventil	ASIN:800008WV4H EAN:4009209089584	<span></span>	<span></span> 5	<span></span>	<span></span> 2	<span></span> 0	<span></span>	<span></span>	10.02.2020 08:04:20 10.02.2020 08:54:46	<span></span>
<input type="checkbox"/>	Fisler Ventil Euromatic mit O-Ring für alle Größen -	ASIN:800008WVBX EAN:5018284297844	<span></span>	<span></span> 5	<span></span>	<span></span> 1	<span></span> 0	<span></span>	<span></span>	10.02.2020 08:05:10 10.02.2020 08:52:38	<span></span>
<input type="checkbox"/>	Fisler Hoher Kochtopf original-prof collection - 20	ASIN:800008XXT7 EAN:4009209276298	<span></span>	<span></span> <span>3</span> 5 <span></span> <span>2</span>	<span></span>	<span></span> 7	<span></span> 4	<span></span>	<span></span>	10.02.2020 08:05:27 10.02.2020 08:52:30	<span></span>
<input type="checkbox"/>	Fisler Topf-Dämpfeinsatz original-prof	ASIN:800008XXTA EAN:4009209252025	<span></span>	<span></span> <span>2</span> 5 <span></span> <span>3</span>	<span></span>	<span></span> 3	<span></span> 2	<span></span>	<span></span>	10.02.2020 08:05:42 10.02.2020 08:54:30	<span></span>
<input type="checkbox"/>	Fisler Dichtungsring für Schnellkochtöpfe	ASIN:800021HP6H	<span></span>	<span></span> 5	<span></span>	<span></span> 2	<span></span> 2	<span></span>	<span></span>	10.02.2020 08:05:59	<span></span>

## Product Status Overview of all product statuses



## Upload Sheets



**Download Upload Sheet with all  
Diverging Products**  
To Correct Differences

Download Diverging + In  
Process













Download In Process only





# Assortment for editing

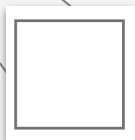



<input type="checkbox"/>	Product Name	ASIN, EAN	Product name <sup>11</sup> ▼	Bullet Points <sup>12</sup> ▼	Description <sup>12</sup> ▼	Image count <sup>1</sup> ▼	Variation count <sup>5</sup> ▼	Categories <sup>27</sup> ▼	A+ content <sup>0</sup> ▼	Last checked Last edited	
<input type="checkbox"/>	 Fissler Kochventil (ohne Socket) - Original Ersatz Ventil	ASIN:80000BWVAH EAN:4009209089584	●	● 5	●	● 2	● 0	●	●	10.02.2020 08:04:20 10.02.2020 08:54:46	08:54
<input type="checkbox"/>	 Fissler Ventil Euromatic mit O-Ring für alle Größen -	ASIN:800000WVBX EAN:5018284297844	●	● 5	●	● 1	● 0	●	●	10.02.2020 08:05:10 10.02.2020 08:52:38	08:52
<input type="checkbox"/>	 Fissler Hoher Kochtopf original-profi collection - 20	ASIN:80000BXT7 EAN:4009209276298	●	● <sup>3</sup> 5 ● <sup>2</sup>	●	● 7	● 4	●	●	10.02.2020 08:05:27 10.02.2020 08:52:30	08:52
<input type="checkbox"/>	 Fissler Topf-Dämpfeinsatz original-profi	ASIN:80000BQTA EAN:4009209252025	●	● <sup>2</sup> 5 ● <sup>3</sup>	●	● 3	● 2	●	●	10.02.2020 08:05:42 10.02.2020 08:54:30	08:54
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<input type="checkbox"/>	 Fissler Kappe für Kochventil - Original Ersatzteil für vitavit	ASIN:80002HP6JQ EAN:4009209185224	●	● 5	●	● 4	● 0	●	●	10.02.2020 08:06:49 10.02.2020 08:54:30	08:54
<input type="checkbox"/>	 Fissler Edelstahl-Pflege - Hochwertige Pflege für Edelstahl,	ASIN:80002TSPAQ EAN:4009209346571	●	● 5	●	● 5	● 0	●	●	10.02.2020 08:10:03 10.02.2020 08:53:31	08:53
<input type="checkbox"/>	 Fissler Edelstahl-Reiniger - Hochwertiger	ASIN:80002TSPBB EAN:4009209347004	●	● 5	●	● 1	● <sup>1</sup> 0 ● <sup>0</sup>	●	●	10.02.2020 08:11:54 10.02.2020 08:54:55	08:54

