



SEO på Amazon



Christian Doeleman-Lassen

- Head of SEO and Content
- Har arbejdet med SEO og online markedsføring i 15+ år
- Uddannet cand.polit

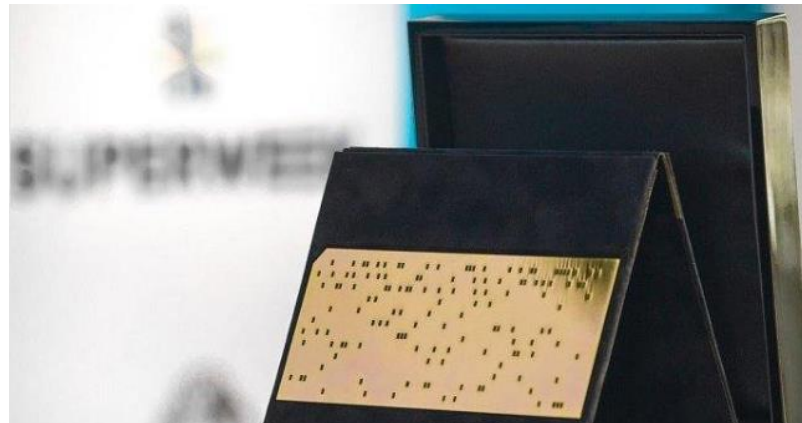


Find mig på LinkedIn

*my*research¹⁰

- *Gode til at analysere og anvende data (#1)*
- *Gode til at skabe resultater (#2)*
- *Gode til at anvende den seneste digitale viden (#2)*

 **SUPERWEEK**



 YouTube



Erhverv KØB ABONNEMENT LOG IND

MINE NYHEDER

FINANS

Søg

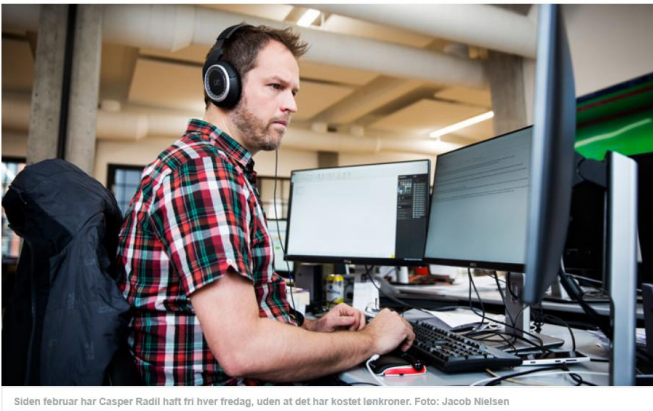
Forside Serier Analyse Indsigt Investor Debat Værktøjer Top job Update Privatøkonomi

C25	DOW JONES	NIKKEI	EURO	USD	GBP
0,80↑	-3,79↓	-	0,00↑	-0,02↓	0,01↑

IIH Nordic gør 4-dages arbejdsuge permanent

Tre års testperiode er overstået med succes. It-IIH Nordic gør nu 30-timers arbejdsuger permanent, og virksomheder vil følge trop, siger direktøren.

ERHVERV | 09.02.2017 KL. 13:27



Siden februar har Casper Radil haft fri hver fredag, uden at det har kostet lønkroner. Foto: Jacob Nielsen

Casper arbejder fire dage - og får løn for fem

Hos IT-bureauet IIH Nordic slutter arbejdsugen allerede torsdag. Casper Radil er meget begejstret for sin fri-fredag, men til gengæld er han mere 'blæst' efter fyraften de andre dage.

