

NUMBER OF SELLERS

REVIEWS

CHECKOUT SUCCESS

ENHANCED CONTENT

PRICING

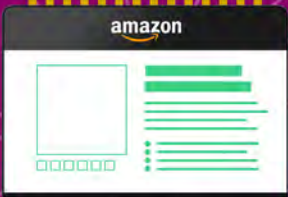
PRODUCT STORYTELLING

ADVERTISEMENT

VIDEO

KEYWORD DENSITY

FEATURED BULLET POINTS



IMAGERY

STATS FOR CART

HOW TO CONDUCT AN AMAZON COMPETITOR ANALYSIS

TRAFFIC SOURCES

EXTRA PROMOTIONS

GOOGLE'S TOP SERPS



kaspien

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Why Analyze Competitors?

Competition is steep and growing, with Marketplace Pulse reporting in February 2022 that 60,000 Amazon sellers reached the \$1M annual sales mark in 2021. Consumers are comparing your products side-by-side with these powerhouse brands before making the decision to buy.

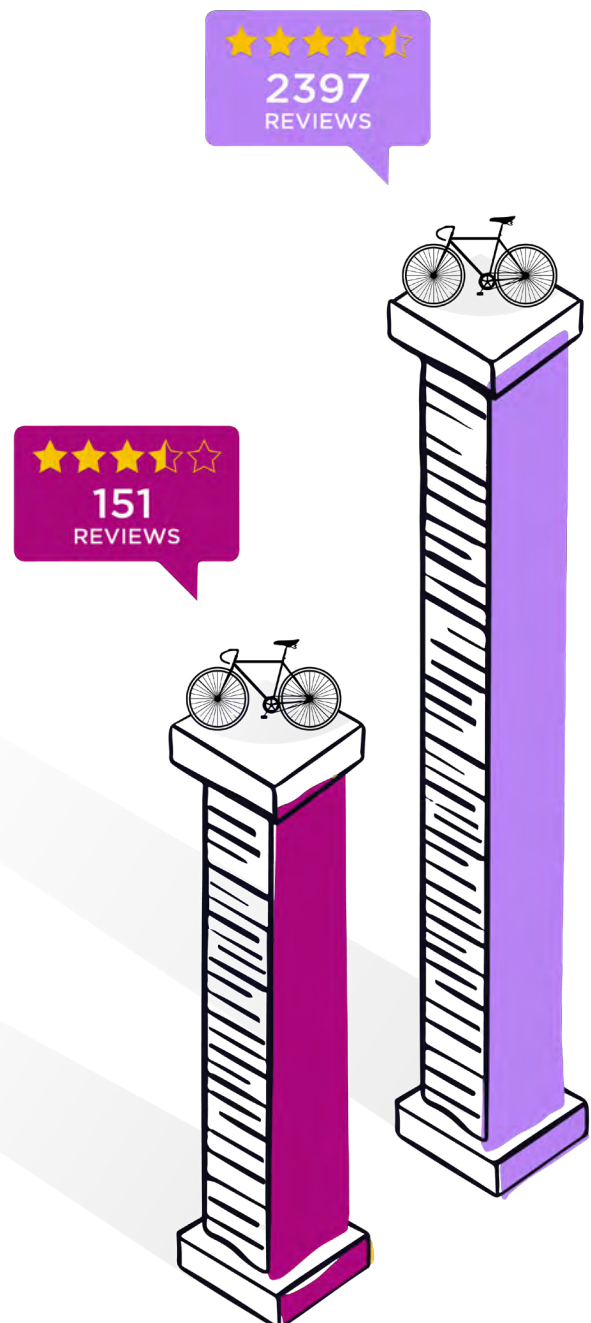
If consumers are comparing your products with others, then so should you.

A thorough competitive analysis unearths what your competition is best at, where they have weaknesses, and what you can do to soar above the rest.

Only when you understand what you are up against in your own aisle will you be able to elevate your listing above the rest.


Throughout the process of a competitor analysis, identify and learn from others' successes and mistakes, capitalize on your own unique value proposition, and learn how to implement these findings into your listings.

The journey to conquer the search engine results page (SERP) is not always linear. You might get a few steps in and realize the brands you're analyzing aren't actually your most direct competitors in Amazon shoppers' eyes, leading you to start anew with refined keywords. Or, you may find doing these steps in a different order works better for you. We encourage you to hone the process for your needs.




Understanding the Shopper Experience on Amazon

Consumers have decades of browsing experience, walking into brick-and-mortar stores and down the aisles, looking at the options, and making a decision based on the information presented to them. The Amazon shopping experience is shockingly similar.



Imagine your customer wants a quick meal. They're not sure exactly what they're looking for, so they decide to browse the frozen entree aisle. That aisle in the supermarket is like your product category on Amazon.



They wander down the aisle, looking this way and that, suddenly spot the frozen pizza section. It just feels right. Dinner is decided. If your product is among this selection, the shelf here is comparable to the SERP for your main keyword.

The selection of pizzas with similar toppings and ingredients are your direct competitors. But which one are they going to choose? How will you convince them to choose your product above the rest?

Terms to Know While Reading

SERP

Search Engine Results Page

“In Your Aisle”

The category on Amazon that a product resides in

“On Your Shelf”

Products that are very similar in function and price to a specific product

Paid Placement

Ads shown on the SERP and product listings that advertisers bid for at varying costs

Organic Placement

SERP results that are shown to shoppers without direct monetary investment

SEO

Search engine optimization

DTC Sites

Direct-to-Consumer Websites.
Referring to sellers who operate their own website instead of, or in addition to, selling through a marketplace.



Take-Action Badge

Look for this badge throughout the book to identify action items that help you extract information from others' listings and improve your own.





Who is Your Competition?

Amazon is its own ecosystem, and it should be treated as such. You may have an idea already of who your top competitors are, but do Amazon shoppers agree?

On the marketplace, shoppers find products by typing keywords into the search bar. For which keywords do you want your product to appear? What other brands appear for those same keywords?

Those are your competitors. They may be the same or entirely different from your competitors in brick-and-mortar stores.

Who is The Right Competition?

While you will compete on some level with all the products on your shelf, not all of them are going to be direct competition.

Avoid wasting time and ad spend attempting to take down a goliath. Identify the strengths and weaknesses of your brand and those of your competitors. Find who is doing a degree better than you and those doing a little worse to identify opportunities for growth. In that way, you climb the ladder incrementally.

