THE ESSENTIAL BRAND GUIDE TO PRODUCT PAGE CONTENT

Leverage Content to Drive Sales and Brand Equity Across Your Retailer Network
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**About ChannelAdvisor Brand Analytics** 31
Brand Analytics started as a way for brands to track key availability, price, and ratings metrics for their products. Managing these three parameters was, and still is, a prerequisite of successful online distribution.

The platform has grown over the years to serve more clients, and in parallel, we’ve seen the expertise of our clients grow. Empowered with Brand Analytics, brands have put an end to recurring out-of-stock issues, set up creative pricing strategies, and maintained efficient selective distribution agreements. With the foundation in place, our clients became hungry for more. As a brand with an indirect distribution, what other levers can you pull to further increase your performance?

Our first answer to this question was Search Performance. In 2019, we released a feature that helps you take control of your share of the digital shelf and focus your effort on where it matters most. As on-site product searches generate more and more product views, Search Performance makes it easier to harness that traffic and make sure it flows right to the pages of your products.

And now, we’re announcing the second leg of that performance project: Content Performance. Maintaining a compelling, consistent brand identity across a decentralized distribution network is hard to execute at scale. Yet it is crucial to converting shoppers into buyers and protecting your brand in the long run. And with more shoppers researching products online before they buy offline, it’s a problem you can no longer afford to ignore.

By adding this new feature, we have come full circle. Now with Brand Analytics, you can:
• Make sure your products are assorted, in-stock, and that pricing makes sense (Brand Analytics Core),
• Drive as much traffic as possible to your product pages (Search Performance),
• Increase conversion rates with the best product content (Content Performance).

We’ve put together this handbook to assemble everything we know and believe about content. I think it paints a compelling picture of how important content is for today’s consumers. Toward the end, we’ll explain what our solution will help you achieve in that exciting environment.

We hope that this handbook can help inspire you to achieve more with product content.

Best,

Kevin Cohen
DIRECTOR OF BRAND ANALYTICS
AT CHANNELADVISOR
E-Commerce sites around the world strive to outdo each other with the best possible user experience. Brand and product content is at the heart of this experience everywhere.

Brands selling on third-party sites (marketplaces, online retailers) are restricted in the type and amount of content that they can use on product pages. This means they need to leverage every product page element available to them to stand out in search results, offer the best possible experience, and convert sales.

It’s clear e-commerce plays a big role in people’s lives and will continue to for the foreseeable future. According to eMarketer, US e-commerce will grow 18% in 2020 as consumers are expected to spend $709 billion, and it will represent an all-time high of 14% of total retail sales. Global e-commerce is expected to grow to $6.07 trillion by 2024.

E-Commerce page optimization is becoming increasingly important as more people turn to online shopping. Changing shopping habits have made the standard product page evolve to include features like videos and 360° images, and brands are taking advantage of that. With retailers expanding to reach more shoppers, brands and manufacturers can use e-commerce content monitoring software to build a compelling, consistent brand presence and keep an eye on customer reviews across sites.
Shopping Has Gone Digital (and It’s Not Looking Back)

Compared to leaving the house, shuffling through stores, and standing in line at a cash register, online shopping is effortless. Even before COVID-19, e-commerce was becoming a larger segment of retail over the past decade. Now, people are buying even more types of items online than they had in the past.

Shopping Trends in Light of COVID-19

A recent survey from ChannelAdvisor showed that since the outbreak, 31% of consumers have purchased items they never bought online before, 20% have more confidence to do online shopping, and 34% are flexible to the delivery time for nonessential items.

Online shopping has been steadily increasing over recent years and COVID-19 has contributed to its current acceleration. Social distancing requirements have led many people to shop for things online that they would have normally bought in a store — ChannelAdvisor found that 54% of Americans are doing more online shopping as a result of the outbreak. After COVID-19 is over, some of these new shopping habits are likely to stick around. In a recent McKinsey survey, U.S. shoppers said they were 15% to 30% more likely to buy online in many categories including fitness, child products, jewelry, and cosmetics after COVID-19.