Berlingske **Business** SENESTE NYT SOG INDHOLD

DIGITAL

Arbejdsuge på fire dage: Dansk virksomhed har øget produktiviteten og halveret sygefraværet

Mandag d. 27. november 2017, kl. 08:19

TOPNYHEDER

- ØKONOMI** 23. jan. Den teknologiske revolution kan blive til gavn for de fleste – men det kræver en massiv uddannelsesindsats
 For abonnenter
- TRANSPORT** 23. jan. Ingen løn eller bonus: Sådan vil Tesla holde på Elon Musk
 For abonnenter
- LIVE INVESTOR** 23. jan. BUSINESS LIVE Uber-topchef: Din bil vil flyve om 5 til 7 år

ført fire-dages-arbejdsuge og tildelt medarbejderne adgang til... de er begejstrede for tiltaget. Direktør Henrik Stenmann til højre. Foto: Emil

LÆS DJØFBLADET

djofbladet
Debatten er ikke for løsestreng
ARKIV LÆS NU

DJØF JOBUNIVERS

BoConcept
BOCONCEPT
Financial Business Partner

LIDL
LIDL DANMARK K/S
HR-projektleder til HR-udviklingsafdelingen (barselsvikariat)

DANSKE REGIONER
DANSKE REGIONER
Ambitions og erfarne konsulent til regionernes digitalisering af sundhed...

BØRSEN.

BT



Få e-avisen og fuld adgang til BT.dk for kun 49 kr. i en måned
Abonnementet fortsætter til normalpris. Bestil nu

COOKIE OG PRIVATLIVSPOL

SPORT BT PLUS MERE Q

KONTAKT OS BT SHOP KØB ABONNEMENT LOG IN

ERHVERV 23. MAR. 2018 - 10.29

Verdens tredjestørste butik på vej til Danmark: 'Mange danske butikker må lukke'



691 REAKTIONER



På det store Amazon-lager i Wroclaw i Polen, kan man i en meget nær fremtid let nå de danske forbrugere inden for et døgn efter man har betalt varen på Amazons hjemmeside.

