



www.listingauditpro.com

PROPRIETARY PERFORMANCE ANALYSIS



ASIN: B08XYZ1234



PREPARED FOR: HYDROMAX NUTRITION | MAY 27, 2026 | CONFIDENTIAL

01 INTRODUCTION & CORE PHILOSOPHY

READ BEFORE PROCEEDING

While not exhaustive, this report is designed to help you look at and understand your listing and related factors that directly impact your CTR (Click-Through Rate) and Conversions. Please note that the final page of this document contains a suggested 30-day action plan based on these findings.

THE PAY-TO-PLAY LANDSCAPE

Amazon is now a pay-to-play space. Advertising is not only important, but necessary in today's highly-competitive landscape. Budget should be allocated for PPC advertising.

LISTING QUALITY BASELINE

Gone are the days of simply looking at title, images, bullets, and description. These should all be a given. Your listing quality should not be an afterthought, and should be as professional and complete as possible.

COMPLIANCE & TOS

Legal concerns are paramount, and Amazon takes these very seriously. Understanding the words that you can and cannot use in your listing is key to compliance, listing health, and maintaining healthy listings. It is imperative that you understand and operate strictly according to Amazon TOS (terms of service).

INVENTORY PERFORMANCE

Amazon is very concerned with inventory levels, and your IPI (Inventory Performance Index) score includes many factors (including inventory levels) that directly impact your success on Amazon.

MARGIN & FINANCIAL DILIGENCE

Many small businesses fail from a lack of reserves. I cannot stress enough the importance of having enough margin to advertise properly, and to fully understand every nuance and aspect of costs associated with selling on Amazon (including but not limited to PPC, landed cost, margin, realistic selling price, storage fees, Pick-and-Pack fees, Amazon commission rates, and more).

METHODOLOGY & AGENCY ASSISTANCE

Contained in this report are the opinions of one single brand agency co-founder with 20+ years of experience selling directly and managing brands on Amazon. The logic inherently used by AI to develop this report was borne from managing an untold number of products and accounts over the years. The factors and suggestions represented in this report may or may not have great impact on your success selling on this platform, but they are believed to be SOP (standard operating procedure) and benefit from years of experience in the space.

If you are not proficient with managing PPC campaigns, graphic design, or any other aspect of selling on Amazon, I invite you to reach out directly as we can provide recommendations to help you manage these critical components.

02 AUDIT INDEX

AUDIT DISCLAIMER

This is an audit, and the data provided can be used by you in conjunction with your standard methods to enhance your listings according to your preferences. Any action that you take based on this data is at your own risk and discretion.

STRATEGIC ROADMAP & PRIORITIES	03
TOP KEYWORDS — MASTER MATRIX	04
KEYWORD PRESENCE ANALYSIS — FULL KEYWORD AUDIT	05
LOCATION: VISIBILITY & INDEX STATUS	06
KEYWORDS TO AVOID — NEGATIVE KEYWORD MATRIX	07
ADVERTISING: COMPETITIVE VISIBILITY SNAPSHOT	08
COMPETITOR & REVIEW INTELLIGENCE	09
AI-POWERED COPY RECOMMENDATIONS	10
ADVERTISING: COMPETITIVE SHARE OF VOICE	11
BASICS: TITLE & MOBILE OPTIMIZATION	12
BASICS: BULLET POINT PSYCHOLOGY	13
BASICS: IMAGE ASSET INTEGRITY	14
BASICS: RICH MEDIA & 3D ASSETS	15
BASICS: A+ CONTENT & SEARCH INDEXING	16
OFFER: PRICING PSYCHOLOGY & BUY BOX	17
OFFER: REVIEWS & SENTIMENT ANALYSIS	18
MARKET: COMPETITIVE INTELLIGENCE	19
FINAL VERDICT & IMPLEMENTATION	20

03 STRATEGIC ROADMAP

WHAT THIS MEANS FOR YOUR LISTING:

The roadmap synthesizes our 100-point audit into a prioritized action plan. Critical fixes (Red) stop active indexing and conversion failures. High Impact items (Orange) outline immediate expansion opportunities. Optimization (Yellow) covers refinements. Green items confirm strengths to maintain. **A short roadmap means your listing is performing well — fewer items is a better result.**

CRITICAL

2 high-volume search phrases (Marathon Hydration, Heat Stroke Prevention) are completely absent from your listing copy and backend Search Terms. Add these words immediately — they represent 83K monthly searches with low competition.

HIGH

4 partially-indexed phrases are missing words in your bullets. 'Electrolyte Capsules', 'Sodium Potassium Supplement', 'Magnesium Electrolytes', and 'Keto Electrolytes' each need one additional word in bullets or backend to achieve full indexing.

HIGH

Your listing is not visible in the top 20 organic results for 'Electrolyte Powder' — your primary BSR category keyword. Competitors Liquid I.V. (#3), LMNT (#5), and Nuun (#7) are capturing this traffic. Sponsored campaign recommended.

MEDIUM

Only 6 of 9 image slots are filled. Missing a comparison chart, a second lifestyle image, and a third lifestyle/context image. At 312 reviews vs. competitor averages of 20K+, your visual assets must compensate for lower social proof.