Online retailers have expanded over recent years to make it easier for customers to find what they are looking for, and that means brands face more competition. Marketplaces have also made progress in areas like fast shipping, free returns, customer reviews, and detailed images that take away the fear of buying the wrong thing. Now, more than ever, it’s important to use the right product descriptions and listing content.

Shoppers will continue to rely on the internet to get essential and discretionary products in the future.
Shoppers Look for Content and Reviews to Judge Trustworthiness

People can’t consult a brand’s customer service department to ask questions when they are shopping on sites like Amazon or Walmart.com, so the product page must be clear and complete. This includes having multiple images of adequate size and from different angles. In fact, about 83% of smartphone users say images are very important to making a purchase decision, and 82% say the same about product descriptions/technical specs.

Product reviews are also vital in conveying trust to new shoppers. Reviews are a form of social proof, which is an effective element of any sales landing page. People do read them, and they could notice the honest reviews that point out problems such as an item not matching the product photos or having technical flaws.

**Brands that don’t keep up with best practices could see sales slipping as customers expect a rich variety of content.**

According to BrightLocal, 91% of shoppers are more likely to purchase from a business or product page that has positive reviews, and 76% trust online reviews as much as recommendations from a friend. Brands can’t usually display other types of social proof directly on a retailer product page, like celebrity endorsements and social media shares. That makes having customer reviews and responding to them even more important.

People also judge items before they get to the actual product page. That means the product’s title and main image need to have all the right elements they want to see.
Brands Respond by Optimizing Product Content Online

With more people shopping online, e-commerce product pages have evolved to give customers the information they are looking for in order to make a buying decision. Industry leaders take advantage of the opportunity by optimizing different aspects of their product pages to capture buyers.

Master Each Page Element to Gain a Competitive Advantage

People may arrive at a product page through text, voice, or image search on a mobile device, laptop, or tablet, so images and videos should be optimized for any type of device. According to ViSense, 62% of Gen Z and Millennial consumers want image search technology over any other feature to discover the products they want to buy, and many retailers are on board. By 2022, voice-based shopping is expected to account for 18% of e-commerce spending.

In its UX research, the Baymard Institute found 56% of shoppers immediately clicked on images and tried to view them closer, but 25% of product listings didn’t provide adequate resolution for a clear zoomed image. Shoppers in the study were likely to leave the listing or think less of the retailer or brand after finding poor zoomed image quality.

Looking over the first twelve trending products in Amazon’s electronics department, all product pages used at least six photos. About half of the listings also displayed at least one video, and a few displayed multiple videos. Correlation doesn’t necessarily mean causation, but it would be unlikely for a product to do that well with only two or three images.

Here are some other recent content-related developments in e-commerce shopping:

- **Mobile-ready hero image (MRHI):** When shopping on mobile, it can be hard to see volume, type, and quantity on a product label. Product images can be optimized for mobile with enlarged text to show this information.
- **Voice search:** With home assistants becoming more popular, shoppers can search for products using their voice.
- **Image search:** Some shopping apps like AliExpress and Amazon allow users to search for products with an image by pointing their camera at an object. Google has also added visual search on its own app that supports both search and shopping functions.

Brands should watch for evolving content types to connect with customers when and how they want.

In a physical store, a shopper might have a handful of choices for the same type of product. But online, they have hundreds. The text and images on the page are what will connect with customers and show them how a particular product fits what they are looking for.
Industry Leaders Use Content to Convert

Successful brands are proactive about the content they put up. There’s no fluff—even a simple bulleted list is a chance to incorporate sales copywriting and tie features to benefits. According to a GrowthRock case study, Amerisleep increased checkouts by 13.9% by focusing on benefits in the product description.

Industry leaders also encourage their customers to contribute reviews, photos, and answers to FAQs. Shoppers who look at user-generated content (UGC) are more likely to convert — 93% say UGC is very helpful when making a buying decision. If a listing doesn’t utilize good UGC, it leaves sales on the table. Responding to reviews is also important, and brands should make sure that each response is unique for the customer.

Research and test what works best for your company’s product. For example, do more people buy via mobile? Are users looking for detailed compatibility information? The answers to these questions can change how an optimized e-commerce product page should look.