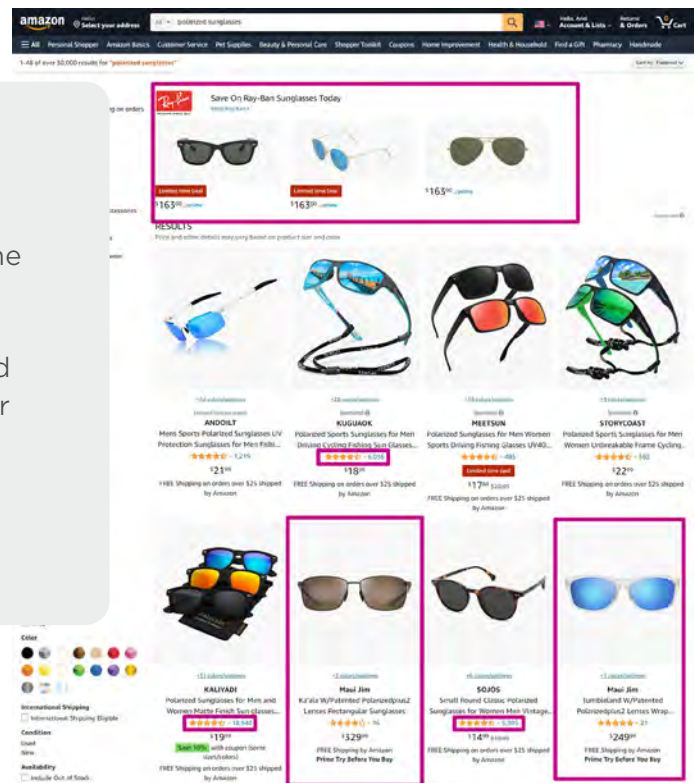
For this reason, perform a competitive analysis on your own brand first, looking at your business as if it were a competitor to see where you stand. Only then will you be able to identify with accuracy the opportunities you're most poised to seize.

At the end of this eBook, you will find a worksheet for quantifying your competitiveness and that of the brands you sell against. We encourage you to read this guide, then put the worksheet into action.

The perceived value of one brand over another is influenced by:

- Price
- Brand trust
- Brand recognition
- Star ranking
- Review quantity and quality
- Fabrication material
- Design aesthetic they appeal to
- Quality of the listing
- Quality of Brand Store

Not all competitors are created equal. Imagine you're buying a new pair of \$20 polarized sunglasses to Amazon. You will not be able to compete with everyone on the SERP. Knowing your strengths will help you hone in on what competition is most appropriate to take on. The shopper looking for \$20 generic polarized sunglasses is not the same customer who is looking for \$200 Oakleys. Highlighted here are several obstacles that would be difficult for an unknown brand selling entry level sunglasses to compete against.



STEP #1

Determine Your Keywords

There is a fine art to keyword research, as we explore in our [blog](#) on the topic. To conduct competitive research, you don't need a list of 100 relevant keywords, just the top 2-4 terms. An attempt to be everywhere at once will spread you too thin, making you a jack of all trades, but a master of none. Focus your competitive efforts where they're likely to do the most good.

In this ebook, we will walk through enough of the process to identify which keywords deserve your focus.

What Are My Top Keywords?

Your top keywords should define your product and its purpose as succinctly as possible. Brainstorm a list of words and short phrases. If you're not sure where to start, start with your packaging.

Let's look at an example of a kids nap mat. Just by naming the product, we have already determined our first keyword - "kids nap mat." Add it to the list! We don't know if this is a top keyword yet, but we will explore that soon.



STEP #1: DETERMINE YOUR KEYWORDS

Build a Short List

Answer the following questions. This list doesn't need to be exhaustive. In fact, 5-10 terms is plenty to get you started.

What is the product called?

KIDS NAP MAT

What is its purpose?

KIDS TRAVEL BEDDING

NAP TIME SLEEP AREA

TODDLER SLEEP HELP

What other names do people call your product?

CHILDREN'S SLEEP PAD

CHILD COT

TODDLER SLEEPING BAG



STEP #1: DETERMINE YOUR KEYWORDS

Determine Your Top Keywords

This guide is designed to be actionable without the need of outside tools, with one exception: a keyword research tool. Tools are needed if you wish to take a data-driven approach to keyword research. There are many free tools to execute your keyword hunt, but we will discuss later what benefits can be gained from utilizing any of a variety of paid services.

Whatever tool you decide to use, search each of the keywords on your list. Compare your initial entry and the related terms that populate based on keyword relevancy, search volume, trending, and difficulty to rank.

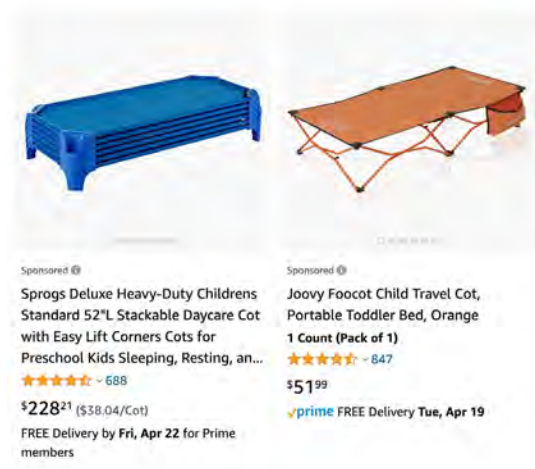
Top Keyword Tools

- **JungleScout**
7-day money back guarantee
- **Helium10**
Free limited version
- **Merchant Words**
No free version, but subscription can be canceled at anytime
- **Ahrefs**
Free limited version
- **Amazon Keyword Tool**
Free limited version
- **Keyword Inspector**
14-day free trial
- **Amz.one**
14-day free trial
- **WordTree**
Rank Tracker has 31-day free trial. Reports have money-back guarantee

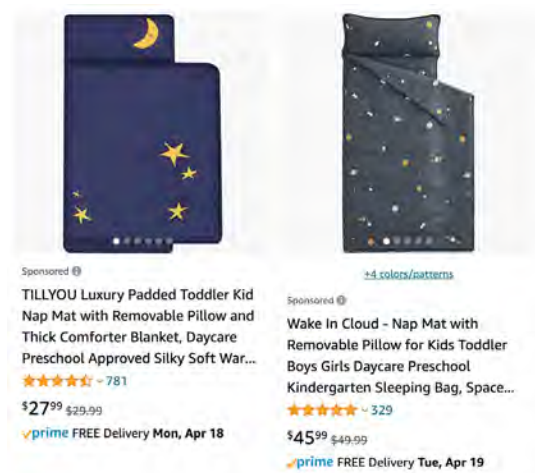
**As of April 2022*

Once you've prioritized the list, enter each keyword into the search bar on Amazon.com. It's time to explore the SERP to confirm which keywords produce the right competition for your product.