MEDIUM

No 3D/AR asset detected. Competitors Liquid I.V. and LMNT both feature interactive models. At 0 AR assets vs. the category standard, you are leaving a key differentiation signal on the table.

RED: CRITICAL FIX

ORANGE: HIGH IMPACT

YELLOW: OPTIMIZATION

GREEN: REFINEMENT

04 TOP KEYWORDS — MASTER MATRIX (FOUNDATIONAL SEARCH ROOTS)

WHAT THIS MEANS FOR YOUR LISTING:

This matrix maps your highest-value search opportunities ranked by estimated monthly search volume — sourced from your live BSR category, Amazon autocomplete signals, and competitor page-1 data. Only genuinely distinct search intents are included — no filler. **20 keywords identified** for this product category. Deploy these strategically alongside your standard keyword research to build your search architecture.

PRESENCE STATUS		RANKING & VOLUME		VOLUME DISCLAIMER	
<ul style="list-style-type: none"> ● OPTIMIZED: All keyword words found in listing — Amazon indexes this ● PARTIAL: Some keyword words missing from listing ● MISSING: Keyword words completely absent 		(#) Rank by est. monthly volume 50K+ HIGH 10K MED 1K LOW <small>Volume = estimated monthly US searches. Labeled N/A when unavailable.</small>		<small>Estimated monthly search volumes are AI-generated based on Amazon search patterns. These are directional estimates — not pulled from a paid volume tool. Use alongside a dedicated keyword research tool for verified volume data.</small>	

(01) Electrolyte Powder OPTIMIZED 450K	(02) Hydration Packets OPTIMIZED 280K	(03) Sports Electrolytes OPTIMIZED 190K	(04) Electrolyte Drink Mix OPTIMIZED 165K	(05) Keto Electrolytes PARTIAL 140K
(06) Sugar Free Electrolytes OPTIMIZED 120K	(07) Hydration Supplement OPTIMIZED 98K	(08) Electrolyte Capsules PARTIAL 87K	(09) Workout Electrolytes OPTIMIZED 76K	(10) Sodium Potassium Supplement PARTIAL 65K
(11) Marathon Hydration MISSING 54K	(12) Electrolytes No Sugar OPTIMIZED 48K	(13) Endurance Drink Mix OPTIMIZED 44K	(14) Magnesium Electrolytes PARTIAL 41K	(15) Running Hydration Packet OPTIMIZED 38K
(16) Zero Sugar Sports Drink OPTIMIZED 35K	(17) Electrolyte Powder Bulk OPTIMIZED 32K	(18) Heat Stroke Prevention MISSING 29K	(19) Cramp Prevention Supplement OPTIMIZED 27K	(20) Hiking Electrolytes OPTIMIZED 24K

STRATEGIC DEPLOYMENT INSTRUCTIONS:

- OPTIMIZED:** All keyword words found in your listing — Amazon will index this keyword.
- PARTIAL:** Some keyword words are missing — add the missing words to your listing or backend Search Terms.
- MISSING:** Keyword words completely absent from listing — add to backend Search Terms immediately.

AMAZON IMPLEMENTATION SUGGESTION:

These are complete buyer search queries, **NOT** backend keywords per se. When building your Search Terms list, extract only the **UNIQUE** words not already present in your title or bullets, and do so at your discretion alongside your standard keyword research methodology. For example, if your core product term already appears in your title, simply add the unique modifier words to your backend Search Terms — not the full repeated phrase. This approach maximizes your strict 250-byte backend limit and avoids redundant indexing.

05 KEYWORD PRESENCE ANALYSIS

WHAT THIS MEANS FOR YOUR LISTING:

These are the exact same 20 search phrases from **Page 04** — this page shows whether Amazon can index each one from your live listing copy. Each keyword's individual words are checked across your Title, Bullets, and Description. No exact phrase matching is used — word-level coverage only.

INDEXED 14 / 20 phrases All words found in listing Amazon will index this keyword	PARTIALLY INDEXED 4 / 20 phrases Some words missing from listing Missing words shown on each card	NOT INDEXED 2 / 20 phrases Words completely absent Add to backend Search Terms now
--	---	---

CARD GUIDE: ■ Green border = all words found ■ Amber border = some words missing (shown in red on card) ■ Red border = add to backend Search Terms

T B D = all words in Title / Bullets / Description | = words missing from that field

1 Electrolyte Powder T B D	2 Hydration Packets T B D	3 Sports Electrolytes T B D	4 Electrolyte Drink Mix T B D
5 Keto Electrolytes T B D Missing: electrolytes	6 Sugar Free Electrolytes T B D	7 Hydration Supplement T B D	8 Electrolyte Capsules T B D Missing: capsules
9 Workout Electrolytes T B D	10 Sodium Potassium Supplement T B D Missing: potassium	11 Marathon Hydration T B D Missing: marathon, hydration	12 Electrolytes No Sugar T B D
13 Endurance Drink Mix T B D	14 Magnesium Electrolytes T B D Missing: electrolytes	15 Running Hydration Packet T B D	16 Zero Sugar Sports Drink T B D
17 Electrolyte Powder Bulk T B D	18 Heat Stroke Prevention T B D Missing: heat, stroke, prevention	19 Cramp Prevention Supplement T B D	20 Hiking Electrolytes T B D

PARTIALLY INDEXED — ADD THE MISSING WORDS TO BACKEND SEARCH TERMS

- (5) Keto Electrolytes — missing: electrolytes
- (8) Electrolyte Capsules — missing: capsules
- (10) Sodium Potassium Supplement — missing: potassium
- (14) Magnesium Electrolytes — missing: electrolytes

NO DUPLICATES RULE — When adding to backend Search Terms, only add words that do not already appear in your title or bullets. Amazon automatically combines words across all listing fields — repeating them wastes your strict 250-byte backend limit and adds zero indexing benefit.