Use product pages to their fullest potential with benefit-focused copy, responses to reviews, and information customers want to see.
6 KPIs That Can Change When Your Content Is Consistently Optimized

High-quality product content plays a critical role in the buying process. While it is challenging to objectively assess the quality of product content, it is easier to measure its impact on business-critical KPIs. Here are 6 KPIs that can typically be improved by superior product content:

1. **CONVERSION RATE**
   Optimized and informative product content — images, text, reviews, and more — helps shoppers make up their mind and positively impacts conversion rates on product pages.

2. **SEO AND GOOGLE SHOPPING**
   Keyword-rich titles and descriptions tend to get picked up more by algorithms, boost your performance on organic searches, and get your Google Shopping listing in front of more eyeballs.

3. **DIGITAL SHELF PRESENCE**
   On-site search engines rely in part on the product page content to index your page. Optimized content is more likely to position your products on the first page of on-site results.

4. **BRAND ENGAGEMENT**
   Enhanced page content and other types of branded content (blog posts, social media) allow you to go beyond the sales and build a lasting relationship with your customers.

5. **BRAND AWARENESS**
   Leverage your media and awareness investments by showcasing campaign content on product pages to maximize top-of-mind awareness and become the go-to brand in your category.

6. **LOWER RETURN RATES**
   Highly descriptive product content assists consumers in understanding exactly what they are buying and avoid a poor experience. This can drastically reduce expensive returns.

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Product page content can have a huge effect on sales, returns, engagement, and more, so optimal online merchandising is crucial for brands to gain an edge.
Product Page Monitoring Helps You Get There Faster

With some exceptions (like Amazon), retailers don’t let brands edit product pages directly. Instead, you have to submit content and changes via forms, emails, Excel sheets, etc. and wait for someone to update the pages. You trust your retailers to upload the changes correctly and in a timely fashion.

But whether or not that happens is another story. Even though we’re almost a quarter of the way into the twenty-first century, product updates are still manual for most retailers. You’re really at the mercy of someone’s busy schedule or careless mistakes.

This means brands don’t get to sit back and relax after submitting content. The next step is to monitor pages to make sure the updates went through without errors. But if you make updates to multiple products at once, this is a time-consuming process. The problem gets worse when you have to check pages on dozens of different retailers.

Monitoring Improves Authority Over Content

This is where automated content monitoring comes in. After submitting updates, brands can check the status of multiple pages with a few clicks or receive notifications if something is wrong. If there’s an error in a page title or product description, the brand will know right away.

Without a good monitoring system, brands give up authority over their product page content to the retailers. And it’s not good when customers find mistakes in a listing. Content monitoring allows brands to make sure pages have enough content, use current assets, and that recent updates have gone through. Brands can catch errors quickly and move to resolve them with the retailers.
Product page monitoring maximizes a brand’s control over content between multiple pages and retailers
Anatomy of a Great Product Page

Product Title: What Makes a Best-Seller?

The title is the first thing that customers see when they click on the product search result. Additionally, titles help algorithms to index and assign rankings to products in the search results. There’s almost no element as important as an optimized title.

3 Reasons Product Titles Are So Significant

1. **SEARCH PERFORMANCE**
   Product titles are at the center of the product discovery process. Most sites rely in part on the product title text to figure out what the page is selling and to know when to bring it up in the search results. For instance, Amazon’s A9 algorithm seems to weigh the keywords in the title more heavily than those in the description. This means that your title text should match what prospective buyers type into the search bar.

2. **CLICK-THROUGH RATE**
   Writing compelling and informative titles is key to getting clicks. Along with the main picture, price, and ratings, your product page title is one of the few things that most sites display in the search results. Many shoppers visually scan for specific keywords in product titles and click on the products that have them.

3. **CONVERSION**
   Add-to-basket and conversion rely on an alchemy of page content, price point, and alignment with the initial user search intent. Titles play a vital role: they must ensure that buyers arrive on your page with an accurate idea of what your product is. Misleading or vague titles could lead to a decrease in your conversion rate.
Common Product Page Title Requirements

Every site has different guidelines when it comes to product page titles. However, many are pretty similar to Amazon’s, which we’ll detail below.

