

STRATEGIES FOR CONTENT OPTIMIZATION IN THE BODYGROOM CATEGORY

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Agenda



Consumer Insights



Opportunities



Additional Info For Strategy



Measuring Success



Next Steps

CONSUMER INSIGHTS IN THE BODYGROOM SPACE

Keyword Trends and Direct Feedback from Amazon Shoppers.

The objective of Insights: Form the basis of our SEO strategy & and Identify opportunities to maximise results

- If we understood consumer desires and what they exactly search for
 - We could meet their needs
 - Align with Amazon's A10 Algorithm criteria
 - Stood out in the searches

**SEO is about guiding customers to the
information they seek**



INSIGHT

Methodology:

Categorize Keywords into categories based on intent and volume to Identify consumer behavior-based data-driven insights

Brand Keywords

Non branded Keywords

Problem Keywords Solution Keywords

Synonym Keywords

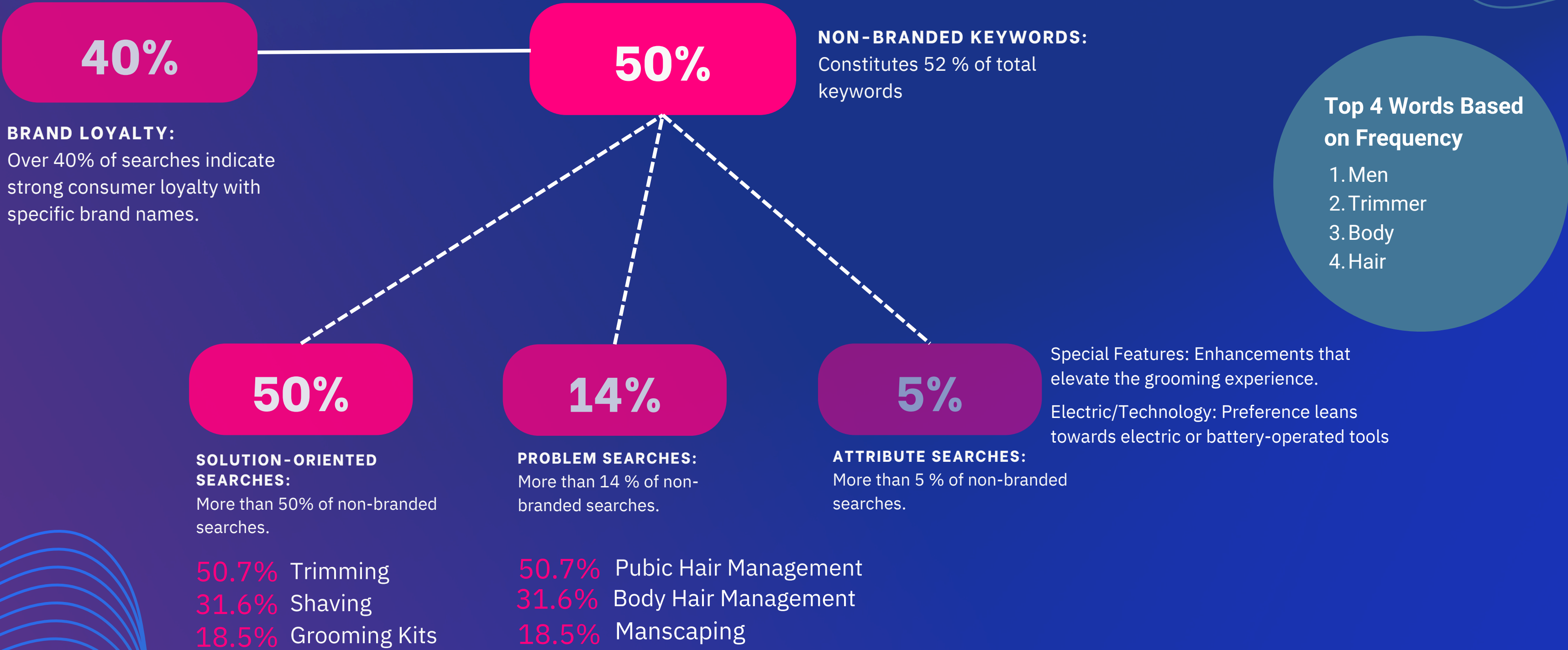
Attribute Keywords

Excel Formulas, Filters, AI



Keyword Insights

Divided based on intent and volume



Other Interesting Insights

Gender-Specific Insights:

- Men's Grooming: A dominant focus, indicating a robust market interest.