POLITIKEN

Mandag



NYHEDER Seneste Politik Krimi Samfund Udland Business Penge Tech

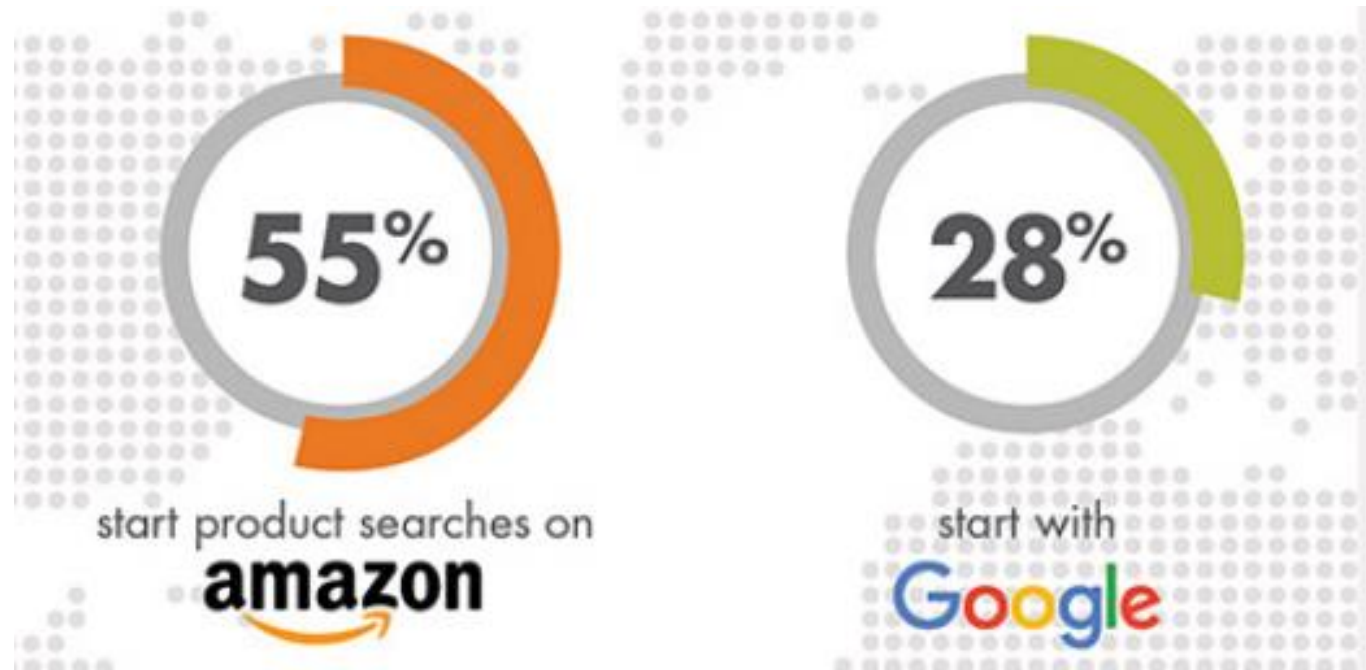
BUSINESS

Fysiske butikker kan ende med at lukke, når nu Amazon kommer, siger ekspert



De danske forbrugere skal nu kunne købe sig ind i Amazons kundeklub - Amazon Prime. Foto: Thilo Schmuelgen / Ritzau Scanpix

Hvorfor interesserer en SEO specialist sig for Amazon?



