



What It Takes to Get Your Product Ranked in Amazon (Part 1)

Purpose

The purpose of this lesson is to give you an overview of what it takes to get ranked within Amazon.com. You won't need to worry too much about the details as the idea here is to get a conceptual view of how the whole process works with each individual part covered in greater detail in later lessons.

Note: As there is a lot of information related to this topic, this lesson has actually been broken into two parts (as the title points to).

Getting Ranked

What to Get Ranked For?

The first question you should ask yourself is what exactly do you want to get ranked for? In Amazon you are able to get ranked for:

- Categories
- Best Sellers
- Keywords

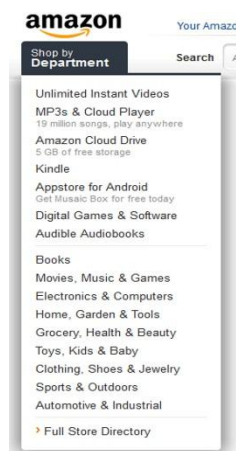
Although each of these is a little bit different, you'll be able to get ranked for each of them together using the promotional steps outlined in this module. You will at least be able to track your rankings by category, best seller rating or keyword to see how you are doing and how you are improving.

Category Ranking:

Categories are important to rank for because one of the most popular ways that people search for products on Amazon isn't through the search bar but through the categorical structure. If your product ranks well enough it could actually be featured in one of these categories.

Amazon carries millions and millions of products so their categories go pretty deep. This gives you plenty of categories to rank for and should be

one of your targets. Getting ranked at the top of one of these categories can get you a whole lot of purchases even if no one has ever heard of your product before. As such, it is extremely important to get ranked at the top of one of





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these categories for those additional purchases other than of the products you're driving intentionally with keywords and that sort of thing.

Best Seller Ranking:

Amazon uses an algorithm to determine the category or categories a product will rank in. If you want to view the ranking of your product, simply go to its listing and scroll down the page until you see something like this:

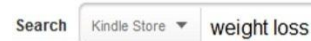
Amazon Best Sellers Rank: #77 in Toys & Games ([See Top 100 in Toys & Games](#))
#1 in [Toys & Games](#) > [Preschool](#) > [Pre-Kindergarten Toys](#) > [Activity](#) > [Outdoor Play](#)
#1 in [Toys & Games](#) > [Sports & Outdoor Play](#) > [Ball Pits & Accessories](#)
#1 in [Toys & Games](#) > [Sports & Outdoor Play](#) > [Gym Sets & Swings](#)

If your product is brand new it probably won't have anything like this as it hasn't had time yet to attain "best seller" status.

An important link in the "Amazon Best Sellers Rank" detail is "See Top 100 in <category name>" (<category name> being the top-most category this product is a best seller in). A lot of people will use this link to find gifts or even items for themselves and are likely to buy items that are best-selling. Having your product as a best seller then helps increase sales without you having to specifically drive those sales yourself.

Keyword Ranking:

The last but certainly not least thing you want to think about with regards to ranking is keywords. Keywords are extremely important in Amazon because, just like with Google, people search on Amazon using the search field and they do so using keywords. For example, if someone searched on the keyword "weight loss", having your product rank high for that keyword makes it easier to find.




Here is the result of doing a search on "weight loss":

[Kindle Store](#) > **"weight loss"**

Related Searches: [diet](#), [weight loss books](#), [weight watchers](#).

Showing 1 - 12 of 3,928 Results

1.  **Running SUCKS! How to Run for Fast Weight Loss**
- Kindle eBook
[Buy: \\$2.99](#)
Auto-delivered wirelessly
★★★★☆ (39)

This book ranks #1 for this keyword. It has other details that help its ranking as well – very low price, it is a Kindle book, has a catchy title and book cover, and the product owner may have done some promotion as well. This author has other books on Amazon and also ranks very well for some categories. As a result, she is crushing it with sales of her book.



The 3 Things it Takes to Get Ranked for Anything on Amazon

There are 3 things that it takes to get ranked for anything on Amazon. They are:

- **Good product (because of compounding)** – if a bunch of people are buying your products and writing good reviews without you having to do anything yourself, that compounds the effect of everything you are doing. Since people are writing more reviews, you get better rankings. With better rankings, you get more people buying and more people writing reviews.
- **Good (low) price** – low price is how Amazon built its business, so having a good price on Amazon is synonymous with having a low price. Having a low price is affected by your shipping price, so having a low shipping price as well as a low product price is very important.
- **Multiple accounts acting on your behalf** – having other Amazon customers actively involved with your products is a significant contributing factor to getting your Amazon listing highly ranked.

In order to get your website ranked in the search engines, the two biggest ranking factors have fairly consistently been links and quality of content. How this works is that you get other websites to link to your website. The more websites that link to yours, the better your ranking in the search engines will be.

In Amazon, this same construct applies but with slight variation. Instead of websites pointing to your website, you have Amazon customers pointing to your product listing, and instead of using links, Amazon uses purchases, reviews, likes and tags. The more Amazon customers you have that purchase, review, like and tag your product listing, the higher your product's Amazon ranking will be.

The Compounding Effect

As already pointed out, the compounding effect is good to have for your product. The more purchases, reviews and tags you get...

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What this means is that as you rise up in the rankings of Amazon, because more people are seeing and buying your products, the more purchases, reviews and tags you will get, resulting in a compounding effect to everything you are doing here.

This is why **top rankings are sticky!** Sometimes for a lot of categories and keywords, you will see the top ranking products will have a lot more reviews and activity than lower ranking products because once you are already in the top rankings, a lot more people are buying your product and you're basically running away with all the purchases and reviews.



This is why getting top ranking is critical...

...because once you get there it helps you stay up there.

How to Get Multiple Accounts Acting on Your Behalf

There are a number of ways that you get this done:

- **Existing list ("power of the crowd")** – if you have an existing list of customers, you can send out an appropriate communication (email, Facebook message to Facebook friends/fans, a tweet to your Twitter list, or even a postcard or snail mail letter, etc.) to get them to buy and review your Amazon product(s).
- **Affordable traffic source** – If you can purchase email lists at a reasonable (i.e. profitable) rate from a site like lists.nextmark.com or purchase banner advertising and are willing to spend some money, then you can drive that traffic to purchase your Amazon product.

Why would you do this and have to pay Amazon their fee instead of just driving them to your own site? By driving traffic directly to Amazon, you boost your Amazon rankings via more purchases, reviews, likes, and tags which will lead to more purchases from Amazon visitors (a compounding benefit you will not get from just driving traffic to your own site).

- **Friends, family, colleagues, employees** – while it is best that people use a product before reviewing it, you could still point people who know you, such as friends, family, etc., to your Amazon product and ask them to write a review, e.g. "He is a credible author" or "His products are all excellent products".
- **Multiple buyer accounts**
- **Fiverr/Odesk/Elance**
- **Your website**
- **& real Amazon customers**

Conclusion

Hopefully by now you are beginning to get a good conceptual grasp of what it takes to get your product ranked in Amazon. You should at least recognize that having good products, good prices and multiple accounts acting on your behalf can help you get your products ranked well for categories, best sellers and keywords.

As mentioned in the "*Purpose*" section, this lesson has actually been broken into two parts. You'll now want to proceed to "Part 2" of this lesson, where it will pick up on the final list where this lesson leaves off – "Multiple buyer accounts".