06 LOCATION: VISIBILITY & INDEX STATUS

WHAT THIS MEANS FOR YOUR LISTING:

This page brings together your keyword visibility data. The chart shows the same 20 search phrases from Pages 04 & 05 — broken down by how thoroughly they are covered in your listing. Below that, your organic search position and priority keyword gaps are shown. All data is sourced from your live listing and a real-time Amazon search at the time of this audit.

PRIMARY KEYWORD

Electrolyte Powder
BSR CATEGORY TERM

ORGANIC POSITION

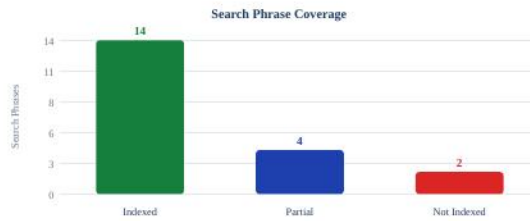
Not found in top 20 organic results (Page 1)
REAL-TIME SEARCH SCAN

BUY BOX STATUS

ACTIVE
ADD TO CART CONTROL

BSR RANK

#4,218
ELECTROLYTE POWDER



Priority Keyword Gaps — Top 10 Relevance Rank Missing From Listing

MISSING KEYWORD	RELEVANCE RANK	SUGGESTED ACTION
Marathon Hydration	(11)	Add 'marathon' and 'hydration' to backend Search Terms — not currently present anywhere in listing copy.
Heat Stroke Prevention	(17)	Add 'heat stroke prevention' to backend Search Terms and consider adding 'heat' and 'prevention' to bullet 4.

IMPLEMENTATION RULE: NO DUPLICATES

Amazon automatically combines words across your listing. Add only UNIQUE words not already in your title or bullets to your backend Search Terms. See the full keyword presence audit on Page 05 for the complete gap map.

07 KEYWORDS TO AVOID — NEGATIVE KEYWORD MATRIX

WHAT THIS MEANS FOR YOUR LISTING:

These terms actively damage your listing health, waste PPC budget on zero-conversion clicks, or trigger Amazon compliance enforcement. **Competitor brand names** in your copy violate Amazon TOS. **Irrelevant traffic terms** attract non-buyers who destroy your conversion rate and organic rank. **Compliance risk terms** can result in listing suppression or account suspension — particularly critical for supplement and health products. This list is advisory — use it alongside your own judgment.

COMPETITOR BRANDS 0 <small>TOS VIOLATION RISK</small>	IRRELEVANT TRAFFIC 0 <small>CONVERSION RATE KILLERS</small>	COMPLIANCE RISK 10 <small>SUPPRESSION RISK</small>
--	--	---

(01) Liquid I.V. <small>undefined</small> RISK	(02) LMNT Electrolytes <small>undefined</small> RISK	(03) Nuun Sport <small>undefined</small> RISK	(04) Pedialyte <small>undefined</small> RISK
(05) Cure Hydration <small>undefined</small> RISK	(06) Organic Sports Drink <small>undefined</small> RISK	(07) Baby Electrolytes <small>undefined</small> RISK	(08) IV Drip Therapy <small>undefined</small> RISK
(09) Hangover Cure <small>undefined</small> RISK	(10) Prevents Dehydration <small>undefined</small> RISK		

CATEGORY KEY	PPC ACTION	LISTING ACTION
 COMP — Competitor Brand IRREL — Irrelevant Traffic RISK — Compliance Risk	Add ALL terms as exact-match negative keywords in every active campaign to stop wasted spend immediately.	Audit title, bullets, description, and backend Search Terms — remove any instance of COMP and RISK terms. IRREL terms are PPC-only.

COMPLIANCE WARNING:

Terms marked RISK carry enforcement risk with Amazon, FTC, or FDA — we strongly recommend removing them from your listing. Competitor brand names (COMP) in your copy may violate Amazon TOS and could lead to listing issues. Irrelevant traffic terms (IRREL) are PPC-specific — they are not harmful in listing copy but may significantly reduce your ad ROI if left active in campaigns. All recommendations are advisory — please review with your own counsel before acting.

08 ADVERTISING: COMPETITIVE VISIBILITY SNAPSHOT

WHAT THIS MEANS FOR YOUR LISTING:

This page shows which competitor brands appeared in the real-time search results for your primary category keyword and at what organic positions — giving you a factual snapshot of who owns the most visible placements. **Important:** This reflects a single point-in-time search. Sponsored ad positions rotate by auction and are not included — only organic positions are shown.