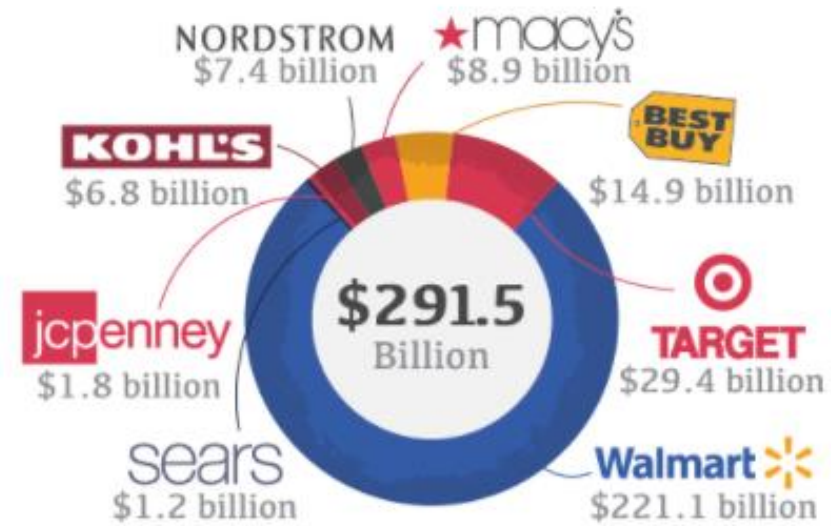
amazon

Market Value



TRADITIONAL RETAILER

Market Values



amazon prime



Unlimited One-Day Delivery



Prime Video



Prime Music



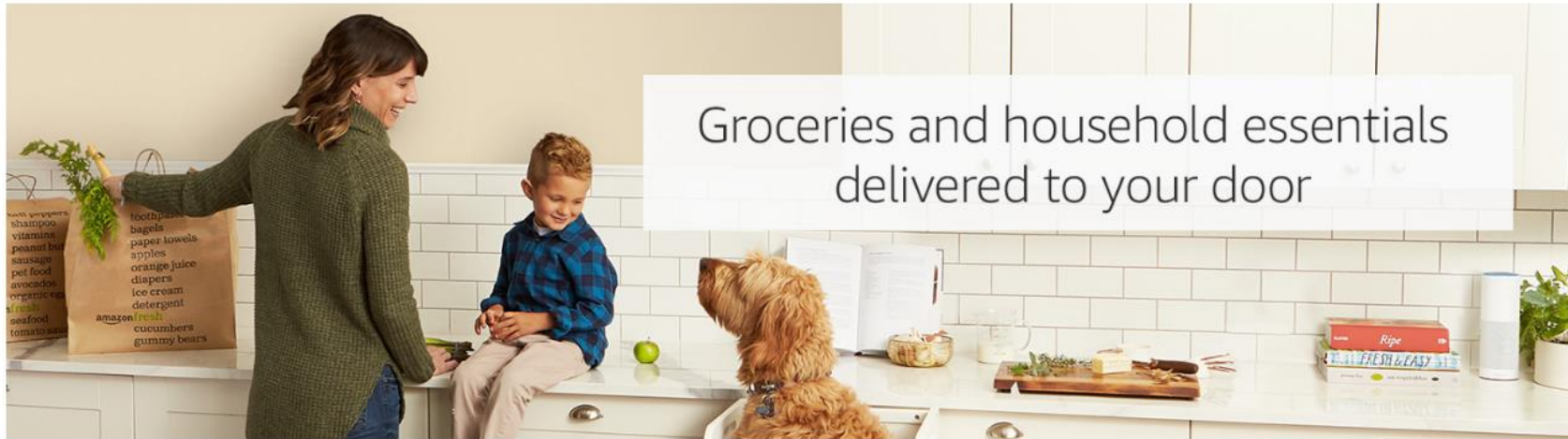
Books, Magazines and More



Twitch Prime



Prime Photos



▶ Watch to learn more about AmazonFresh



Shop groceries online

From organic meat & fresh produce to everyday essentials, choose from thousands of products.



Schedule your delivery