Not The Right Competitors



Your Target Competition



To make a final determination on your top keywords, you'll have to get to know the SERPs for each of the top 4-5 keywords.

****NOTE**** Remember that you're not looking for the most traffic, you're looking for the right traffic! Search volume is important, but without relevancy, you cannot expect to compete where your product does not belong.

STEP #2

Get to Know Your SERP

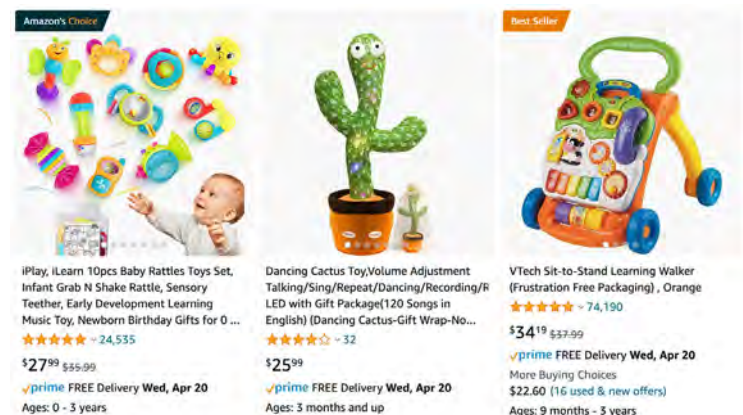
Take note of the following things as you examine the SERP for each keyword:

- How relevant are these products to your offering?
 - “Highlighter” could be makeup or office supplies. Check the SERP to make sure you’re placing your product in the correct aisle and on the shelf containing the most relevant products to be considered as their alternative.
- Which brands paid to be on this SERP and which ones are here organically? Do they overlap?
 - **Paid Ads**
These brands are putting a higher investment to their Amazon business and often take the most effort to overcome.
 - **Organic Results**
The higher the organic rating, the better combination of review quality and quantity, SEO, product history, and seller account health. The highest organic results should correlate with the most successful listings associated with that keyword.
 - **Both Paid and Organic Placement**
These brands have a large, vested interest in this keyword and have put time, effort, and marketing dollars into securing as much market share as possible.

Paid Ads



Organic Ads



STEP #2: GET TO KNOW YOUR SERP

Analyze the star ratings and number of reviews for each product.

Low Number of Reviews

Either a new product or one with very slow sales velocity.



High Number of Reviews

An established sales history on Amazon with many customers having a strong enough impression of the product to leave reviews.



Low Star Ratings

There are issues with this product or the listing, leaving customers unhappy. We will discuss later how to investigate these to learn from their errors to improve your own listings.



High Star Ratings

This brand is doing something right! See step #5 in this guide to learn how to action this information.





STEP #3


Explore Product Listings

There is a lot to explore on the product listing and lots to consider. Let's discuss each element and what can be learned from examining your competitors' listings.

Title

- Does the title include their top 2-4 keywords, as we discussed in step 1? Which brands paid to be on this SERP and which ones are here organically? Do they overlap?
 - If not, it's a big miss.
 - How are they defining their product?
 - Is it different than how you refer to yours? There is a lot that can be learned from the terms they're using.
-  If so, add new keywords you discover to your list of terms to research.
-  Add these new terms to your list of keywords to add to your next listing optimization.

Bullet Points

- Are they keyword optimized?
 - Only the first 500 characters of the bullet point section are seen by the search algorithm. Keywords beyond that mark are useless for driving traffic and will only be seen by shoppers who have already arrived at the listing.
 - How competitive are their keywords?
 As with the title, look for keywords you can utilize in your listing.
- Do they have bullet points? How many bullet points do they have? How long are they?
 - No bullet points - This is not a serious seller. Anyone who buys this product has purchased it before, often elsewhere. They are not doing anything to capture new business.
 - Short or incomplete use of all of bullet points - This seller is not doing the most they can to capture the market share. They may prove to be less of a threat than others.
 - Long bullet points - These are most likely not keyword optimized because the search algorithm will not see beyond the 2nd or 3rd point.



STEP #3: EXPLORE PRODUCT LISTINGS

Imagery and Video

Some shoppers will only glance at the main image before going straight to the text to hunt for the information they seek. Others will religiously scroll through every image and video, making the bulk of their buying decision based on those visuals. What sort of conversion power does your competitor's image gallery contain?

- Does the listing have at least 6+ high quality images in the media gallery?
 - Yes - There has been an investment and this listing might be high competition.
 - No - **Amazon recommends at least 6 images.** They are losing market share by alienating customers who need more imagery to trust the listing.
- Are the images compliant? You don't have to know all the rules to notice glaring issues such as non-white background, added writing, or badges on the main image.
 - No - This listing is at risk of being suppressed at any time. They could cease to be competition any day, so may not be the best product to set as a long-term competitor.
- Do they have videos that successfully highlight key features or explain pain points?
 - Yes - This is a potentially highly competitive product. They have invested time and spend into supporting this product and its sales.
 - No - If there are features or pain points that are not addressed, take that as a lesson for your own listings and potentially provide your own explanatory video.
- Are they answering shopper's questions before they're asked? What is the product? What does it do? What does it come with? How is it used? What are its benefits to the end user?



Yes - Make sure you address all these concerns on your listing, too.



No - This is a big opportunity to elevate your product above others! Take these learnings and highlight them in a big way on your listings. If you're not sure how to identify what's missing, in a bit we will examine customer reviews to find missed opportunities.



STEP #3: EXPLORE PRODUCT LISTINGS

Below-the-Fold Content

As you scroll down the product listing, there are 3 fields you may encounter.