Potential for Female Products:

- The data suggests an untapped segment interested in female-specific grooming.

Hygiene & Aesthetics:

- Beyond aesthetics, hygiene emerges as a significant reason for grooming.

All-in-One Solutions:

- A noticeable interest in comprehensive grooming kits offering a variety of tools.

Safety & Precision:

- Paramount for users, especially when addressing sensitive areas.

Travel-Friendly Products:

- A demand for compact, portable grooming tools for on-the-go or travel purposes





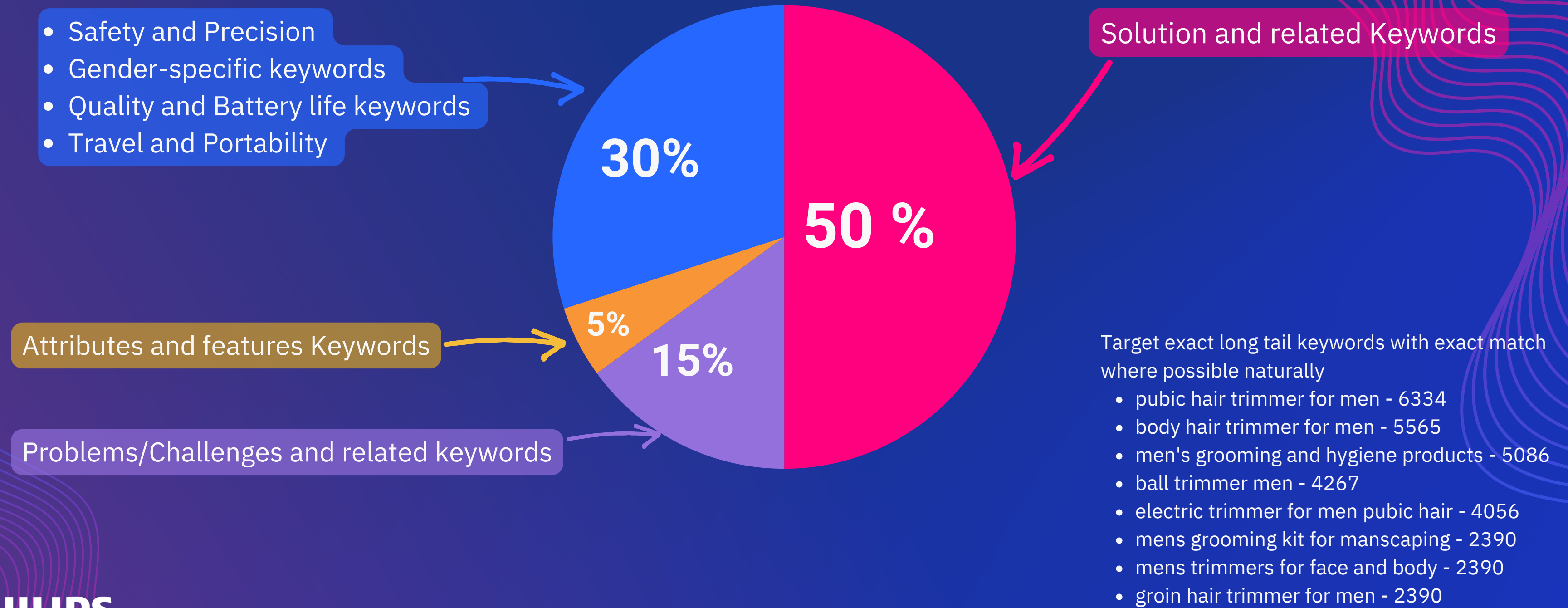
Consumer Questions & Reviews

Gathered consumer review data from the first three pages of top reviews on each product page.