Pick a delivery that's convenient for you. Choose times as early as same day or next morning.



Get it fast and fresh

We'll carefully handpick, pack and deliver groceries to your door — satisfaction guaranteed.



Amazon's Alexa had a breakout holiday — people even used Echoes to buy more Echoes

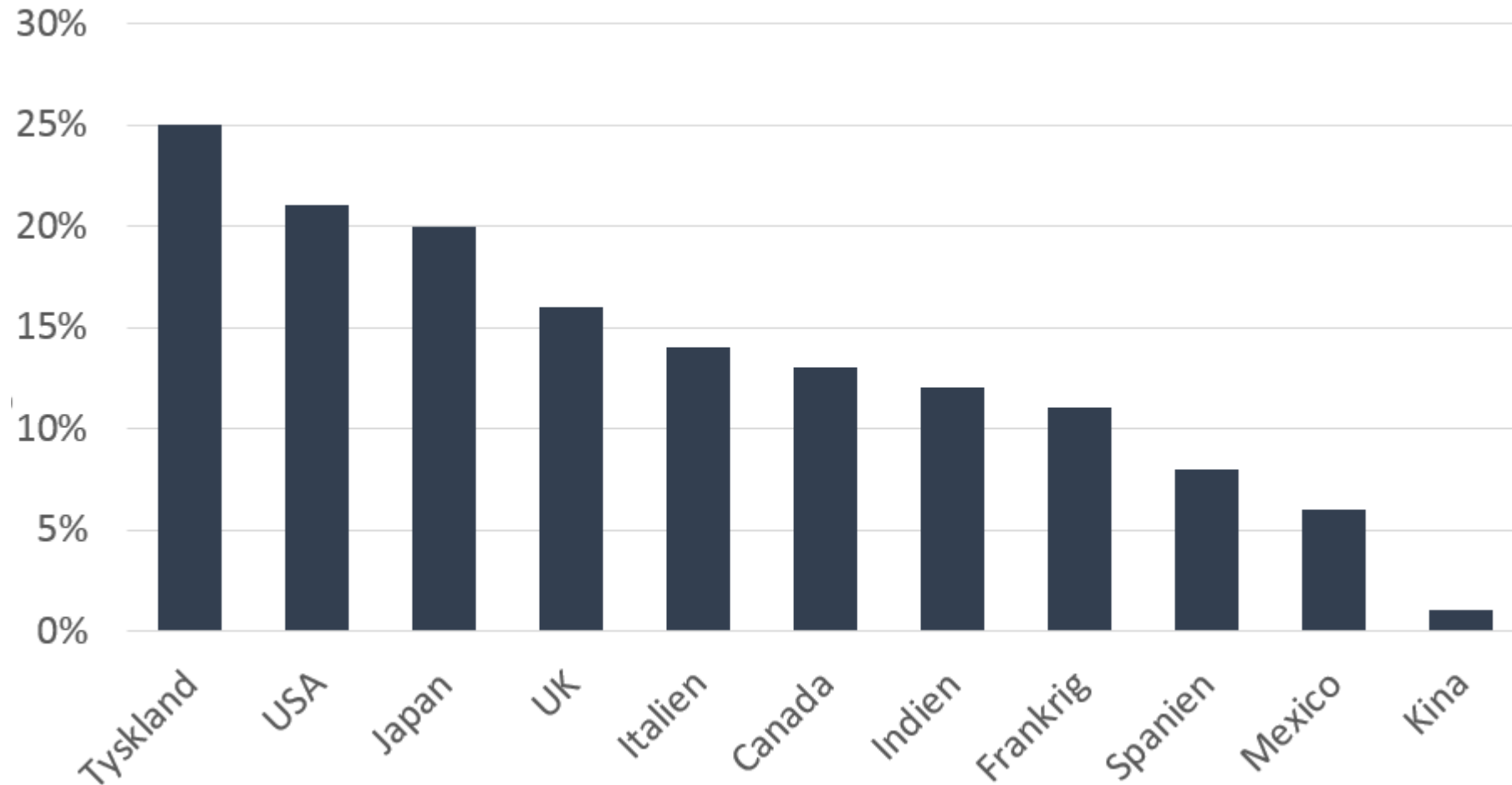
- Amazon sold "millions" more Amazon devices than a year ago over the holidays.
- Echo Dot was the top-selling product on Amazon across all categories.
- Echo Spot and Echo Buttons also sold out.