YOUR ORGANIC POSITION

Not found in top 20 organic results (Page 1)

For keyword: Electrolyte Powder

ORGANIC #1 COMPETITOR

Liquid I.V. — Position 3

Top-ranked organic rival

Top 3 Organic Competitor Positions

COMPETITOR BRAND	ORGANIC RANK	PAGE POSITION	PRODUCT
Liquid I.V.	#1	Position 3	Liquid I.V. Hydration Multiplier
LMNT	#2	Position 5	LMNT Zero Sugar Electrolytes
Nuun Sport	#3	Position 7	Nuun Sport Electrolyte Tablets

⚠️ CRITICAL VISIBILITY GAP

Your listing does not appear in the top 20 organic results for "**Electrolyte Powder**". Buyers searching this term cannot find you organically. The competitors on Page 09 are capturing this traffic. This is your most actionable growth opportunity.

📊 SCOPE OF THIS ANALYSIS

This snapshot reflects organic positions only for your primary BSR keyword at audit time. Sponsored placements and real-time auction dynamics are excluded. For full competitive PPC analysis, use Amazon Brand Analytics (available to Brand Registered sellers) alongside this audit.

ACTION:

If competitors rank above you organically for your primary keyword, a recommended approach is a 7-day exact-match Sponsored Products campaign targeting that keyword with a bid 20% above suggested. This may signal buyer relevance to the algorithm and can help accelerate organic rank improvement over time.

09 COMPETITOR & REVIEW INTELLIGENCE

WHAT THIS MEANS FOR YOUR LISTING:

The top section shows the actual top 3 organic competitors ranking on Amazon for your primary keyword — sourced from a live search result filtered for organic (non-sponsored) results only, with individual product lookups for complete data. The bottom section maps your verified buyer reviews to specific listing improvements.

TOP 3 ORGANIC COMPETITORS — REAL LISTING DATA

Organic positions sourced from live Amazon search for "Electrolyte Powder". Competitor data from individual product lookups. Sponsored results excluded.

LISTING	ORG. RANK	PRICE	REVIEWS (★)	BSR	IMAGES	VIDEO	A+
YOUR LISTING	Not found in top 20 organic results (Page 1)	\$24.99	312 (4.4★)	#4,218	5/9	✓	Standard A+
Liquid I.V. Hydration Multiplier Powder	#1 (pg pos 3)	\$24.99	28,412 (4.7★)	#312	9	✓ 3	Premium A+
LMNT Zero Sugar Electrolyte Packets	#2 (pg pos 5)	\$22.49	14,218 (4.8★)	#589	9	✓ 2	Premium A+
Nuun Sport Electrolyte Drink Tablets	#3 (pg pos 7)	\$7.99	19,841 (4.6★)	#741	8	✓ 1	Standard A+

REVIEW SENTIMENT → LISTING ACTION MAP

WHAT BUYERS LOVE — AMPLIFY THIS

- Fast-dissolving formula praised consistently
- Taste rated highly vs. competitors
- No GI distress — popular with endurance athletes
- Convenient single-serve packets

Listing action: Reinforce these themes in your hero image, bullet 1, and A+ headline module. These are the reasons buyers choose you — make them unmissable.

BUYER PAIN POINTS — ADDRESS PROACTIVELY

- Packaging tears unevenly (14% of 1-star reviews)
- Price per serving feels high vs. Nuun
- Limited flavor variety requested frequently

Listing action: Address these objections in bullets 3 or 4 BEFORE the buyer scrolls to reviews. Shoppers actively look for negative reviews — preempting them in your copy directly increases conversion.

10 AI-POWERED COPY RECOMMENDATIONS

IMPORTANT — READ BEFORE PROCEEDING:

The guidance on this page is generated by AI based on your real listing data — your actual title, bullets, keyword gaps, competitor titles, and verified buyer reviews. This is **directional guidance only**, not replacement copy. All suggestions should be reviewed and approved by you before implementation. Language like "our suggestion" and "we recommend" is used throughout to reflect the advisory nature of this analysis.

★ PRIORITY ACTION

Rewrite your title to lead with 'Electrolyte Powder' as the first two words. Currently 'HydroMax Sport Hydration Mix' buries your primary keyword — Amazon weights title position heavily for indexing.

TITLE GUIDANCE

Suggested title structure: 'Electrolyte Powder Packets (30 Servings) — Sugar Free Hydration Mix for Sports, Running & Keto | Sodium, Potassium, Magnesium | HydroMax Nutrition'. This puts your top 2 keywords first, front-loads use cases, and includes ingredient signals that drive secondary indexing.

BULLET POINT GUIDANCE

BULLET	OUR ASSESSMENT	OUR SUGGESTION
Bullet 1	Strong — leads with sodium/potassium claim	Add 'keto' and 'marathon' to capture long-tail searches
Bullet 2	Weak — generic 'great taste' copy	Specify flavor profile and replace with a concrete benefit claim
Bullet 3	Good — mentions workout recovery	Add 'magnesium' to improve indexing on mineral searches
Bullet 4	Too short at 98 characters	Expand with use-case specificity — hiking, cycling, hot weather
Bullet 5	Missing — no 5th bullet present	Add 5th bullet: money-back guarantee or serving count claim

BACKEND SEARCH TERMS GUIDANCE

Add these unique words to backend Search Terms (words not already in title/bullets): marathon, hydration pack, heat stroke, cramp prevention, hiking electrolytes, endurance drink. Do not repeat words already in your title — Amazon combines all fields automatically.

