

Before & After: What Amazon Listing Optimization Can Really Do

See the impact smart optimization can make.



BEFORE – Poor Product Title

Generic, keyword-stuffed, and hard to read

Example:

“Yoga Mat for Home Workout Non Slip Extra Thick
72 x 24 Exercise Mat for Women Men”

Hard to scan = lower clicks



AFTER – Optimized Product Title

Clear, keyword-rich, and customer-first

Example:

“Extra Thick Non-Slip Yoga Mat – 72” x 24” –
Comfort Foam for Home Workouts & Pilates”

Improved CTR + search relevance





BEFORE – Weak Images

- Only one or two product photos
- Poor lighting, no context, no lifestyle shots

Doesn't build trust or showcase benefits

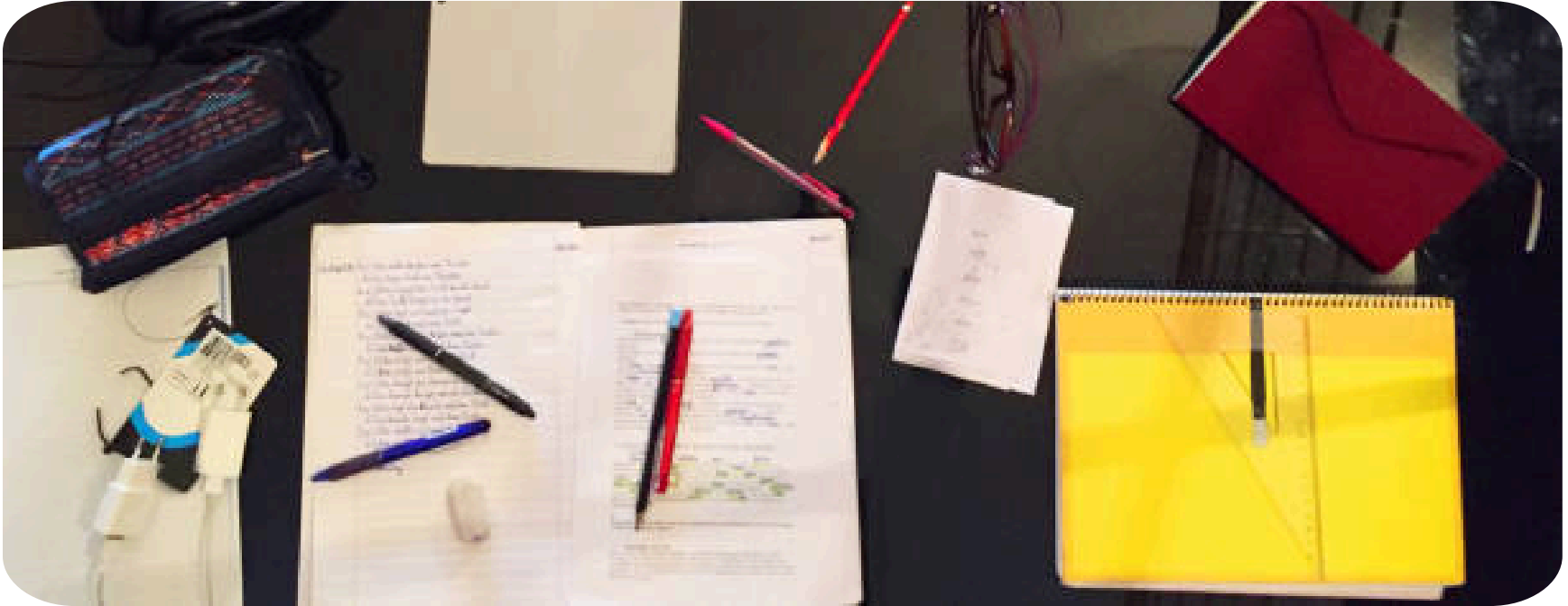


AFTER – High-Converting Images

- Clean, professional product photography
- Lifestyle, feature callouts, and infographics

Builds confidence + boosts conversion





BEFORE – Unclear Bullet Points

- Paragraph-style writing
- Features > Benefits

Hard to skim, no emotional hook



AFTER – Strategic Bullet Points

- Scannable, benefit-driven bullets
- Solves pain points and answers objections

Increases buy-box conversion





BEFORE – No A+ Content or Branding

- No enhanced content = missed opportunity
- Zero brand differentiation

Feels generic, not premium



AFTER – Branded A+ Content

- Rich visuals + brand story + comparison charts
- Builds authority + trust

Drives cross-sells, reduces returns





Ready for Your Listing Glow-Up?

Optimized listings don't just look better—they sell better.

At eCom Managers, we turn average listings into bestsellers.