Product Description

This field can contain A+ Content or a simple paragraph. A product description is a no-frills block of up to 2000 characters. If you see this field, this brand either does not have Brand Registry or they have it and are not utilizing their perks to the extent they should be. If this field exists, it should be keyword optimized and elaborate on the product.

****Note**** that if this field contains any paragraph breaks, lists, or formatting such as italics or bolds, it is non-compliant and risks a suppression the next time they touch the listing.

Product Description

Let the adventures begin with the JumpOff Jo Kid's Teepee Welcome inside the Little Jo Kid's Teepee Tent (Teepee). The perfect place for your child to jump-start their imagination. Built out of 100% cotton and easy to clean with a damp cloth, the 5' tall Little Jo Kid's Teepee is sturdy yet attractive with two window-trimming options, large or small. It adds a whimsical statement to any room with white pom-poms, a beautiful drape effect, and high-quality canvas. Set it up quickly, whenever your adventures take you, in less than five minutes without any tools. - 100% cotton. - Easy to clean - lightly wipe with a damp cloth to clean, allow to air dry. - Do not machine wash. - Keep away from fire. - Not suitable for children under 3 years old. - Always supervise children at play. - Zippered carry bag for storage and transport included.

Product Description



Original Designs to Inspire Wondrous Dreams

Capture your little one's imagination with JumpOff Jo's enchanting Mama Bear art when you lay them down in their bassinet. Our bassinet sheet original designs are filled with subtle details and calming colors that will captivate your baby, and you, as they drift off to sleep.



From the Manufacturer

If you see a section labeled "From the Manufacturer," whether it contains a paragraph or A+, this product is sold by a vendor to Amazon and is one of your

From the manufacturer



To the Moon Blanket Swaddles To the Moon

For treasuring the perfect moments of love when you're snuggling your little cub.

Capture months and memorable moments - Baby photo cards include months 1-12 as well as 12 milestone memories including first words, first tooth, first steps, and more. After the first year, you'll have everything you need to create a keepsake photo diary, scrapbook, baby album, or milestone board featuring your baby's development from newborn to tiny tot.

greatest competitors. If you're selling a similar product, you're going to need a strong and unique value proposition to win against Amazon Retail on the SERP.

A+ Content

For a seller's listing, A+ Content will supersede a paragraph of text. For a vendor, A+ Content will appear additionally below the "From the Manufacturer" section. A+ Content is enhanced brand content that is available to sellers and vendors with Brand Registry. The presence of A+ Content tells you that the brand is taking steps to establish their brand identity on Amazon, and they have an array of listing and marketing tools at their disposal.

A+ Content is the ideal place to tell the full branded story of your product, answer FAQs and use comparison charts to circulate shoppers through their catalogue of listings. If a brand is doing this, they will be a formidable opponent.

If the A+ Content section resembles a 90's landing page with incomplete information, they are showing a list of weaknesses that you can address in your own listings.

If you do not have Brand Registry, you will not be able to compete on the same level as a brand with it. The odds are instantly stacked against you.

STEP #4

Understanding the Buy Box

A full explanation of the buy box and all of its components is a [whole blog's-worth of information](#), but when you're reviewing a competitor's listing, there are a few things to keep in mind that will give you a better idea of what you're up against.

Suppressed Buy Boxes

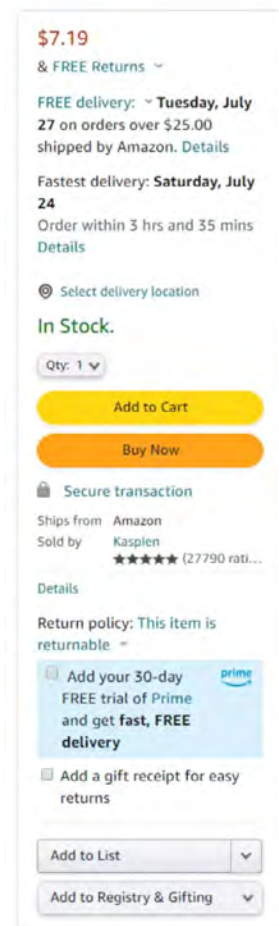
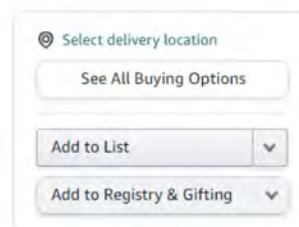
Also known as a rolled or collapsed, a suppressed buy box is Amazon's way of penalizing sellers for pricing discrepancies. Amazon is looking to show the most relevant products that will give the customer the best experience. In the buy box, that means the best price and the quickest shipping.

Beyond the competition within the marketplace, Amazon is also conscious of off-Amazon competition. They understand that the same products are offered across other platforms, such as Walmart, Target, and DTC sites. Amazon does not want to lose sales to lower prices on competitor marketplaces, so Amazon rolls the buy box if it detects lower pricing for the same product off Amazon.

This does not make the product unbuyable, but it does stop shoppers in their tracks and make them wonder why their shopping experience is suddenly different. Many shoppers will exit those listings and seek the more trusted expanded buy box, if options exist.



If you see a rolled buy box on your competitors' listings, you have the opportunity to capture the traffic fleeing their sub-par buy box, assuming that you have maintained appropriate pricing on your listing.



****Note**** The price that needs to match off-Amazon pricing is the current sale price. If, for example, you've lowered the price of your product on your DTC site by \$3, you must adjust the current sale price down by \$3. Price reductions offer by coupons and adjustments to shipping costs do not count for competitive pricing.