⚠ ADVISORY DISCLAIMER

These recommendations are based on AI analysis of your listing data at the time of this audit. They reflect our interpretation of best practices and should be treated as a starting point for your own review — not as guaranteed outcomes. All copy changes should comply with Amazon TOS and be approved by an authorized representative before implementation.

11 ADVERTISING: COMPETITIVE SHARE OF VOICE

WHAT THIS MEANS FOR YOUR LISTING:

Share of Voice (SOV) measures which brands own the most visible positions in search results for your category. This analysis is based on a real-time scan of Page 1 organic results for your primary BSR keyword. **Scope disclosure:** This reflects one keyword, one point in time. Sponsored ad positions rotate by auction and are excluded from this organic-only analysis.

KEYWORD ANALYSED

Electrolyte Powder

YOUR PRIMARY BSR CATEGORY TERM

YOUR POSITION

Not found in top 20 organic results (Page 1)

ORGANIC RANK IN SEARCH RESULTS

Organic Position Breakdown — Page 1 Search Scan

BRAND	ORGANIC POSITION	VISIBILITY STATUS
YOUR LISTING	Not found in top 20 organic results (Page 1)	Not in top 20 organic results
Liquid I.V.	Position 3	High Visibility
LMNT	Position 5	High Visibility
Nuun Sport	Position 7	Mid Visibility

ABOUT THIS ANALYSIS

This SOV snapshot is focused on your primary BSR category keyword — the single most important search term for your listing. Owning the top organic position for this term represents your highest-value visibility opportunity. This gives you the most actionable competitive signal: exactly who is ranking above you, and by how much, for the keyword that matters most.

SOV IMPROVEMENT STRATEGY:

If a competitor holds a position above yours for your primary keyword, launch a Sponsored Products campaign targeting that exact keyword. Set your bid 15-20% above Amazon's suggested bid to force Top-of-Search placement. Run for 7 days and monitor organic rank movement — consistent ad presence signals buyer relevance to Amazon's algorithm and can pull up your organic position over time.

12 BASICS: TITLE & MOBILE OPTIMIZATION

WHAT THIS MEANS FOR YOUR LISTING:

Your title is the heaviest weighted SEO factor on Amazon. Crucially, over 60% of shoppers use the mobile app, which aggressively truncates titles. If your primary benefits are not in the first 78-80 characters, mobile shoppers may skip your listing entirely.

CURRENT TITLE ANALYSIS

"HydroMax Sport Hydration Mix — Electrolyte Drink Packets Sugar Free | 30 Count | Sodium Potassium for Athletes"

TOTAL CHARACTER COUNT:

128 CHARS

Maximize allowable limit (typically 125-200 chars depending on category)

MOBILE TRUNCATION POINT:

Mobile display truncates at approx. 78–80 characters

MOBILE SEARCH PREVIEW



HydroMax Sport Hydration Mix —
Electrolyte Drink Pack...

\$24.99

✓ prime Delivery Tomorrow

PRIORITY ROOT INTEGRATION

TARGET WORD	IN TITLE?	MOBILE VISIBLE?
electrolyte	YES	NO
powder	NO	NO
hydration	YES	YES
keto	NO	NO
sugar free	YES	NO

OPTIMIZATION DIRECTIVE:

Over 60% of Amazon searches occur on mobile devices. Content beyond the 78–80 character point may not be visible on mobile search results. We suggest restructuring the title to lead with your most important keywords: [Brand] + [Core Keyword] + [High Relevance Modifiers] + [Features].

13 BASICS: BULLET POINT PSYCHOLOGY

WHAT THIS MEANS FOR YOUR LISTING:

Bullet points transition a shopper from interested to buying. They must be scannable, benefit-driven, and overcome objections before the buyer reaches reviews. Bullets exceeding 250 characters are penalized by Amazon's mobile algorithm.

BULLET COUNT

4/5

All available slots utilized.

AVG. LENGTH

163 / 250 chars

Amazon recommends under 250 characters per bullet for mobile display.

MISSING ENTIRELY

2 / 20

High-relevance terms in bullets.

ALL CAPS USAGE

NONE

Violates Amazon TOS. Risk of suppression.



BULLET SLOT	STATUS	DIAGNOSTIC FEEDBACK
Bullet 1	STRONG	Leads with sodium/potassium claim. 187 chars. Keyword-rich but missing 'keto'.
Bullet 2	WEAK	Generic 'great taste' copy. 142 chars. No keyword value. Replace with functional benefit.
Bullet 3	AVERAGE	Mentions workout recovery. 210 chars. Add 'magnesium' to close indexing gap.
Bullet 4	WEAK	Only 98 chars. Under-utilized slot. Expand with use-case keywords: hiking, heat, endurance.
Bullet 5	MISSING	5th slot unused. Add guarantee or serving count claim — all 5 slots should be filled.

HIGH-VALUE MISSING TERMS

These high-priority keywords are absent from your listing. Inject immediately to boost secondary indexing:

- magnesium
- keto
- marathon
- hiking
- cramp

💡 THE 1,000 BYTE RULE

Amazon's algorithm indexes the first 1,000 bytes across all bullet points combined. Over-stuffing bullets past 200 characters does not help SEO and can hurt mobile conversion. Keep bullets concise and densely packed with exact-match root keywords in the first 150 characters.