Amazon imposes high-level guidelines for product titles that apply to all products on Amazon.com, Amazon.fr, Amazon.co.uk, Amazon.ca, Amazon.it, and Amazon.es.

- Title length cannot exceed 200 characters; the limit is shorter for some categories
- Titles cannot contain promotional phrases such as “best value” or “shop now”.
- Titles must not include decorative characters like $ {} #, etc.
- Titles must contain information that helps identify the product.

Amazon also provides more detailed instructions at the category-level. You can check them out on this page (tip: replace “com” in the URL with “fr”, “de”, “ca”, etc. to see your local guidelines).

6 Tips for Writing Product Titles That Sell

We looked into a dataset of 7,000 best-selling products from 140 of Amazon’s own top 50 pages (across seven sites: CA, UK, US, DE, ES, FR, IT). Our goal was to reverse-engineer the formula for a top-performing product title. Since all sites are a bit different, best-performing titles on Amazon might not be perfect for other sites, but they could still be a great start if you’re looking to improve the performance of your titles.

STAY AWAY FROM SHORT TITLES

Our research shows that almost 90% of best-selling product pages have more than 50 characters in their titles, 50% of pages have between 50 and 100 characters, and 39% have more than 100 characters.

As you can see, some short-titled products made their way to the best-sellers. These turned out to be from brands that don’t really need the optimization to sell well. In our sample, the brands that used fewer than 70 characters on average included Apple, Playstation, and Microsoft.

AMAZON BEST-SELLER PRODUCTS TITLE LENGTH

<table>
<thead>
<tr>
<th>no. of characters in the product titles</th>
<th>% of product pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-25</td>
<td>1 %</td>
</tr>
<tr>
<td>26-50</td>
<td>9.9 %</td>
</tr>
<tr>
<td>51-75</td>
<td>25.4 %</td>
</tr>
<tr>
<td>76-100</td>
<td>25.2 %</td>
</tr>
<tr>
<td>101-125</td>
<td>12.4 %</td>
</tr>
<tr>
<td>126-150</td>
<td>11.8 %</td>
</tr>
<tr>
<td>151-175</td>
<td>7 %</td>
</tr>
<tr>
<td>176-200</td>
<td>7.4 %</td>
</tr>
</tbody>
</table>
Our recommendation is to **use at least 100 characters** in your titles.

Amazon says that only essential information should be included in the title. Our research shows that longer titles perform better, both in terms of search performance and CTR. But that’s only as long as you keep them informative. Read on to see what information should go into your titles.

**INCLUDE YOUR BRAND NAME AS THE FIRST WORD**

We found that 93% of best-selling product titles included the name of the brand. And, nine times out of ten, the brand name was the very first word used. The few products that didn’t mention the brand name in the title were from lower-ranking brands.

Building a strong brand should always be a top priority. It’s the key to encouraging repeat purchases and achieving e-commerce success! That starts by including your brand name everywhere it’s relevant.

**MENTION BETWEEN ONE AND THREE CATEGORY ALIASES**

Amazon’s guidelines state that your product title should always include the name of the product category (USB mouse, coffee machine, hiking shoes, etc.). However, a good practice is to include more than one, especially if there are several keywords that people could use. For instance, people looking to buy a “USB stick” may also type “flash drive” or “thumb drive” into the search bar. Including several product category aliases in the title is a great way to place for most searches.

**CATEGORY ALIASES IN AMAZON BEST SELLERS PRODUCT TITLES**

In our sample, we found that **best-selling titles had an average of 1.7 category aliases**, with a maximum of three. We recommend using two category aliases in your titles.
ADD FEATURES, ATTRIBUTES, AND USE CASES
Amazon’s guideline is that your title should include everything that helps describe your product. This includes the capacity, the color, the number of units, significant features, compatibility, etc.

NUMBER OF PRODUCT ATTRIBUTES IN AMAZON BEST-SELLERS TITLES

In our sample, we found that best-selling product titles included 4.4 attributes on average. For some product categories, attributes are necessary to describe the products, but almost all brands can benefit from adding additional details to their product titles. Four attributes is a good target.

CONSIDER ADDING THE REFERENCE/SKU OF YOUR PRODUCT
In our sample, which contained many electronic products, 43% of product titles contained the reference code or the SKU of the product. There’s no right or wrong choice, but we recommend adding it if it helps customers easily differentiate between your products.