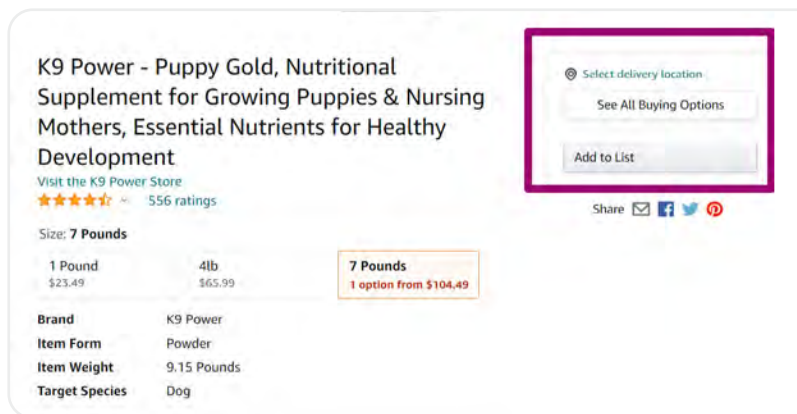
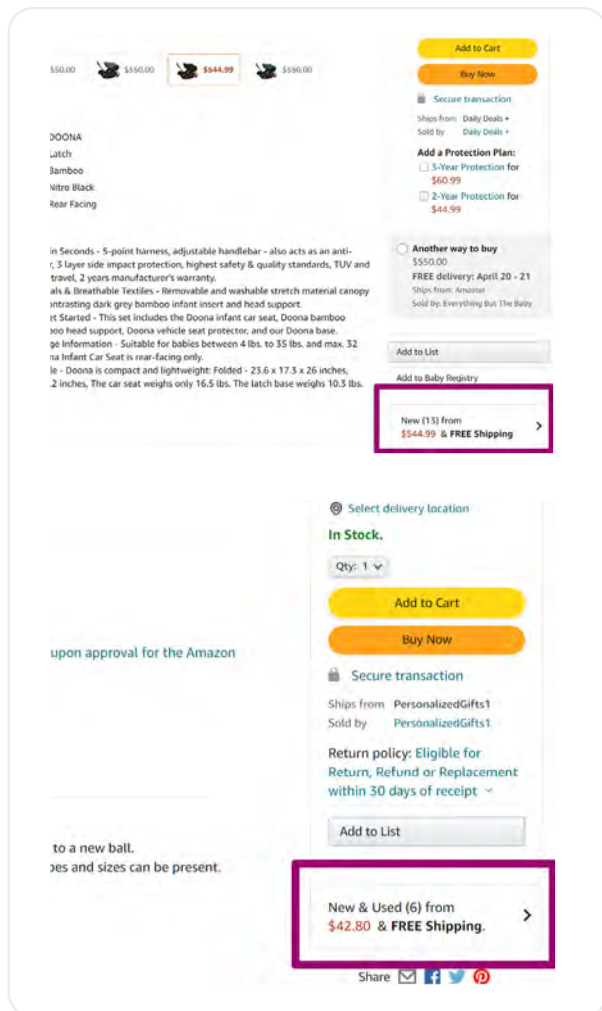
STEP #4: UNDERSTANDING THE BUY BOX

Competition Within the Listing

The number of competitors you're facing grows exponentially once you enter the listing. In the buy box, you can identify how many sellers are attempting to sell a given product. Many sellers means a potentially popular product with lots of vested interest in its success.

To determine the number of sellers on a standard buy box, look for this section just below the buy box where it will say "New (#)," or "New and Used (#)." Clicking on this section shows how many sellers are on the listing and their buy box information.

To determine the number of sellers on a rolled buy box, click "See All Buying Options" within the buy box. This will take you to a list of all sellers and their buy box information.



Stock Levels

Of those sellers listed, how are their stock levels? Amazon won't tell you exact levels, but some paid tools will give you estimates. Amazon will tell you if it's in stock or, if it's low, the remaining quantity. Appropriate stock levels vary depending on your category, but think about how much you sell in a month. With their stock levels, would you stay in stock for a month? If not, they're low. If yes, they are competitively stocked.

- Low stock levels indicate a potential to be out of stock and not appearing on the SERP, affecting the listing's rank.
- High stock levels mean this listing will be present and competing for a while.

STEP #4: UNDERSTANDING THE BUY BOX

Fulfillment Type

Fulfillment type is huge. There are two main fulfillment options on Amazon:

FBM – Fulfilled by Merchant – These products are shipped from a non-Amazon warehouse to the consumers door.

- Amazon's distribution network makes it hard to compete on shipping speed and cost. Because FBM typically has longer shipping times, FBM is the least favorable option.

Amazon's algorithm favors products fulfilled via FBA over products fulfilled via FBM.

FBA – Fulfilled by Amazon – Sellers ship their products to Amazon, who then stores and fulfills orders to customers.

- Since these sellers are utilizing the Amazon fulfillment network, they will usually have faster shipment and can be eligible for Prime Discounts. This gives FBA sellers an advantage over FBM.
- The only FBM that will compete with FBA are those who have Seller Fulfilled Prime. They have proven to Amazon that they are able to get products to consumers at a similar rate of speed as traditional Prime shipping.

If shipping windows are longer than usual, the seller is most likely out of stock at the moment but part of a backstock program that knows inventory is on its way. For example, the In-Stock Head Start Program allows listings to avoid the shutdown of an out-of-stock. Instead, they use technology to predict when your products will be back in stock and set the customer's expected shipping dates out to accommodate.

Is Amazon Retail a Direct Competitor?

Competing against products where Amazon is listed as both the manufacturer and the seller is immensely difficult. As we've said, the house always wins. Amazon will get the lions share of this target audience. If you are selling products that are in direct competition with Amazon, you will be competing with everyone else for whatever remains of the market share once Amazon has eaten their fill.

Pricing

All other things being equal, and excluding Amazon products, if you ship via FBA and you're the lowest price or very similar to the lowest price, you're going to get the majority of the buy box.

Just because your product isn't the cheapest on the SERP doesn't mean your product won't sell. Consumers are looking at overall value more than just cost. The number and quality of reviews, differences in features, and even the values held by your brand convince buyers of the greater value of a more expensive product.

Pricing decisions should be a reflection of your costs, your margins, and the perceived value of your unique value propositions versus the offerings of your direct competitors. If you choose to price your products higher than others on your shelf, you'll have to take extra time to highlight what makes your product worth the additional cost throughout the title, bullet points, product description and A+ Content.



STEP #5

Examine Reviews

The reviews and ratings section is arguably your most powerful tool to understand your customers and their opinion of what your competitors offer. Read a sample of reviews from each star ranking. In them, your target audience is telling you:

What Are Their Strengths?

How they refer to your product: You may call it a loveseat, but they might call it a settee, chaise, lounge, sofa, or couch.



Optimize your listing with every name variation they mention that applies to your product.

Their favorite features of competitors' products. These are the things that mean the most to your target audience.



Make sure your listing has these features highlighted. Look at how many features and benefits to be harvested from this one review!

What are Their Pain Points?

Identified where your competition has fallen short. Your audience will call out every little thing that irked them.