1	Safety and Comfort Priority
2	Versatility is Key
3	Quality Expectations
4	Battery Life Matters
5	Ease of Use and Maintenance
6	Clear Indicators Desired
7	Noise Concerns
8	Odor Sensitivity
9	Efficiency Expectations
10	Price-Value Balance

KEYWORD VOLUME FOCUS AREAS

Break up of Intent Focus based on Keyword Insights Gathered

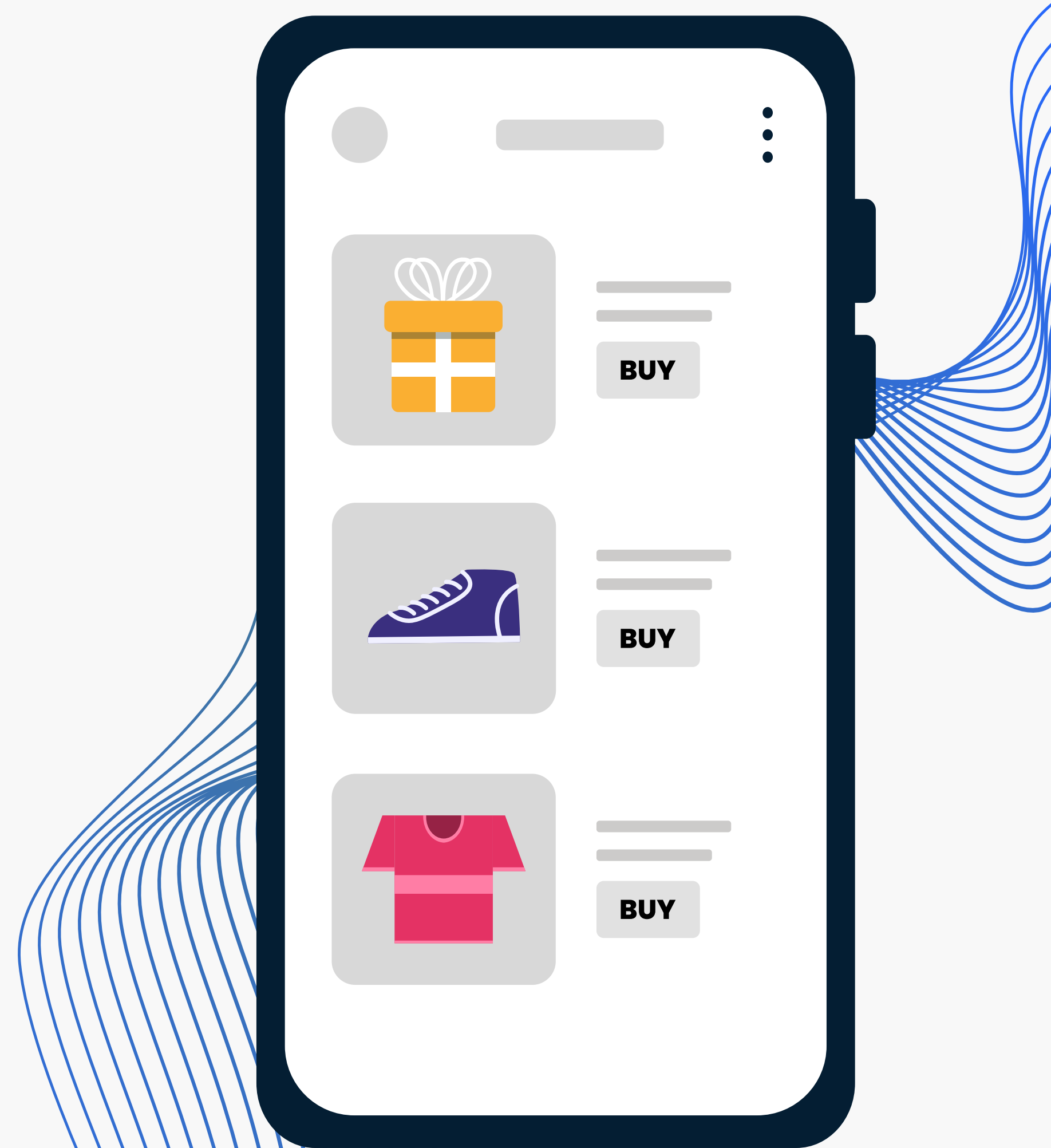


SEO ENHANCEMENT OPPORTUNITIES WITHIN CONTENT BRIEFS

Strategies to Elevate Visibility and Engagement

Areas of Opportunity

- Intent Optimization
- Title Optimizations
- Description Optimizations
- Bullet Point Optimizations