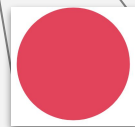
Filter



<input type="checkbox"/>	Product Name	ASIN, EAN	Product name 11	Bullet Points 12	Description 12	Image count 1	Variation count 5	Categories 27	A+ content 1	Last checked Last edited
<input type="checkbox"/>	 Fissler Kochventil (ohne Sockel) – Original Ersatz Ventil	ASIN:B00008WV4H EAN:4009209089584	●	● 5	●	● 2	● 0	●	●	19.03.2020 14:30:53 19.03.2020 14:34:39
<input type="checkbox"/>	 Fissler Ventil Euromatic mit O-Ring für alle Größen –	ASIN:B00008WVBX EAN:5018284297844	●	● 5	●	● 1	● 0	●	●	19.03.2020 14:31:19 19.03.2020 14:31:58




Control  
Boxes



Color coded  
dots

# Detailed overview

Product name



Fissler Kochventil  
(ohne Sockel) -  
Original Ersatz Ventil

ASIN: B0000BWV4H  
EAN: 4009209089584

Product Name

Bullet Points

Description

Image count

Variation count

Categories

A+ Content

Differences: 

missing text

added text

Product name (Target version)

Fissler Kochventil (ohne Sockel) - Original Ersatz Ventil für vitavit royal  
Schnellkochtöpfe bis 1998 - Leichte Anbringung - 018-632-00-790/0

149 von 200 Bytes

Product name (Live version)

Fissler Kochventil (ohne Sockel) - Original Ersatz Ventil für vitavit royal  
Schnellkochtöpfe bis 1998 - Leichte Anbringung - 018-632-00-790/0

[Adopt Amazon version](#)

Product name (Difference)

Fissler Kochventil (ohne Sockel) - Original Ersatz Ventil für vitavit royal  
Schnellkochtöpfe bis 1998 - Leichte Anbringung - 018-632-00-790/0

Previous ASIN

Next ASIN


Close

Save



# Detailed overview

Product name

 Fissler Kochventil (ohne Sockel) - Original Ersatz Ventil

ASIN: B0000BWV4H  
EAN: 4009209089584

Product Name	Bullet Points	Description	Image count	Variation count	Categories	A+ Content
●	●	●	●	●	●	●

Differences: missing text added text

Product name (Target version)

Fissler Kochventil (ohne Sockel) - Original Ersatz Ventil für vitavit royal Schnellkochtöpfe bis 1998 - Leichte Anbringung - 018-632-00-790/0

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[Adopt Amazon version](#)

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Previous ASIN Next ASIN

Close Save

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Product Name	Bullet Points	Description	Image count	Variation count	Categories	A+ Content
●	●	●	●	●	●	●

Differences: missing text added text

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Previous ASIN Next ASIN

Close Save

# Detailed overview



Fissler Kochventil (ohne Sockel) - Original Ersatz Ventil

ASIN: B00008WV4H  
EAN: 4009209089584

Product Name	Bullet Points	Description	Image count	Variation count	Categories	A+ Content
●	●	●	●	●	●	●

Differences: missing text added text

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Fissler Kochventil (ohne Sockel) - Original Ersatz Ventil für vitavit royal Schnellkochtöpfe bis 1998 - Leichte Anbringung - 018-632-00-790/0

[^ Previous ASIN](#) [v Next ASIN](#)

Close Save

[^ Previous ASIN](#)

[v Next ASIN](#)

# WHY **MONITOR YOUR CONTENT** WITH THE FACTOR-A SUITE?



**Detailed overview**



**Efficient and  
specific**



**Monitor progress  
over time**





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