14 BASICS: IMAGE ASSET INTEGRITY

WHAT THIS MEANS FOR YOUR LISTING:

Images are your primary conversion driver. We analyze the 9 available slots against the industry-standard sequence: Main Image, Infographics (Features/Dimensions), Comparison Chart, and Lifestyle (In-Use). All text must remain legible on mobile screens.

IMAGE TYPE DISCLAIMER

Image types below are estimated by slot position using the industry-standard sequence. Amazon does not mandate this sequence and your actual image types may differ from what is shown. Slot count and fill status are verified from live listing data — image type labels are estimated.

SLOTS UTILIZED

5/9

Missing 4 critical slots.

COMP. CHART

ABSENT

Cross-selling asset evaluated.

INFOGRAPHICS

2 / 4

Feature & Dimension assets.

LIFESTYLE

2 / 3

In-use context assets.



IDEAL 9-IMAGE SEQUENCE	EST. TYPE (BY POSITION)	DIAGNOSTIC FEEDBACK
Slot 1 — Hero	HERO	Clean white background. Good main image compliance.
Slot 2 — Lifestyle	LIFESTYLE	In-use context present. Strong conversion signal.
Slot 3 — Infographic	INFOGRAPHIC	Ingredient callout graphic detected. Good.
Slot 4 — Lifestyle	LIFESTYLE	Second lifestyle image present. Adequate.
Slot 5 — Comparison Chart	EMPTY	No comparison chart detected. Competitors Liquid I.V. and LMNT both feature these.
Slot 6 — Infographic	INFOGRAPHIC	Dimension/serving callout present.
Slot 7 — Lifestyle	EMPTY	Slot unused. Add athlete/endurance context image.
Slot 8 — Social Proof	EMPTY	Slot unused. Consider a user testimonial graphic or press mention.
Slot 9 — Social Proof	EMPTY	Slot unused. Consider user testimonial graphic or press mention.

15 BASICS: RICH MEDIA, VIDEO & 3D ASSETS

WHAT THIS MEANS FOR YOUR LISTING:

Video and 3D Augmented Reality assets can increase buyer trust and conversion rates by up to 15%. If you fail to utilize the media slot, Amazon can populate the lower video sections with competitor content — actively bleeding your traffic to rivals.

<p>VIDEO PRESENT</p> <p>YES</p> <p>Brand video in primary media slot.</p>	<p>3D / AR ASSET</p> <p>NO</p> <p>Interactive model evaluation.</p>	<p>VIDEO COUNT</p> <p>2 / 6</p> <p>Videos detected in listing (max 6 in main gallery).</p>	<p>THUMBNAIL QUALITY</p> <p>GENERIC</p> <p>Checks for custom hook frame.</p>
---	---	--	--



Rich Media Placement Analysis

ASSET LOCATION	PRESENCE / STATUS	DIAGNOSTIC FEEDBACK
Main Gallery — Brand Video	PRESENT	Brand video detected in primary slot. Good visibility signal.
Main Gallery — 3D/AR Asset	ABSENT	No AR/3D model. Liquid I.V. and LMNT both feature interactive models.
Related Video Shorts	2 VIDEOS	2 of 6 available slots filled. Add unboxing, how-to, and testimonial videos.
Video Thumbnail	GENERIC	No custom hook frame detected. Add text overlay with key benefit in first frame.

MEDIA VERDICT & HIJACK PREVENTION:

For best conversion, brand videos should be 30–45 seconds with a strong hook in the first 5 seconds. Uploading 5+ Related Video Shorts (unboxing, how-to, testimonials) via Seller Central fills all available video slots, preventing competitor or influencer content from appearing on your product page.

16 BASICS: A+ CONTENT & SEARCH INDEXING

WHAT THIS MEANS FOR YOUR LISTING:

A+ Content is a conversion tool while the Plain Text Description is a primary Amazon SEO tool. Success requires a dual-strategy: visual modules to capture buyers, and high-density text to capture Amazon's search algorithm. External search engines like Google heavily index A+ text and Image Alt-Text, whereas Amazon prioritizes backend plain text.

A+ TIER DETECTED

Standard A+

PREMIUM VS. STANDARD A+

PLAIN TEXT DESCRIPTION

PRESENT

AMAZON INDEXES THIS FIELD FOR KEYWORD DISCOVERY

A+ TEXT MODULES

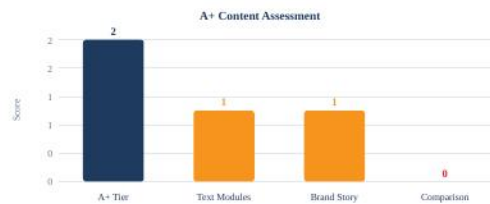
ABSENT

TEXT IN A+ MODULES IS CRAWLABLE BY SEARCH ENGINES.

IMAGE ALT-TEXT

Add Alt-Text

ADD KEYWORD-RICH ALT-TEXT TO EVERY IMAGE POSSIBLE FOR INDEXING PURPOSES.