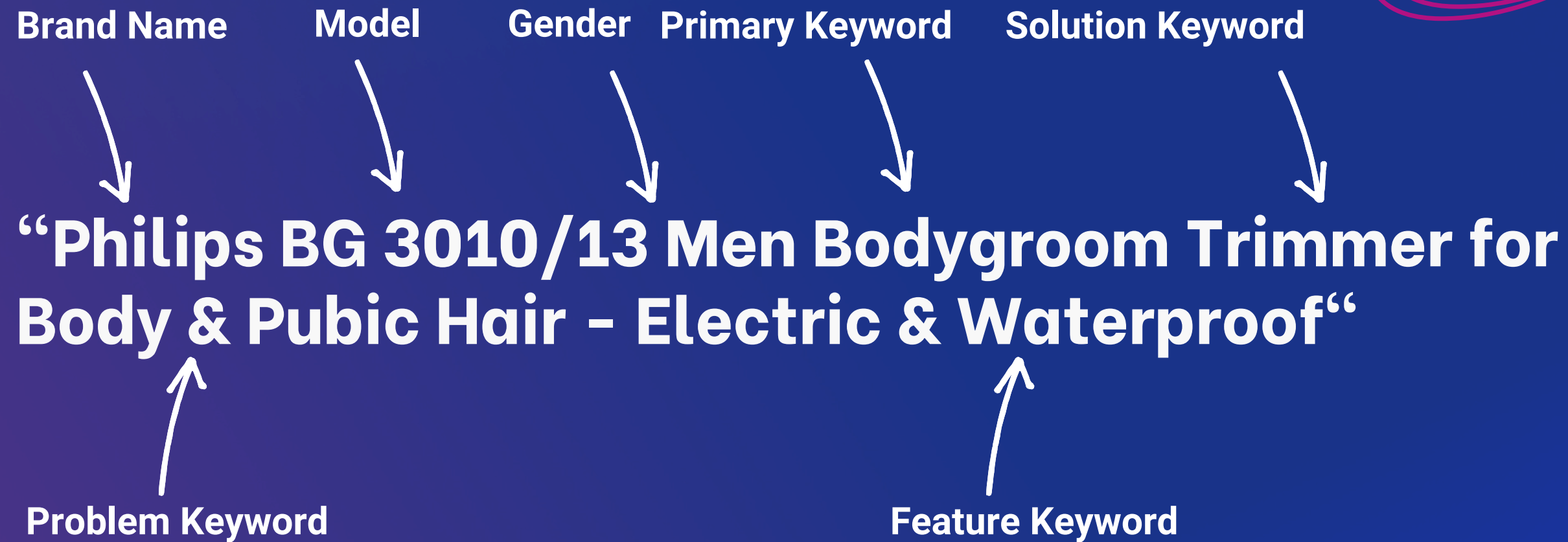




Title Opportunities

Example: “Philips Bodygroom Series 3000, Showerproof groin and body trimmer, close and comfortable shave, complete body grooming, 50 minutes runtime, BG3015/15”

1	Character Limit: The title is lengthy. Consider shortening it to stay closer to the recommended 80 characters.
2	Avoid Repetition: The word "body" appears multiple times as "Bodygroom" and "body trimmer". Consider removing one instance.
3	Title Structure: The structure is mostly adhered to, but "Key Features" can be streamlined for brevity.
4	Keyword Inclusion: The title includes many of the recommended keywords. However, words like "manscape", "electric", "shaver", and "ball" are missing. If relevant, consider incorporating them.
5	Capitalization: Ensure that every word in the title starts with a capital letter. The current title follows this.
6	Avoid Subjectivity: The phrase “close and comfortable shave” should be removed as it's subjective and against Amazon's policy