CAPITALIZE IMPORTANT WORDS
Writing titles in all caps is not an option (Amazon forbids it), but you can capitalize the first letter of all important words (excluding little words like “and”, “a”, “from”, “with”, etc.). You can follow standard English title capitalization rules in all languages (even though you wouldn’t typically capitalize every word in French titles, for example).

THE WINNING PRODUCT TITLE FORMULA
Based on the previous findings, we came up with a suggested formula to compose product title on Amazon listing:
Product Images: Come Out Visually Strong to Convert Better

What converts a visitor into buyer? According to Salsify, 73% of shoppers need to see at least three images to make a buying decision. So you need to use the right e-commerce images to draw traffic, answer questions visually, and convert shoppers into buyers. Before going all over the place with brand enhanced content, make sure your input meets the basic requirements.

Common Product Image Requirements

Here are some highlighted rules that apply to most retailers today:

**IMAGE SIZE**
Most stores require product images to be at least 500 x 500 pixels. Amazon requires at least 1000 x 1000, and Walmart recommends 2000 x 2000 for the best zoom function with different devices. To make things simple, make your images at least 2000 x 2000; you can always scale down if you need to.

**IMAGE FORMAT**
Common formats are TIFF, JPEG, PNG, JPG, and BMP, but JPG is the most popular format.

**ASPECT RATIO**
The most common aspect ratio is square (1:1), though some sites or specific departments like fashion may require portrait orientations.

**QUALITY**
High-quality product images should be in focus with professional lighting and realistic coloring. Edit photos to match real-life colors, but don’t use filters to enhance the image beyond how the product appears in person.

**NUMBER OF RECOMMENDED IMAGES**
Different retailers allow different numbers of product images. A good rule of thumb is to use four or more without putting up duplicate or unnecessary photos.
BACKGROUND
Most retailers require backgrounds to be pure white.

NEGATIVE SPACE
The main product should take up at least 50% of the photo (85% for Amazon).

FILE SIZE
Generally, you want the smallest file size while providing optimal image size and resolution. Files that are too large may increase load time or may not be accepted. Walmart’s maximum file size is 5MB.
High-quality images are a big part of optimized product page content, and choosing the right ones can make all the difference.
Product Descriptions: Your One Shot for Clear Sales Copy

A product description is like a digital salesperson. Would you feel confident buying from someone who didn’t explain the product well? Neither would most other shoppers — 52% would be dissuaded from making a planned purchase by bad product descriptions.

The product description can include introductory bullet points near the hero image and a few paragraphs below the fold about the product. That’s not a lot of material. With standard descriptions, you don’t get to format the page beyond making lists or putting information in a table.

Common Product Description Requirements

Product description requirements can vary slightly from platform to platform, but here are a few basic guidelines:

**BE TRUTHFUL AND CLEAR**
All retailers require brands to correctly portray items in the product description. Watch out for off-limits words: Most platforms restrict you from using words like “sale” or “discount” in the product description. You also can’t put customer reviews, phone numbers, or web sites in your description.

**USE THE CORRECT HTML TAGS**
Amazon only allows line breaks, but other platforms may allow HTML tags to indent text or make words bold. Always check requirements for each platform; don’t just copy and paste a description from one site to another.

**STAY WITHIN THE LIMITS**
All retailers set character limits for product descriptions. Keep content on the shorter side, but write enough information for someone to learn about the product and make a decision. A good range is between 1,000 to 1,500 characters. This range fits within limits from retailers like Amazon and Walmart.com.

**USE KEYWORDS**
The right keywords can help drive traffic to your listing. Besides the brand and name of the product, keywords should target the category, differentiating features, compatibility, and use cases.
Product Reviews: Don’t Give up Control

Images and product descriptions are both very important for a product’s success, but it doesn’t stop there. Shoppers tend to continue to scroll down and look for more evidence. Many shoppers check reviews before they make purchasing decisions; in fact, the Spiegel Research Center found that 95% of customers read reviews before purchasing.

To say that people trust online reviews is an understatement. For example, a product with just five reviews can have a 270% higher conversion rate in comparison to others with zero reviews.