Anita Balakrishnan | [@MsABalakrishnan](#)

Published 11:58 AM ET Tue, 26 Dec 2017 | Updated 7:52 PM ET Tue, 26 Dec 2017



Online markedsandel på forskellige markeder



Hvad sker der når Amazon går ind på et nyt marked?

- Samlede online salg øges
- Priskrig: Amazon matcher som minimum alle online priser
- Konkurrenter bliver nødt til at øge investeringer og forbedre logistik, websites, dynamisk prissætning, funktionalitet
- Konkurrenters forventninger til profit sænkes med 5-20%

Death by Amazon



Program

Program

- Hvordan sælger man på Amazon?
- Hvad sælger bedst på Amazon?
- Hvad påvirker rankings på Amazon?
- Optimér produktbeskrivelser
- Brug de rigtige keywords
- Kom hurtigt i gang med salget
- Besvar brugernes spørgsmål
- *How to Win the Buy Box*

Consumer 

amazon.com[®]

First-Party (1P)

Third-Party (3P)

Inventory
sold directly
to Amazon

Select
remainin
g
inventory

Brand /
Manuf.



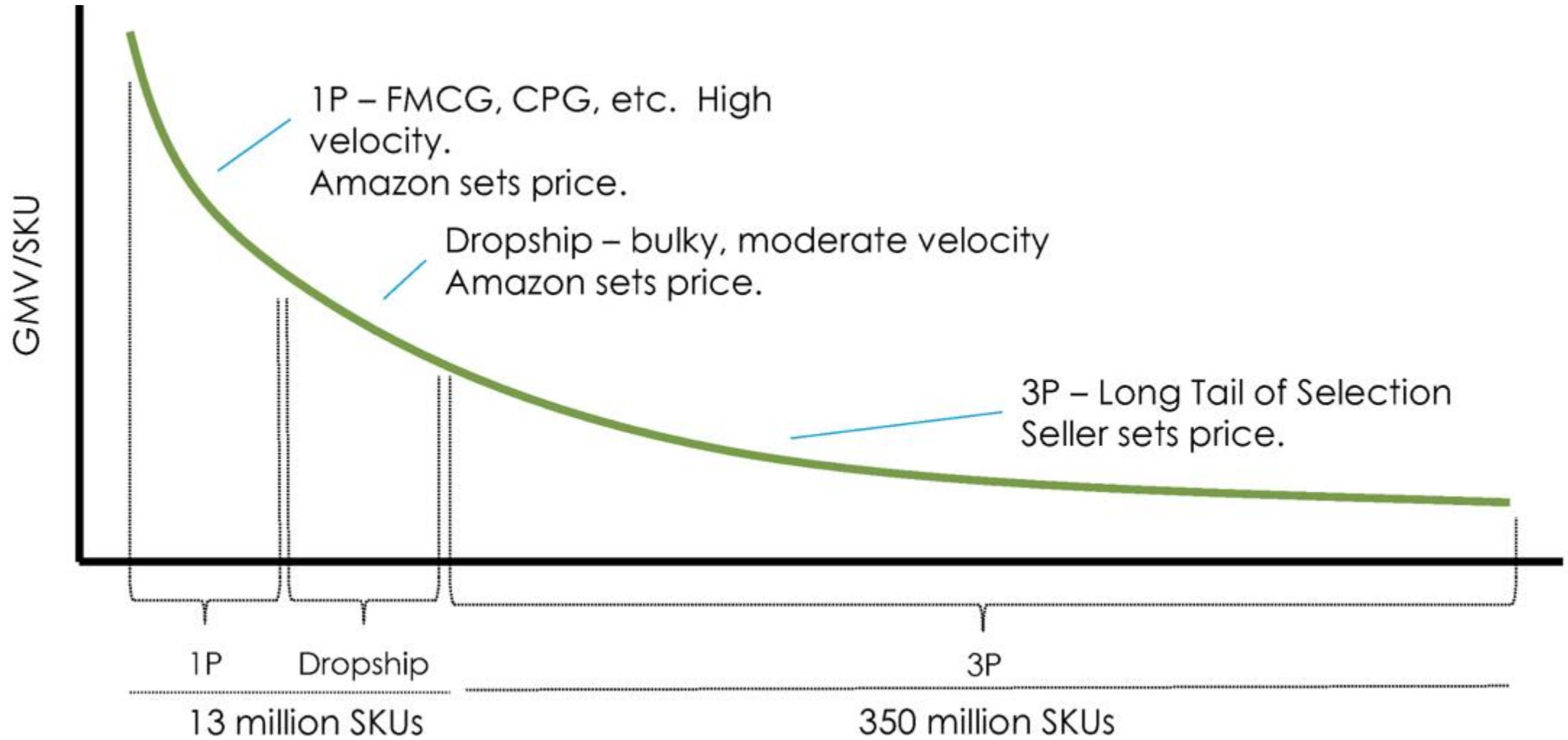
Hybrid



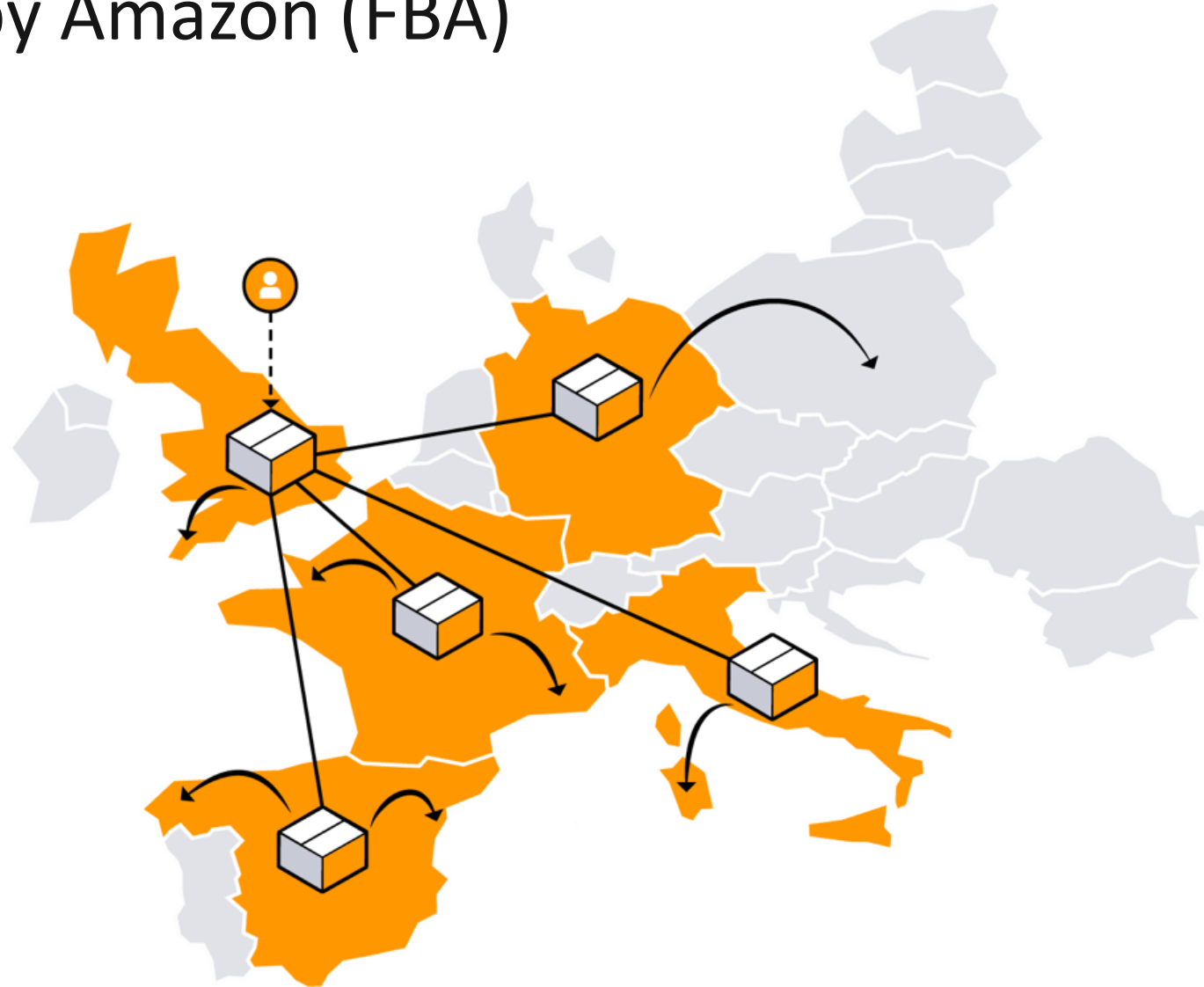
Retailer



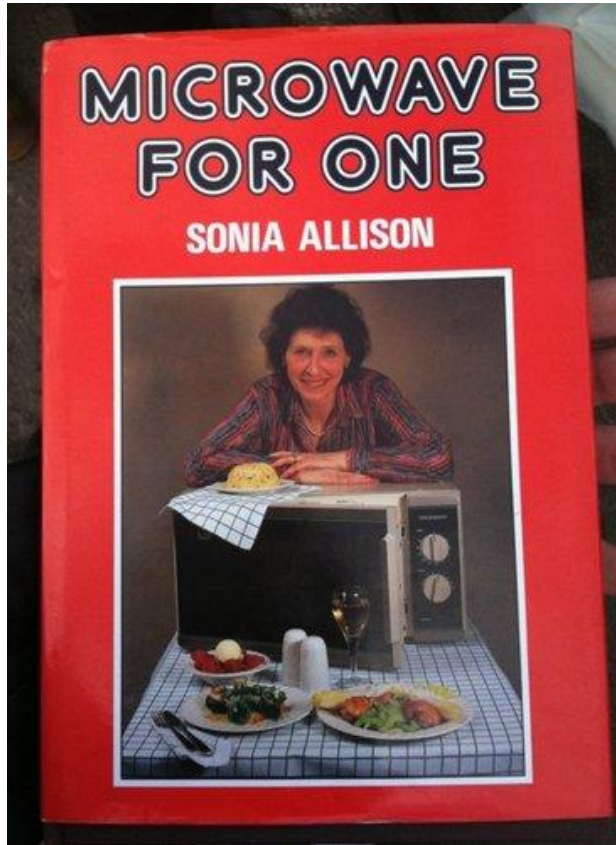
First Party vs. Third Party



Fulfilment by Amazon (FBA)



Hvad sælger på Amazon?



Research: Amazon Best Sellers

amazon.co.uk Try Prime

Deliver to **Denmark** Shop by **Department** Your Amazon.co.uk Today's Deals Gift Cards & Top Up Sell Help

