## Promotion Tools #3 and #4 - Likes and Tags

### Purpose

The purpose of this lesson is to touch on another couple of promotion tools that few people consider during the promotion of their Amazon products – "*Likes*" and "*Tags*".

### Introducing "*Likes*"

When viewing a product listing on Amazon, you will see a "Like" button just below the product title, next to the "customer reviews" information:



This button will show how many people claim to like the product.  Typically people tend to write reviews more than provide "likes" so it may be that you see the number of "likes" is less than the number of reviews.

The value of the "Like" button is not something to be overlooked.  While it may not have the same impact as a review, it does indicate a positive reaction by customers to that particular product.  Of course, there is something of an "impulse" factor involved where people may be viewing the listing and click the "Like" button without knowing much more than what is shown on the listing.  This is why it doesn't carry as much weight as reviews since reviews are typically written by buyers who have used the product.

If nothing else, however, "likes" provide good social proof of the value of that product.  This is one of the things that Amazon looks for when deciding which products to rank and by how much because Amazon likes to promote products that have clearly defined value to buyers, so the number of "likes" on a product is given some consideration.

### Introducing "*Tags*"

Tags for a product can be found by scrolling down the page of a product listing (almost to the bottom) to the section entitled "Tags Customers Associate with This Product".

Tags are a way for Amazon to organize its products.  It is a way for both Amazon and customers to add keyword relevance to products.  Amazon will auto-generate tags on a product while customers are able to add any tag they want.  A customer is able to add any tag they want a product to be searchable on and ranked for.

Below is an example of the "Tags" for a particular product.  Each tag is the specific keyword a customer has entered and the number beside each keyword is the number of customers that "voted" for or used the same keyword.  A short list of tags is provided and if there are more tags than fit in this section, a link is provided for you to view the full tags list.  Finally, there's the ability to search based on a particular keyword either by clicking on a hyperlinked tag in the tags list or entering a tag in the "Search Products Tagged with" box:



As mentioned, these tags are auto-generated by Amazon as well as entered by customers.  For a customer to be able to add a tag, that customer needs to have made a purchase of any Amazon product (does not have to be the product being tagged) at least 48 hours prior to adding a tag.  It doesn't matter how long beyond the 48 hours (e.g. could be a single product bought years ago) as long as it is beyond the 48 hour requirement.

Here are a couple of details regarding customers who can tag products:

- **Seller account can be a buyer as well** – if you have an Amazon seller account, you can use it to add tags to products, especially your own.  The same "48 hour" rule applies so if you do want to use your seller account to add tags, be sure to purchase an item first.
- **Use your multiple accounts** – if you have implemented this strategy introduced in previous lessons, you have multiple accounts you can use to add tags to your products.  This is a great way to "vote up" specific keywords on your products.  It can be particularly useful if you discover any negative tags on your products – by voting up other tags on the product, you can essentially bury that negative tag, making it viewable only by clicking the "See all NN tags" (where NN is the current number of tags on the product).

## Conclusion

This concludes the overview of "likes" and "tags".  As you can see, while these may not seem to carry as much weight as reviews, both of these are still very useful.  "Likes" provide added positive social proof to products and tags provide ways to get products searchable on and ranked for specific keywords.  Remember to pay attention to tags on your own products and use the "burying" tip to push negative tags off the main product listing page.