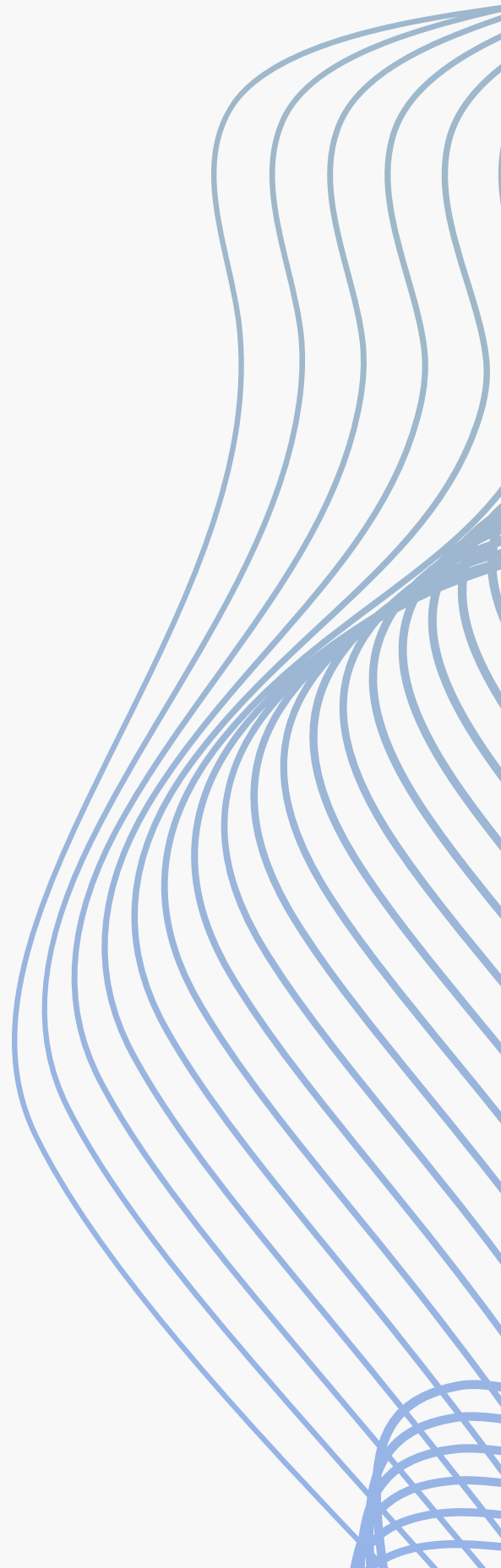
- Character Limit: The title is shorter and closer to the recommended 80 characters.
- Title Structure: We've followed the structure of Brand + Model Number + Product Type + Key Features.
- Keyword Inclusion: Incorporated "body", "trimmer", "hair", "electric", and "men". "Pubic" can be a sensitive term on some platforms, but it's specific and relevant in this context.
- Capitalization: Every word in the title starts with a capital letter, which is in line with the guidelines.

Title Template for Philips Body Groom Products:

[Brand] [Model Number] [Target Audience] [Product Series Name]
for [Primary Use Area(s)] - [Key Feature(s)]

- [Brand]: Represents the manufacturer or company name. Example: Philips
- [Model Number]: Specific identifier for the product. Example: BG 3010/13
- [Target Audience]: The main demographic the product is intended for. Example: Men
- [Product Series Name]: The name or series the product belongs to.
Example: Bodygroom Trimmer
- [Primary Use Area(s)]: The main areas of the body the product is designed for
Example: Body & Pubic Hair
- [Key Feature(s)]: Highlighting the main features or unique selling points.
Example: Electric & Waterproof

Using this template, you can plug in different values for other products to create consistent and optimized titles.



Amazon PDP Descriptions Opportunities

1

A+ Content Integration:

- Reduce standard product description to ≤ 500 words.
- Enhance with premium A+ content for richer visuals and details.
- Ensure High Quality Images
- Include Video
- Optimize Images:
 - Target keywords in ALT images tag upto 100 characters
 - Images should be 500 x 500 or 1000 x 1000

2

Intent Optimization:

- Ensure product descriptions align with customer intent.
- Maintain unified intent across Title, Bullet Points, and Descriptions.

3

Keyword Strategy:

- Incorporate primary and secondary keywords emphasizing solutions, problems, and attributes.
- Follow suggested intent rules

Optimizing Amazon Product Listing Descriptions - Cont'd....