Learn from their mistakes and take the time to explain why your product doesn't have that same issues. Reviewers will make it very clear when their expectations were not met. Look for incorrect listing information, shortcomings of the product that were not explicitly explained in the listing, and differences between the ordered vs received products.

Positive Review

TX Hill Country

★★★★★ Cute and soft

Reviewed in the United States on January 25, 2020

Color: Pink Dino **Verified Purchase** **Early Reviewer Rewards** (What's this?)

Love love love 💜

It was just as pictured, colors were bright and we love the girls dino print. There is just enough padding to make it cozy, but not so much that it's hard to roll up or fit in the washer. It is also easy to toss in the washer and dryer with no special washing instructions. We purchased this one for our 2 yr old who is about the size of a normal 4 year old, and it not only fits perfectly on the nap cots at her preschool, but still long enough to cover her as well. She loves it so much we are about to order another one for naptime at home.

I myself work for a preschool and this brand makes the softer and more comfortable nap mats at a much more affordable cost than others we've seen. The pillow is perfect, and while easy enough to remove for washing if needed (but also washable with pillow still in) not so easy the little ones take it out and fidget with it during naptime.

Negative Review

Kindle Customer

★☆☆☆☆ Misleading

Reviewed in the United States on April 17, 2021

Verified Purchase

It's grey, not black. When it's opened, it's around 5'. The listing is misleading claiming to stand 6' tall. Yeah, when closed, leaning on a wall. It's tiny inside, big enough for 1 kid or decoration only. Disappointed.

Helpful

Report abuse

STEP #6

Explore the Brand Store

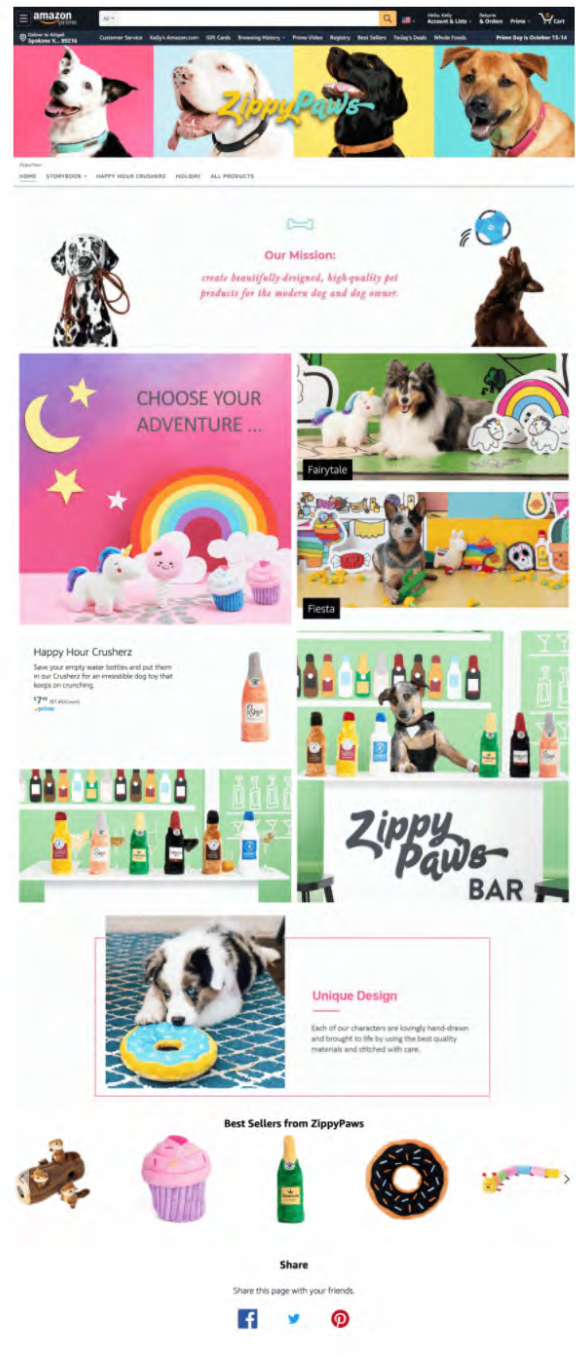
Brand Stores are growing in popularity thanks to Amazon's increased focus on them.

The presence of a competitor's Brand Store means they have Brand Registry, thus have access to all the resources it affords. But just because they have it, doesn't mean they're using it to its full potential. Explore their Brand Store to get a better understanding of how much effort and expertise competitors are putting into their Amazon business.

Is the Store Easy to Shop?

How is it organized? If the store has an incomplete list of products or an unorganized flow, it's no better than a clearance bin at the back of a store without the deals.

A well-executed store has multiple tabs organizing their offerings into like groupings, modules that showcase the top sellers, high quality imagery utilized in compelling ways, video demonstrations, SEO optimized for Google, and tells a brand story cohesive with their website.



STEP #6: EXPLORE THE BRAND STORE

What each of these details means for your ability to compete against this brand:

Easy to Shop

Customers who arrive here are interested in one listing may find it easy to purchase multiple items and develop a loyalty to this brand.

Multiple Tabs

Across the top of a Brand Store, you have the ability to create multiple pages representing product groupings. If their Brand Store has at least 4 tabs and they have 5+ products selling across those tabs, they are potentially eligible to implement Sponsored Brand advertising campaigns, making them an even tougher competitor. With competitors like this in play, you need to invest in quality Sponsored Brand ads to compete on the same level.

Imagery and Video

Imagery should be consistent (but not identical) with product listings. There are many opportunities for compelling imagery across Amazon, but there are only two places that video can be used: In the product listing gallery and in your Brand Store. For some categories, video instruction, clarification, and expansion of features are critical in convincing a consumer to become a buyer. If your competition is not doing so, they're leaving the door wide open.

SEO'ed for Google

Brand Stores don't appear on the SERP organically (yet). The closest you'll get is a Sponsored Brand ad. Instead, the store is a great way to reach beyond Amazon and drive off-Amazon traffic. Taking a moment to do a little bit of Google keyword research or use your knowledge of the types of questions shoppers ask about your category to determine if their store is likely to show up on the Google or Bing SERP. Competitors who take this extra step are willing to go to great lengths to maximize their market share and retain it.

Consistent with the Brand's Website?