According to eMarketer, Amazon made 38% of the e-commerce sales in the U.S. in 2020. In second place for 2020 was Walmart.com with 5.8% and then eBay with 4.5%. We’ll talk about rules for managing reviews on Amazon, but many of these rules apply to other major retailers as well.

As a vendor, you can’t contact customers directly outside of a few specific situations. However, you can still communicate with your customers by managing online reviews and responding to them.

Monitoring Online Reviews on Amazon: What You Can’t Do

When monitoring online reviews, there are a number of things that you absolutely can’t do:

1. **YOU CAN’T REMOVE LEGITIMATE REVIEWS**
   If a negative review doesn’t break the rules, you can’t have them take it down.

2. **YOU CAN’T SOLICIT POSITIVE REVIEWS**

3. **YOU ALSO CAN’T OFFER PRODUCTS IN EXCHANGE FOR A POSITIVE REVIEW**

Amazon claims to push for fair and honest reviews. Also, they have their own programs to help vendors get reviews. For example, Amazon has the Early Reviewer Program and Amazon Vine, and other retailers have similar programs to offer curated reviews by experts.
Most of these programs will cost you, and you aren’t allowed to influence or contact the reviewer. If they want to write a 1-star review, they can. In the end, it’s better to have a few negative reviews along with your positive ones, since they can establish credibility.

Whatever you do, **definitely don’t do these**:

1. **DON’T IGNORE A NEGATIVE REVIEW**
   Ignoring a negative review is like ignoring a customer in real life. The sooner you can respond to it, the better, so make sure you set up notifications to stay aware of new reviews on your products!

2. **DON’T RESPOND POORLY**
   Always be courteous when responding to reviews, even to ones where you know the customer is wrong. As a vendor, it might be hard to let the retailer handle the customer, but at least the customer service department can see you’ve done your best to help out on the listing page.

3. **DON’T COPY AND PASTE**
   Whether you’re responding to a positive or negative review, never copy and paste a previous reply that you’ve used. They took the time to write a unique review, and so should you.

Now that you know what to avoid, what can you do when monitoring reviews on Amazon?

1. **YOU CAN RESPOND TO REVIEWS**
   You can thank customers or offer apologies for the problems that come up.

2. **YOU CAN USE TOOLS TO MONITOR AND MANAGE REVIEWS**
   Since Amazon doesn’t notify you when you get negative reviews, you can (or rather should) use tools that do. Some tools can also give you access to historical data (how your average rating evolved over time), which isn’t available from Amazon.

3. **YOU CAN REMOVE INAPPROPRIATE REVIEWS**
   Keep in mind, this only applies to reviews that break a retailer’s community guidelines, like reviews that promote another product or include swear words.
Responding to Online Reviews

Amazon is the biggest e-commerce platform at the moment but not the only one. Your distribution channels can be larger and more complex, and that requires you to monitor reviews on several sites. The question is:

Should you respond to both negative and positive product reviews? If so, how should you respond?

There is very little debate as to whether or not you should respond to negative product reviews. It’s an opportunity to show the customer you care, make things right, and deflect negative criticism. Also, negative reviews can sometimes go viral if not skillfully defused.

In any case, it is indubitable that **you should address negative reviews first**. If you have limited resources, you should focus on the reviews that threaten your business.

When it comes to positive product reviews, things are more nuanced. Some people advocate that replying to a positive review brings nothing new to the table. It makes you look pedantic and arrogant. While these are valid concerns, the advantages far exceed the risks. **By responding to (the right) positive reviews, you can:**

1. **OBTAIN EVEN MORE POSITIVE REVIEWS**
   As a brand, answering to good reviews rapidly creates positive reinforcement for customers. If potential reviewers see that you take the time to address many reviews, they are more likely to take the time to write something.

2. **INCREASE THE SEO POTENCY OF FREE, POSITIVE CONTENT**
   It is estimated that reviews account for about 10% of a web page’s SEO ranking. It’s actually quite unsurprising, as reviews are everything that search engines like: unique, relevant, helpful, and standardized... When you reply to a review, you can surround it with important keywords and links that are associated with your profile. Make sure that your commenter profile (a brand profile in the case of Amazon) is updated with links to your store and website.