- | | |
|---|---|
| 4 | <ul style="list-style-type: none">• Align with Amazon's A10 Recommendations for Better Visibility<ul style="list-style-type: none">◦ Anticipate and respond to common questions:<ul style="list-style-type: none">▪ Compatibility with sensitive skin.▪ Usability in the shower. |
| 5 | <ul style="list-style-type: none">• Emphasize Packaging & Quantity:<ul style="list-style-type: none">◦ Showcase packaging benefits: Comes with a robust travel case.◦ Detail product inclusions: Features 3 interchangeable heads. |
| 6 | <ul style="list-style-type: none">• Offer Comprehensive Product Information:<ul style="list-style-type: none">◦ Share precise dimensions and care guidelines.◦ Highlight warranty provisions to assure quality. |

Example Optimizations

The Series 3000 is the ultimate ***manscape*** tool, a ***body hair trimmer for men*** designed to power through hair without compromising skin comfort, whether below the belt, on your back, or elsewhere. This *body groomer for men* is ideal for those seeking a ***pubic hair trimmer for men*** or a ***ball trimmer***.

Shave confidently with its 2D contour following or use the ***trimmers*** with the 3 mm comb for clean results on your *back*, shoulders, chest, abs, underarm, arms, groin, and legs. This ***men’s grooming and hygiene product*** features a skin-friendly shaver with a patented rounded tip and hypo-allergenic foil, ensuring a close yet comfortable shave, making it the top ***body shaver for men***.

With the 3 click-on combs (3, 5, 7 mm), groom anywhere on your body with this ***mens trimmer***, even *below the belt*. This ***electric trimmer*** is a wet and dry ***body groomer***, fully waterproof for use in or out of the shower. For optimal results, use on dry hair before showering and rinse under running water for cleaning.

Powered by a high-power rechargeable battery, it offers 50 minutes of cordless use. With quick charging, this ***electric shaver*** is ready after a 1-hour charge. The ***body trimmer*** is ergonomic, easy to hold, and maneuver, even in hard-to-reach areas. It boasts a 2-year warranty and requires no oiling, solidifying its place among top ***men’s grooming*** tools



Keyword	Volume
manscape	23371
body hair trimmer for men	5565
body groomer for men	3251
pubic hair trimmer for men	6334
ball trimmer	4267
men's grooming and hygiene product	5086
trimmers	4272
body shaver for men	3399
mens trimmer	4617
electric trimmer	4056
body groomer	1344
electric shaver	2038
body trimmer	2934
men's grooming	1318

Description Template:

[Product Name - Series/Model]

Features: Dive into the standout features of the product, ensuring to incorporate targeted keywords for better visibility.

- [Feature 1]: Briefly describe the feature.
 - Example: "Waterproof Design: Our [Product Name] boasts a waterproof construction, allowing for versatile use in both wet and dry conditions."
- [Feature 2]: Briefly describe the feature, integrating relevant keywords.
 - Example: "Cordless Operation: Experience the freedom of cordless trimming with a high-power rechargeable battery." ... (Continue for other features)

Usage: Detail how the product can be used, ensuring to weave in the targeted keywords for better search visibility.

- For [Specific Use]: Describe how the product excels in this particular use.
 - Example: "For Manscaping: The [Product Name] provides a close yet comfortable shave, making it perfect for pubic hair trimming and body grooming."
- For [Another Use]: Describe how the product is beneficial for this use, integrating relevant keywords.
 - Example: "For Facial Grooming: With its precision trimmer and adjustable settings, achieve the perfect beard or stubble look effortlessly."

Targeted Keywords: To ensure maximum visibility and searchability, this product is optimized for the following keywords:

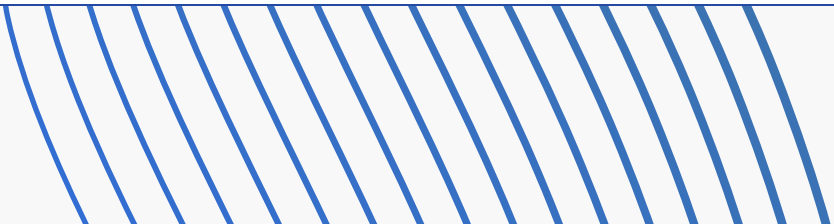
- Primary Keywords: [Keyword 1], [Keyword 2], [Keyword 3]
 - Example: "Manscape, Electric Trimmer, Waterproof Shaver"
- Secondary Keywords: [Keyword 4], [Keyword 5], [Keyword 6]
 - Example: "Body Groomer for Men, Cordless Trimmer, Men's Grooming Kit"

Conclusion: End with a compelling call to action, ensuring to incorporate a primary keyword.

