



Welcome to AMZ Tracker!

The complete seller's toolkit to help you grow and manage your Amazon business.

This plain-text guide is for sellers who have already launched a product on Amazon and want to increase sales and streamline their business. If you are new to Amazon, you can think of this guide as the 80/20 for building your business to the stage of generating organic sales and your BSR reaches increasingly competitive levels.

Here you will learn how to best use AMZ Tracker to increase rankings and sales velocity. So take your time with it, have fun, and reach out to us at support@amztracker.com or help.amztracker.com if there's anything we can help you with!

You can access the full AMZ Tracker Quick Start Guide here:
<https://www.amztracker.com/blog/amz-tracker-quick-start-guide>

Let's get started with the first step: Adding your product.

Step 1: Add Product

After you log into AMZ Tracker for the first time, you'll want to add your product(s) to the dashboard. You do that by clicking the 'Add Product'-button at the top of the dashboard.



Next, enter your product's ASIN or Amazon URL, and make sure to select the correct Amazon marketplace from the drop-down menu. Be sure to add each separate ASIN on a new row.

If you want to separate parent/child ASINs, you can see the full guide [here](#).

Finally, wait a few minutes for your data to load.

AMZ Tracker checks your rankings every **12 hours**. Here you can see keyword and trend. The small graph shows weekly trend. If you click it, you see the trend over the last 3 months.

The screenshot displays the AMZ Tracker interface. At the top, there's a 'Product' section for 'Pug Puppies 16 Month 2016 Vintage Wall Calendar' with a sales rank of 289,435 (down 2,269) and a ranking of 20 (down 71). Below this is a 'Keyword' table with columns for Keyword, Trend, Rank, and Action. The table lists several keywords with their respective ranks and trends.

Product	Sales Rank	Ranking	Action
Pug Puppies 16 Month 2016 Vintage Wall Calendar	289,435 -2,269	20 Top	-71 Change

Keyword	Trend	Rank	Action
2016 pug calendar		20	-5
pug puppy calendar		27	-5
pug wall calendar		68	-
2016 vintage calendars		70	+4
puppy calendar 2015-2016		79	-30
oua calendar			

Step 2: Add Keywords For Your Product

Next, it's time to add keywords to track. This is important so that you can see which keywords you can most easily rank for and how to optimize your chances of climbing the search rankings.

Here's how you do it:

- Click 'Keyword Research' at the top



- Enter in all the keywords you want to track for your product. We recommend using as many keywords as your plan allows.
 - Make sure that your keywords are a good mix of short/general terms and long-tail/specific keywords.
 - If you're struggling to come up with keyword ideas, try using our Keyword Research tool. There are also plenty of other services out there that could help with this, including [Google's Keyword Planner](#) and [Deep Words](#).
- Click "Add Keywords" and wait a few minutes.

How to Use This Data:

- Understand if your marketing efforts are working by seeing if they translate into better rankings. Whether you're launching a PPC campaign, running a promotion, or making any other marketing push, let your rankings be the judge of if a campaign is paying off or not.
- Strategically optimize your listing for new keywords. The highest-listed products on any Amazon search receives an exponentially greater share of sales. Find the highest-volume keywords where your products are just outside of the first one or two pages and optimize your listing for these keywords. A small change in rankings can translate into a big windfall.

Step 3: Track Your Competitors' Sales

Once you have added your product, we recommend repeating this same process with *competing* products. By sales tracking your competitors you get a peek of how much product they are selling.

You can turn on Sales Tracking on by clicking the magnifying glass on the product you want to track or add them in the 'Sales Tracking' tab.

Product	Sales Rank	Ranking	Action
 Pug Puppies 16 Month 2016 Vintage Wall Calendar B00XJRG55W / Calendar	289,435 -2,269 Office Products	20 top -71 Change	   

How to Use This Data:

- Add competitors' products into the tool. See if any of them are making strong moves up the rankings? What are they doing that you're not?
- Protect your downside. Are your rankings unexpectedly dropping? If so, you'll want to immediately figure out why and address the issue as quickly as possible.
- Run a promotion and track its effectiveness. Running a promotion via a deals site, like [Vipon](#), can be the most efficient way to skyrocket your rankings. With any campaign you run, you'll want to make sure that your promotion is translating into higher rankings.

Step 4: Optimize Your Listing With the On Page Analyzer

When a customer searches for a product in Amazon, you want to give your product the best chance to appear in as many search results as possible. And you want to be as high as possible in these search results so that it's more likely your customers will find you.

You want to optimize your product listing for the keywords you are targeting and aim to rank for on Amazon. This is similar in nature to optimizing websites for Google SEO, except it's for Amazon.

The On Page Analyzer tool will help you to ensure that your Amazon listing is optimized perfectly for the keywords you are targeting. It removes guesswork by clearly showing you what you need to improve and what is already working.

Metric	On Page	Recommended	
> Title Length	32	< 200 chars	✓
> Bullet Points	5	5	✓
> Total Images	1	6+	✗
> High Res Images	0	2+	✗
Product Rating (stars)	3.5	4+	✗
# of Reviews	715	15+	✓
> Chars in Description	710	1000+	✗
Fulfilled By Amazon	No	Yes	✗

Step 5: Activate Monitoring of Negative Reviews

AMZ Tracker's Negative Reviews monitoring quickly notifies you about negative reviews. It allows you to respond immediately to negative reviews and offer to rectify the problem. By responding promptly, you can sometimes change the customer's mind and get them to update their review.

Here's how you turn on Negative Review Monitoring:

1. Go to the 'Rankings' tab.
2. Click on the heart icon for the product.
3. Wait for at least 24 hours for us to gather any reviews found.

Product	Sales Rank	Ranking	Action
 Pug Puppies 16 Month 2016 Vintage Wall Calendar B00KJRGSSW / Calendar	289,435 -2,209 Office Products	20 Top	-71 Change 

Step 6: Run Promotions

Running promotions is a great way to increase your sales velocity for your product launch. The best way to distribute promotion coupons is via deals websites such as [Vipon](#), which allow you to get your deals in front of hundreds of thousands of shoppers.

You can add promotions directly in AMZ Tracker via the 'Promotions' tab.

[For a detailed guide on how to run promotions, click here.](#)

That's it! Now you know enough to start improving your listing and increasing sales.

If you'd like to learn more, check out the AMZ Tracker blog here:

<https://www.amztracker.com/blog>

Or get more support by visiting our help center here:

<http://help.amztracker.com>

As always — if you can't find the information you're looking for, you can email us and get help at support@amztracker.com

Thanks!

The AMZ Tracker Team