

# HOW TO USE POWERFUL CONTENT TO GROW SALES

on  
**amazon**



In order to sell on Amazon, we need to cover several factors in Amazon A9 algorithm, which is the ranking system influencing product placement and product search.

Written content is the main factor in that algorithm which can mean exponential growth for your business when optimized.

## Powerful tips for best written content on Amazon



### #1 TELL A STORY

Use bullet points to create a story and a logical consumer journey to provide information.

### #2 KEYWORDS FOR BETTER SEO

Detect the highest-ranking keywords using [PiWheel's keyword tool](#) and include them in both the title and bullet points.



### #3 MAXIMIZE THE CHARACTER COUNT

Include product name, brand name, size or color, and key-selling points within the 200-character limit in your title. Mention the top selling points in the 5 bullet points with up to 255 characters each.

### #4 LET VISUALS TAKE CARE OF INFORMATION

Since characters and bullet points count are limited, use visuals to provide information that will have more impact through images and A+ modules.



### #5 ALWAYS PROOF-READ

It is important to proof-read any text before uploading on Amazon to eliminate mistakes in grammar, punctuation, capitalization, spelling, and formatting.

## Conclusion

By knowing your audience and writing the correct content following Amazon guidelines and the tips provided, your product will be one step closer to appearing in your consumer search, therefore increasing conversion rate and sales.

Our team of eCommerce experts provide content development and optimization services that will drive up your organic traffic and convert more shoppers. Our team leverages advanced competitor and eCommerce analytics to create, deploy, and optimize tailored content, that works. With PiWheel products and our eCommerce agency team, you can manage your entire marketplace catalogue.

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