- Example: "Elevate your manscaping game with the [Product Name]. Don't wait, experience precision and comfort today!"

Featured Bullet Opportunities

1	Emphasize Benefits Over Features: ○ Shift from mere feature listing to explaining tangible benefits. ○ Example: Move from "Waterproof" to "Waterproof design ensures safe use during rainy days."
2	Consistency with Benefit-Driven Order: ○ Prioritize bullet points that highlight benefits. ○ Compare: ■ "Contour following 4D shaver: Adapts to every body contour for a close shave." ■ "Skin-friendly body shaver: Ensures safety and comfort on delicate skin with rounded tips and hypo-allergenic foil."
3	Maximize Character Usage: ○ Utilize up to 1000 characters for the 5 bullet points. ○ Current usage is around 700; target more keywords with the remaining 300 characters.
4	Align with Searcher's Intent: ○ Integrate primary and secondary keywords seamlessly. ○ Enhance search visibility while retaining content quality.
6	Formatting Best Practices: ○ Use sentence fragments for concise information. ○ Separate distinct phrases within a bullet using semicolons for clarity



Example

Full body grooming: 3 length settings (3,5,7 mm) to trim and shave your back, shoulders, chest, abs, underarm, arms, groin and legs	Men's Full Body Grooming: This <i>mens body trimmer</i> offers 3 length settings (3,5,7 mm) for a precise trim and shave on areas like back, shoulders, chest, abs, underarm, arms, groin, and legs.
Skin-friendly body shaver: Shaving with safety and comfort on your delicate skin thanks to rounded tips and a hypo-allergenic foil	Skin-Friendly <i>Body Shaver for Men</i> : Our <i>manscape trimmer</i> ensures a safe and comfortable shave on delicate skin with its hypo-allergenic foil and rounded tips. Perfect for those looking for a <i>pubic hair trimmer</i> for men.
Bi-directional trimmer & combs: Trims in every direction for faster results	Bi-directional <i>Mens Trimmer & Combs</i> : This <i>body hair trimmer</i> for men efficiently trims in every direction, making it a top choice for <i>men's grooming and hygiene products</i> .
Wet & dry: 100% showerproof body groomer for using in or out of the shower	Wet & Dry Use: Our 100% waterproof <i>body groomer for men</i> is ideal for both in-shower and out-of-shower sessions. A must-have in your <i>mens grooming kit for manscaping</i> .
Rechargeable battery power: 50 minutes of cordless use and quick 1-hour charging.	Rechargeable Battery Power: Offers 50 minutes of cordless use with a quick 1-hour charge. This <i>electric trimmer</i> stands out as a reliable choice for those into <i>manscaping</i> .

Keyword	Volume
Mens Body Trimmer	895
Body Shaver for Men	3399
Manscape Trimmer	562
Pubic Hair Trimmer for Men	6334
Mens Trimmer	4617
Body Hair Trimmer for Men	5565
Men's Grooming and Hygiene Products	5086
Body Groomer for Men	3251
Mens Grooming Kit for Manscaping	2390
Electric Trimmer	4056
Manscaping	895

Bullet Point Template:

- [Solution Keyword]:
 - Experience perfection with our Contour Following 4D Shaver. Expertly designed to adapt to every body contour, ensuring our closest shave yet.
- [Problem Keyword]:
 - Say goodbye to post-shave irritations. Our Skin-friendly Body Shaver guarantees safety and comfort, thanks to its rounded tips and hypo-allergenic foil.
- [Feature/Safety and Precision Keyword]:
 - Crafted for precision, [Product Name] boasts a Safety-first Mechanism, allowing you to target even the most sensitive areas without worries.
- [Gender Specific Keyword]:
 - Specifically designed for [Gender, e.g., "men"], [Product Name] is your go-to solution for tailored [Gender-Specific Benefit, e.g., "Men's Grooming"] results.
- [Quality and Battery Life/Travel and Portability Keyword]:
 - Whether at home or on-the-go, enjoy uninterrupted grooming with our Long-lasting Battery and Travel-ready Design.