TECHNICAL AUDIT COMPONENT	STATUS	EXPERT DIAGNOSTIC FEEDBACK
A+ Content Tier	STANDARD	Standard A+ detected. Upgrade to Premium A+ for enhanced module types and brand story placement.
Plain Text Description	PRESENT	Keyword-indexable description found. Ensure it includes remaining keyword gaps.
Brand Story Module	PRESENT	Brand Story module live. Good for brand recognition and repeat purchase intent.
Comparison Module	ABSENT	No comparison chart in A+ content. Competitors use this to cross-sell variants and retain buyers.
Alt-Text Coverage	INCOMPLETE	Add keyword-rich alt-text to every image possible for indexing purposes.

THE DUAL-INDEXING REALITY:

1. Internal (Amazon): Prioritizes the Plain Text Description (2,000 characters). **2. External (Google/Bing):** Crawls A+ text modules and Image Alt-Text. **The Problem:** Embedding text inside infographics makes it invisible to search algorithms. Use text modules to ensure search engines see your selling points.

BRAND STORY STRATEGY:

The Brand Story module is required to unlock Premium A+ for free. Beyond cost, it creates a defensive moat by placing your wider catalog links above the Products related to this item sponsored widgets — keeping competitors off your listing page.

OPTIMIZATION DIRECTIVE:

Populate the backend Plain Text Description field with 2,000 characters of top keywords from Page 04. Add a Brand Story module immediately to build a defensive moat and unlock Premium A+ eligibility. Convert image-baked text into readable A+ text overlays to improve your Indexable Text Ratio.

17 OFFER: PRICING PSYCHOLOGY & BUY BOX

WHAT THIS MEANS FOR YOUR LISTING:

Pricing is a critical conversion mechanism. The algorithm measures how your price compares to your historical average (List Price), the category average, and psychological breakpoints. Losing the Buy Box means you cannot run PPC and customers cannot easily Add to Cart.

BUY BOX STATUS ACTIVE CONTROLS THE ADD TO CART BUTTON.	PRICE ENDING PASS PSYCHOLOGICAL PRICING CHECK.	PROMO BADGE ABSENT COUPON OR DEAL TAG DETECTED.	DISCOUNT DEPTH 0% STRIKETHROUGH LIST PRICE DETECTED.
--	--	---	--

PRICING MECHANIC CHECK	STATUS	EXPERT DIAGNOSTIC FEEDBACK
Price Ending	PASS	\$24.99 ends in .99 — strong psychological pricing. Maintain this.
Coupon / Deal Badge	ABSENT	No coupon active. At 312 reviews vs. 28K+ for Liquid I.V., a 10% coupon would significantly reduce conversion friction.
Strikethrough List Price	ABSENT	No list price set. Setting a list price creates a visible discount signal — a low-cost conversion booster.
Subscribe & Save	ACTIVE	S&S enrolled. Good retention mechanic for consumables category.



💡 THE GREEN BADGE EFFECT

Instead of dropping your base price by \$2.00, maintain a higher base price and apply a \$2.00 digital coupon. This generates a bright green Save badge on mobile search results. Shoppers visually hunt for these badges, leading to massive increases in CTR and conversion velocity.

⚠️ BUY BOX SUPPRESSION RISK

Amazon bots constantly scrape Walmart, Target, and other retailers. If your product is listed cheaper off-Amazon or you violate MAP policies, Amazon can remove your Add to Cart button entirely. Enforce strict price parity across all sales channels.

OPTIMIZATION DIRECTIVE:

If your price ends in a flat number, adjust it to end in .99 or .95 immediately. Establish a higher List Price in your backend to trigger the strikethrough discount visual, and deploy an ongoing digital coupon strategy to maintain high search visibility.

18 OFFER: REVIEWS & SENTIMENT ANALYSIS

WHAT THIS MEANS FOR YOUR LISTING:

Review sentiment directly affects your conversion rate. Analyzing positive themes shows what benefits to highlight in your images, while pain points reveal objections your copy must preemptively address. Sentiment summaries are AI-generated based on recent top reviews.

AVERAGE RATING

4.4 ★

OVERALL PRODUCT HEALTH

5-STAR RATIO

68%

BRAND LOYALTY INDICATOR

RECENT SALES

200+

BOUGHT IN PAST MONTH

TOTAL RATINGS

312

CURRENT REVIEW MOAT

TOP POSITIVE THEMES

- Fast-dissolving formula praised consistently
- Taste rated highly vs. competitors
- No GI distress — popular with endurance athletes
- Convenient single-serve packets

CORE PAIN POINTS

- Packaging tears unevenly (14% of 1-star reviews)
- Price per serving feels high vs. Nuun
- Limited flavor variety requested frequently

SENTIMENT-TO-CONVERSION STRATEGY

Shoppers read bad reviews before good ones. Use this data to preemptively answer objections before the buyer scrolls to reviews.

- 1. Offensive Copy:** Address the packaging issue proactively in bullet 3 or 4: 'Tear-notch design for clean single-hand opening — tested by triathletes'. Buyers who see this pre-emption are less likely to leave a 1-star review for it.
- 2. Defensive Visuals:** Add a lifestyle image showing the packet being opened easily in a running/cycling context. Visual proof reduces packaging anxiety before purchase.

THREAT DETECTION & MITIGATION

Negative reviews must be taken seriously — customers rarely complain directly. Sudden spikes in critical reviews can often be traced to malicious competitors seeking to damage your reputation. Monitor these trends closely and respond to all negative reviews professionally.