3. **MAKE CUSTOMERS YOUR BEST BRAND AMBASSADORS**
   When selling on Amazon or other online retailers, brands often surrender direct contact with their customers. Amazon only gives you a cloaked email address to contact your customers. This address won’t work outside of Amazon.

   When a customer leaves a review, however, they open a door and give you a shot at converting them into promoters. Depending on the content of the review, you may try and suggest that they spread the word, make another purchase, subscribe to your newsletter, visit your blog, or become a fan on Facebook...
   When you think about it, responding to a review is like serving a highly personalized retargeting ad to a super-qualified audience!
Harnessing the Sentiment Behind Reviews

Sentiment analysis is not new. Several brands and organizations (in business, in politics, or journalism) are using it extensively. They seek to measure and understand the real emotions and sentiments of their audience, customers, voters, and others.

“This sentiment analysis is a type of data mining that measures the inclination of people’s opinions through natural language processing (NLP), computational linguistics and text analysis, which are used to extract and analyze subjective information from the Web - mostly social media and similar sources. The analyzed data quantifies the general public’s sentiments or reactions toward certain products, people, or ideas and reveal the contextual polarity of the information.” — Technopedia.com, 2019

This powerful analysis tool has proven essential in advertising and publishing. Journalists and publishers can get a better idea of which topics are of interest to their readers. Meanwhile, marketers have been using this tool to better shape their campaigns and measure reception.

Social media sentiment analysis is good. It can help brands detect trends, identify influencers, and tailor their messaging. But sentiment analysis of product reviews is great. Reviews are from real customers, so all the noise is filtered. It’s a direct insight into your product’s performance.
5 Benefits of Sentiment Analysis

To conduct a deep analysis, you'll need as much data as you can get, which is why reviews coming to your brand’s e-commerce site may not be enough. The solution is to collect the reviews from all of your online retailers. Once you do so, you could unlock the following benefits of sentiment analysis:

1. **ACKNOWLEDGE MARKET ATTITUDE**
   - Have customers adapted to your new product packaging? How do they use your product? What are the most/least favored features of your product? The online reviews of verified buyers can reveal usage habits, thus adding value to your brand’s product development.

2. **MEASURE CAMPAIGN PERFORMANCE**
   - How does the market perceive your messaging in the campaign? What is the ROI outcome of the campaign? Each market will perceive a message differently. Recognizing the early reactions to your campaign will help you shape your message better in the long run or allow you to completely pivot before it’s too late.

3. **EVALUATE RETAILER’S PERFORMANCE**
   - Which retailers are boosting your brand’s image? Which ones need brand content enhancements? Retailers are your brand’s ambassadors as they are the direct link to your customers. The more you know about them, the better you can manage your online distribution.

4. **DISTINGUISH PRODUCT LIFE CYCLES**
   - What is your current stage in the product life cycle? How does the market feel about your product? Is the market starting to look for new changes? Identifying the product life cycle is vital, and having a sense of the market demand can help your brand get a competitive advantage over your competitors.

5. **DETECT PRODUCT ISSUES AT AN EARLY STAGE**
   - Are some customers having problems with your new product? Are you getting some unexplained returns? An unhappy customer might tell you about their issues, or they might complain on social media instead. Sentiment analysis can help you catch negative comments about your brand from multiple sources to detect issues early.

Thanks to AI technology, sentiment analysis is becoming a real asset in e-commerce. Your brand can and should analyze both social media and all of your online distribution channels. Each source of data will provide different perspectives on your product and brand, giving you the necessary information to make better e-commerce decisions.
Rich Content: From Basic to Advanced Product Page Content

Up until now, we’ve been talking about standard product pages consisting of titles, images, product descriptions, and bulleted lists. But another world exists of product page design: rich content.

Rich content pages feel more like website landing pages than standard product listings. Brands have to pay more to the retailer for enhanced content pages, and some types of content may only be available based on invitation.

Up to 54% of all product searches start on Amazon, so we’ll talk about rich content in relation to this retailer first. But many enhanced content elements can be seen on other sites, as well.