Home & Garden Shop by Room Appliances Cooking & Dining Furniture Bedding & Linens Home Accessories Laundry & Storage Lighting

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

< Any Department

Home & Garden Store

Garden & Outdoors

Home & Kitchen

Best Sellers in Home & Garden Store

1.



Hozelock Seasons Multi Spray Gun 2676
★★★★★ 1,453
£8.90 ✓prime

2.



Spear & Jackson Pump Action Pressure...
★★★★★ 2,152
£12.22 ✓prime

3.



1 kg Grass Seed Covers
35 sqm (380 sq ft)...
★★★★★ 1,110
£11.99 ✓prime

4.



Russell Hobbs Powersteam Ultra 3100...

5.



5 Litres - Simply Spray & Walk Away Concentrate...

6.



Command Small and Medium Picture...

Research: Amazon Bestsellers Rank

Product details

Colour Name: **Black** | Style Name: **SoundTouch 10**

[User Guide \[PDF\]](#)

Product Dimensions: 14.1 x 8.7 x 21.2 cm ; 1.87 Kg

Boxed-product Weight: 2.1 Kg

Item model number: 731396-2100

ASIN: B0117RGGDE

Date first available at Amazon.co.uk: 10 Sept. 2015

Average Customer Review: ★★★★★ ▾ 520 customer reviews

Amazon Bestsellers Rank:

#7 in [Electronics & Photo](#) > [Hi-Fi & Home Audio](#) > [Speakers](#) > **Speaker Systems**

#12 in [Electronics & Photo](#) > [Home Cinema, TV & Video](#) > **Speakers**