OPTIMIZATION DIRECTIVE:

At 312 total reviews against a category average of 20,000+, your social proof moat is your most critical gap. Enroll in Amazon Vine immediately, activate a 10-15% launch coupon for 30 days, and add a post-purchase insert encouraging honest reviews. Goal: 1,000 reviews within 90 days.

19 MARKET: COMPETITIVE INTELLIGENCE

WHAT THIS MEANS FOR YOUR LISTING:

To capture market share, you must understand the Apex Predators ranking above you. This matrix benchmarks your ASIN against the top three organic competitors for your primary keyword, identifying exactly where their offer or content moat is outperforming yours.

PRICE VS. TOP 3 AVERAGE

+\$1.33 avg

PRICE FRICTION ANALYSIS.

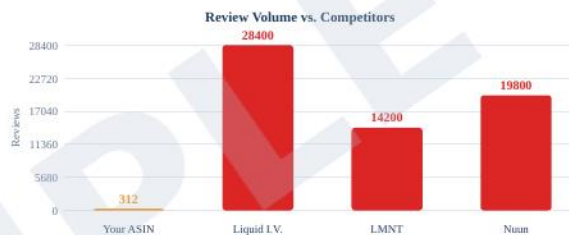
REVIEW GAP VS. TOP 3

-20,526 avg

SOCIAL PROOF ANALYSIS.

The Apex Predator Matrix (Top 3 Organic Competitors)

LISTING	PRICE / PROMO	REVIEWS (RATING)	MEDIA MOAT	BSR
YOUR ASIN	\$24.99 (No Promo)	312 (4.4)	Standard A+	#4,218
Liquid I.V. <small>Organic #1 (page pos 3)</small>	\$24.99	28,412 (4.7★)	Premium A+	#312
LMNT <small>Organic #2 (page pos 5)</small>	\$22.49	14,218 (4.8★)	Premium A+	#589
Nuun Sport <small>Organic #3 (page pos 7)</small>	\$7.99	19,841 (4.6★)	Standard A+	#741



COMPETITOR GAP ANALYSIS:

Top competitors frequently leverage a dual-threat strategy: lower entry price points paired with significantly deeper review moats. Competitors with active video assets create higher perceived value than static presentations — neutralizing this requires your own media investment.

THE AMAZON BUYER PSYCHOLOGY:

On Amazon, price rules the day. Because shoppers bear practically no risk with Amazon's return policy, they frequently default to the lowest-priced option. If your product costs more, your images and A+ content must overwhelmingly justify that premium to cold traffic.

OPTIMIZATION DIRECTIVE:

To capture market share without dropping your base price, perceived value must be drastically increased. Upload high-conversion lifestyle video to neutralize competitor media moats, and deploy a digital coupon to match their promotional visibility on the search results page.

20 FINAL VERDICT & IMPLEMENTATION

WHAT THIS MEANS FOR YOUR LISTING:

This is your executive summary and 30-day action plan. These are suggestions to be approved and implemented by you. Implementing these specific, high-leverage changes can positively affect the competitive gaps identified in this audit, improving both organic ranking and PPC efficiency.

SEO & DISCOVERABILITY

72/100

INDEXING FOUNDATION SCORE

CONVERSION ASSETS

48/100

MEDIA & COPY EVALUATION

MARKET OFFER

55/100

PRICING FRICTION SCORE

EXECUTIVE SUMMARY

HydroMax Nutrition has a fundamentally sound product in a high-velocity category, but the listing is losing significant organic rank to better-optimized competitors. The primary SEO gap — 'Electrolyte Powder' absent from your title lead — is costing you indexing on your category's highest-volume term. The conversion gap is driven by an under-stocked image gallery (6/9 slots), a missing 5th bullet, and a severe review deficit vs. Liquid I.V. and LMNT. The good news: most of these are copy and asset fixes that can be implemented within 7 days. If the Vine program, coupon activation, and title rewrite are executed together, a 15-25% organic rank improvement within 45 days is achievable. This audit gives you the exact roadmap to get there.

THE 30-DAY PHASED ACTION PLAN

PHASE 1: URGENT TRIAGE (DAYS 1-7)

Rewrite title to lead with 'Electrolyte Powder'. Add Marathon Hydration and Heat Stroke Prevention words to backend Search Terms. Activate a 10% coupon. Enroll in Amazon Vine if not already active.

PHASE 2: ASSET OVERHAUL (DAYS 8-15)

Commission a comparison chart image, two additional lifestyle shots (hiking/cycling context), and a 3D product model. Add a 5th bullet with a guarantee or serving-count claim. Expand bullet 4 with use-case keywords.

PHASE 3: MARKET ATTACK (DAYS 16-30)

Launch a 7-day Sponsored Products exact-match campaign for 'Electrolyte Powder' at 20% above suggested bid. Set a list price to create visible discount signal. Add keyword-rich alt-text to all images in Seller Central.

IMPLEMENTATION NOTE

The specific impact of these improvements will depend on your category, competition, and implementation quality. Changes to backend Search Terms and title typically index within 24-72 hours. PPC rank lift typically becomes visible within 7-14 days of sustained campaign activity.