Rich Content at a Glance

Enhanced content on Amazon allows sellers and vendors to add five to seven modules to their product pages. Modules can include HD video, testimonials, comparison charts, and more. Premium EMC (A+ Premium Content) by invitation allows the largest number of module choices including ones not available to other vendors or sellers like hover states and slider galleries.

The table below breaks down the basics of enhanced content on Amazon:

<table>
<thead>
<tr>
<th>Platform</th>
<th>Enhanced Content Type</th>
<th>Availability</th>
<th>No. modules on the product page</th>
<th>No. module types to choose from</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seller Central</td>
<td>Enhanced Brand Content</td>
<td>Registered brands</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Vendor Central</td>
<td>Basic Enhanced Marketing Content/ A+ Content</td>
<td>All vendors</td>
<td>5</td>
<td>12</td>
</tr>
<tr>
<td>Vendor Central</td>
<td>Premium Enhanced Marketing Content/ A+ Premium Content/ A++ Content</td>
<td>By invitation only</td>
<td>7</td>
<td>16</td>
</tr>
</tbody>
</table>
The e-commerce landscape will continue to get more competitive as the industry grows. As more brands figure out what works best, we can expect to see new techniques for product page optimization.
Execute Your Content Strategy at Scale
with Brand Analytics Content Performance

Content is a formidable driver of growth, adoption, and conversion. But it’s all for nothing if your content strategy gets lost in the way. Following the recommendations from this handbook can only be effective if your retailers implement the right content.

Even smaller brands may have hundreds of e-commerce product pages from a variety of online retailers, which are impossible to manually check on a regular basis.

With Content Performance, Brand Analytics automatically scans the content of your product pages to help you track Implementation, Compliance and Consistency.
Advanced Content Monitoring

CONTENT TRACKING AUTOMATION
Brand Analytics automatically picks up the content of your product pages for a given list of retailers. You get to focus on your content strategy, and let us supervise its implementation.

CONTENT TRACKING RULES
Set up custom rules (e.g. number of images is more than 4, description contains “keyword”), get a list of target pages, and check your overall progress.
A growing list of supported e-retailers
Our infrastructure allows us to swiftly implement new retailers based on your needs. We already cover the top sites worldwide, but we can also add yours.

Daily updates
Content Performance data updates daily, so you always have the latest info. Check in the morning if the changes you requested yesterday were published. Easily track period-over-period progress.

Raw data extracts and API access
Integrate your reporting and BI systems with Brand Analytics. A simple yet powerful and highly customizable solution that serves multipurpose users.
Content Benefits for Your Brand

**Drive conversion rates up**
Are you taking advantage of all content opportunities? Don’t miss the chance to make an impression: find out which pages are not showing enough media, text, or reviews.

**Leverage your best content**
Help your retailers use the latest assets in your product pages. Save yourself the headache of checking pages one-by-one. Define brand guidelines and single out non-compliant pages.

**Build a consistent brand**
Consistency drives brand recognition and awareness. Ensure the best brand experience across sites, encourage loyalty, and increase repeat purchases.

Who Is It For?

- **Marketing roles**
  E-Commerce marketing professionals can leverage Content Performance to supervise content strategy implementation. You can spot mistakes and non-compliant content to protect your brand image. Finally, aggregated content scores can help you prioritize what to work on.

- **Sales roles**
  Benchmark content compliance among retailers. Support your distribution partners and back your negotiations with objective data. Put your finger on why some products or ranges are not performing as well as expected.

- **Director-levels, management roles**
  Save your team from tedious, time-wasting tasks like manually controlling the implementation of content. Make sure they have the right tools to drive business performance and protect your brand at scale.
About ChannelAdvisor
Brand Analytics

ChannelAdvisor Brand Analytics is a simple, reliable and powerful solution that helps multi-channel brands manage online distribution, grow sales and protect their reputation.

Solution Capabilities

Assortment  Price and promos  Digital shelf  Reviews and content

About ChannelAdvisor

ChannelAdvisor is a leading provider of cloud-based e-commerce solutions that enable retailers and branded manufacturers to integrate, manage and optimize their merchandise sales across hundreds of online channels including Amazon, Google, eBay, Walmart, Facebook and more.

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