ADDITIONAL INFO FOR SEO STRATEGY

Enhancing Your SEO Game with Supplementary Insights

Understanding the Target Audience and Keywords

Target Audience Insights:

- Demographics: Age, gender, location, etc.
- Psychographics: Interests, lifestyle, grooming habits, etc.
- Buyer Personas: Detailed profiles of typical customers.

Keyword Research Data:

- Seasonal Trends: How keyword searches fluctuate throughout the year.
- Keyword Difficulty: Level of competition for targeted keywords.
- Backend Keywords: Keywords being used in Amazon's backend.

Amazon Tools Access:

- Listing Quality Dashboard: For detailed product information and insights.
- Amazon Search Terms Report: Understand how customers find products.
- Amazon Brand Analytics: Comprehensive brand performance data.



Analyzing Competition and Performance Metrics

Competitive Analysis:

- Top Competitors: Their product listings and rankings.
- Keyword Targeting: Keywords your competitors are focusing on.
- Pricing and Promotions: Competitors' pricing strategies and frequent deals.

Current Performance Metrics:

- Ranking: Current product ranking on Amazon for targeted keywords.
 - Engagement: Click-through rates (CTR) of your listings.
 - Sales Conversion: Conversion rates of your product listings.
 - Customer Feedback: Insights from direct emails, social media, and return reasons.
- 



Technical, External, and Compliance Factors

Technical Analysis:

- Page Load Times: Speed of your product listings, especially images.
- Mobile Optimization: How listings appear and perform on mobile devices.

Backlink and External Marketing Analysis:

- Traffic Sources: Where external traffic to your Amazon listings originates.
- Backlink Quality: Relevance and quality of these external links.
- Ad Performance: Metrics from external ads (e.g., Google Ads, Facebook Ads).
- Email Marketing: If used to promote Amazon product

Historical SEO and Compliance:

- Past Strategies: Previous SEO tactics and their results.
 - Keyword History: Historical keyword rankings.
 - Regulations: Specific rules for body groom products.
 - Amazon Guidelines: Staying updated with Amazon's policies.
- 



MEASURING SUCCESS OF SEO OPPORTUNITIES

Key Performance Indicators for SEO Success in the Bodygroom Niche

Key Metric for SEO Success

Target Audience Insights:

- Metric: Increase in sales from the identified target demographic.
- Tool: Amazon Brand Analytics, external analytics tools.

Keyword Research Data:

- Metric: Improved ranking for targeted keywords, increased organic traffic, and sales.
- Tool: Amazon Search Term Report, Jungle Scout, Helium 10.

Amazon Keyword Ranking:

- Track product position in Amazon search results.
- Higher rankings indicate increased visibility and sales potential.
- Reflects effective SEO and relevance to search queries.

Understanding CTR:

- Measure the percentage of users who click after seeing the product.
- Indicates the appeal and relevance of product listings.

Delving into Conversion Rates:

- Track the percentage of visitors completing a purchase.
- Measures the persuasiveness of product listings and SEO impact.



Competitive Landscape and Performance Metrics

Competitive Analysis:

- Metric: Improved product ranking vs. competitors, larger market share capture.
- Tool: Amazon's Best Sellers Rank, competitor analysis tools.

Customer Feedback:

- Metric: Increase in positive reviews, decrease in negative feedback.
- Tool: Amazon reviews, feedback management tools.

Technical Analysis:

- Metric: Faster page load times, enhanced mobile user experience.
- Tool: Page speed tools, mobile optimization checkers.

Rate of Return



Continuous Improvement

- Set Clear Benchmarks: Document current metrics before changes for comparison.
- Regular Monitoring & Adjustments: Adapt to the dynamic SEO and e-commerce landscapes.
- Gather Qualitative Feedback: Combine quantitative metrics with customer feedback for refined strategies.



Next Steps:

- Deep dive into the provided keyword report to identify high-potential keywords.
- Revise PDP content based on identified SEO opportunities.
- Set clear benchmarks and continuously monitor performance.
- Engage in regular feedback loops with consumers to refine the strategy.