We will discuss in the next section the benefits of extending your competitive analysis beyond Amazon, but this is a great example to start with. Consistency builds trust. Customers who are used to shopping a brand's website will feel more at ease arriving at a Brand Store that feels and shops in a similar manner. Amazon's platform has design limitations that prevent an exact match, but a true competitor will put in an effort for a cohesive experience across all sales platforms.

STEP #7

Off-Amazon Research (Optional Deep-Dive)

If you have completed all the steps up to this point, you have a thorough understanding of your competition on the Amazon marketplace. But what if you're looking for a larger picture? To get a truly holistic view of a brand, you must understand everywhere they are selling, how well they are doing it, and why they're there.

Where Else are They Selling?

As we discussed in our blog about [how to drive traffic to Amazon](#), Amazon has an impressive 41% market share. But that also means that 59% of shoppers choose to buy elsewhere. Because of this, truly competitive brands have diversified across multiple platforms, including DTC sites, Walmart, Target, eBay, and many more.

While other sites are not your direct competition on Amazon, a brand with a large e-commerce presence will feel more familiar to consumers, making such brands a greater threat. In addition, brands who have a wide net hypothetically should have more funds to put into marketing and optimization efforts, making them much more formidable.

Things to keep track of when researching brands off Amazon:

- How many sales channels are they using? Which channels? This can be helpful in identifying saturated marketplaces and opportunities for future expansion.
- Is their pricing consistent? Marketplaces like Amazon are very competitive with their pricing. Sellers who do not match pricing across channels risk rolled buy boxes or worse. Varying prices may also indicate out-of-control 3P sellers who are attempting to undercut the brand.

A brand that does not have control of its pricing across all channels will not succeed on Amazon.

- Is branding consistent? Like we discussed when exploring the Brand Store, consistency breeds trust. Taking the time and money to stockpile enough high-quality creative assets, establishing a brand tone and continuing to highlight their unique value proposition, sets a brand up for scalable success.
- Is variation selection consistent? It is very common for brands to offer a few variations on one platform and a different selection on another. It reveals what variations they're succeeding with on Amazon and which ones they aren't, potentially informing your own choices. This general information provides a broader scope of understanding of the health and decisions made by your competitors.

****Note**** Pricing considerations compare the exact same products. A pink shirt sold on Amazon will not be penalized for a green version of the same shirt sold on Walmart for \$2 less.

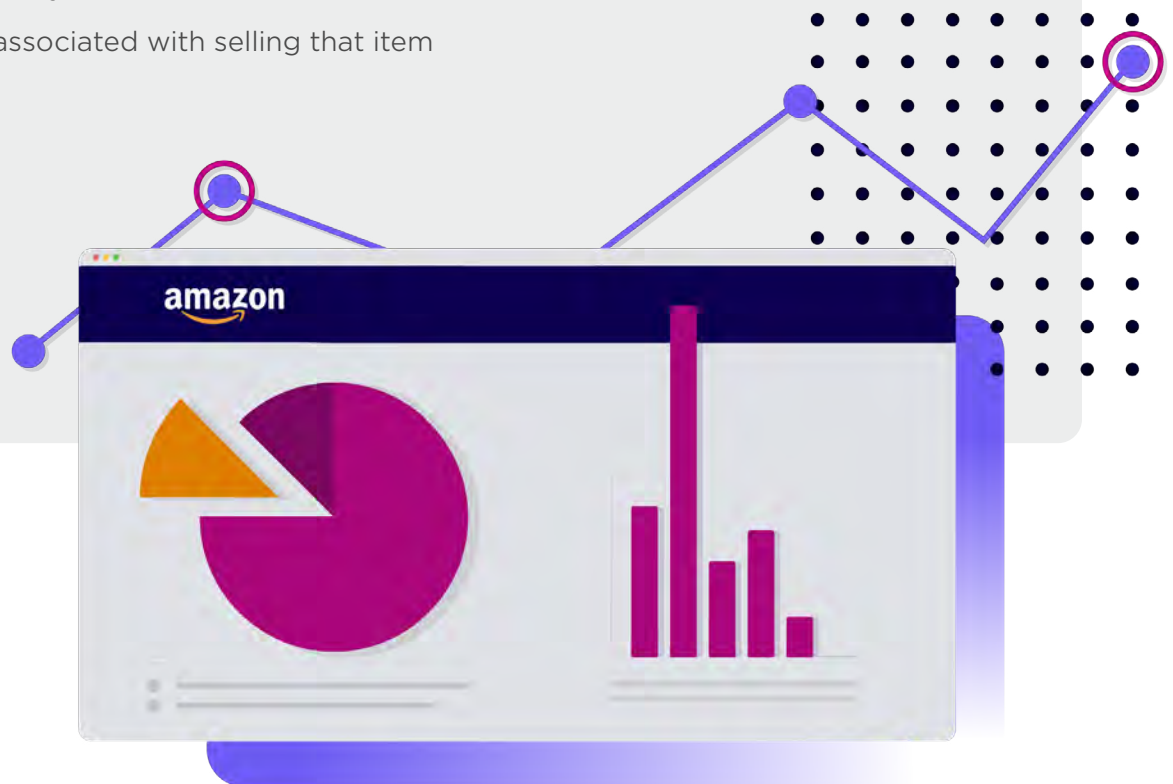
STEP #7 - OFF-AMAZON RESEARCH (OPTIONAL DEEP-DIVE)

Paid Competitive Analysis Tools

As we have outlined in this eBook, a very thorough Amazon competitor analysis can be executed without paying for a single tool or service.

However, information can be gathered more efficiently - and additional information can be gleaned - with the employment of paid tools such as the ones listed in our keyword research discussion. Features you can find in paid tools include:

- Average price point
- Historical pricing
- Estimated total sales
- Keyword research including list generation and long-term analytics
- Tracking of keywords for their trending and who is ranking in them
- Tracking of competition within a category
- Listing grader
- Buy box monitoring
- Estimated units sold
- Estimated monthly revenue
- Amazon fees associated with selling that item



How Often Should You Perform A Competitor Analysis?

Just like most aspects of selling on Amazon, competitive analysis is a moving target that evolves as you, your competition, and Amazon shift focuses, gain skills, and discover new best practices. Competitor analysis should therefore be an iterative process, executed every quarter.

Over time, your understanding of where the category is going will be enhanced by knowing where it's been. A competitor's decline might signify a new opportunity to grow your own business to fill the void they left, and their sharp escalation might highlight where their products are able to consistently win over your available efforts, signifying a need to shift funds and efforts to areas you are more successful.

The biggest lesson to learn from your competitive analysis is this: on Amazon, you are never selling in a bubble. Even if you are first to market, the chances of things staying that way for long are slim.

There will always be others wanting to do what you do bigger and better than you. Staying ahead of the curve and understanding the growth of your category and the players in it gives you a road map for what needs to be done to become the top seller on Amazon within your space.



WORKSHEET

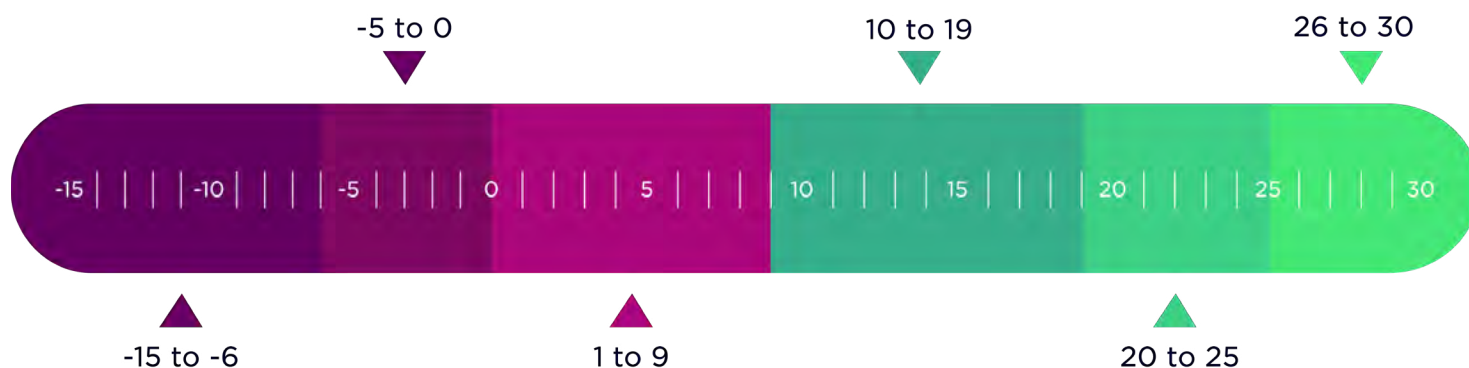
Quantifying Competitiveness

To understand your competitive positioning, use this scale to quantify your competitiveness and identify which brands are worth your energy.

Your best reference points are the brands who have similar or slightly better capabilities than you. These are the companies you're on a similar playing field with and where you can make the biggest strides. Your brand needs to climb the ladder, besting each competing brand along the way. Energy spent competing against the top or bottom brands in your aisle is wasted time.

To use this scorecard:

- Identify a brand to evaluate (try practicing on your own brand first).
- Starting at zero, go through the grading criteria, adding and subtracting from the running total.
- Once the evaluation is complete, look at the gauge to determine what competitive range the brand falls into.
- Compete with brands in your range or one step above your range.



► **-15 to -6** – This brand is in trouble. This product is making little to no effort to compete for market share. They may have a combination of supply chain issues, lack of SEO, little marketing, and probably many compliance issues.

► **-5 to 0** – These brands have listings that are mostly compliant and do a few things correctly, but they are missing a lot. Time and effort and diligent research are needed to improve these listings and make the brand competitive.

► **1 to 9** – These brands have the beginnings of what's needed to compete. They've done some research and are trying, but still have a few lessons to learn to improve their offering in the aisle.

► **10-19** – These brands have put in a lot of work and investment into their Amazon business, and it shows! They're making a lot of right decisions and improving with every iteration. There is still room for growth, but they're seeing a lot of success where they are currently.

► **20-25** – These brands have read this guide thoroughly and refer to it as their "competition playbook." If they are missing points, it's likely not from a lack of trying. They are less worried about climbing the competitive ladder and more focused on defending their space at the top.

► **26-30** – Emulate these brands. Absorb what they're doing like a sponge to understand how to reach this level of success. Don't attempt to directly compete with these brands until your brand is able to score 20 or higher.

WORKSHEET

Quantifying Competitiveness

SERP for Your Top Keyword

- Paid ads present on the first page **(+1)**
Organic placement on the first page **(+1)**
If both are present on the same SERP **(+1)**
- Less than 50 reviews **(-1)**
More than 300 reviews **(+1)**
More than 2000 **(+2)**
More than 5000 **(+3)**
- Star rating of 3.5 or below **(-2)**
3.6-4.4 star rating **(+1)**
4.5+ star rating **(+2)**

Product Listings

- Title and bullet points not keyword optimized. **(-1)**
Title and bullet points are rich with high value keywords **(+1)**
- All keywords are within the first 500 characters of the bullet points **(+1)**
High value keywords are beyond the 500-character mark **(-1)**
- No bullet points **(-2)**
Short or incomplete use of all bullet points **(-1)**
Long bullet points **(-1)**
Bullet points average 100-120 characters each **(+1)**
- Does the listing have at least 6+ images?
 - Yes **(+1)**
 - No **(-1)**
- Are the images compliant?
 - Yes **(+1)**
 - No **(-2)**
- Videos highlighting key features or explain pain points?
 - Yes **(+1)**
 - No **(-1)**

- Are the who, what, where, when, why, and how addressed?
 - Yes **(+1)**
 - No **(-2)**
- A product description field with no A+ Content **(+1)**
A product description field with non-compliant elements **(-1)**
- A+ Content with minimal branding and effort **(-1)**
A+ Content with branding and information-rich content **(+2)**
"From the Manufacturer" section present **(+2)**
A+ appearing in a section called "From the Brand" **(+1)**
- Low stock **(-1)**
In Stock **(+1)**
- Suppressed buy box **(-3)**
- FBM without Seller Fulfilled Prime **(+0)**
FBM with Seller Fulfilled Prime **(+1)**
FBA **(+2)**

Brand Store

- No Brand Store **(-2)**
- No organization **(-1)**
Easy to shop **(+1)**
- Multiple tabs **(+1)**
- Branded high quality images and videos **(+1)**
- Optimized for Google and Bing **(+1)**
- Consistent with the brand's website **(+1)**