#106 in [Electronics & Photo](#) > [Accessories](#) > [Portable Sound & Vision Accessories](#) > **MP3 Player Accessories**

Would you like to **tell us about a lower price?**

If you are a seller for this product, would you like to **suggest updates through seller support?**

Research - Manuelt

SOUNDBOKS

The SOUNDBOKS 2 - The Loudest Portable, Battery Powered, Bluetooth Speaker (122dB, supreme sound, military grade batteries, 40 hours average battery life, extremely durable) - Black

★★★★★ | 41 customer reviews | 30 answered questions

Price: ~~\$873.03~~ + \$25.97 shipping

~~Get \$10 off instantly. Pay \$863.03 upon approval for the Amazon Prime Store Card.~~

Only 4 left in stock - order soon.

This item does not ship to **Holte, Denmark**. Please check other sellers who may ship internationally.
Ships from and sold by SOUNDBOKS.

- 122 dB of supreme sound quality, block party ready
- Military grade batteries that keep the party going on average 40 hours
- Hassle-free Bluetooth and AUX connectivity
- Apocalypse ready shockproof casing, crafted from Baltic birch plywood
- 33lbs for bring-anywhere-portability

Research – AMZ SCOUT



Keywords Explorer

Product Database

Product Tracker

Chrome Extension



Product Database

[Download XLS](#)

soundboks

View Trends



Add Filter

DFA	Est Sales	Est Rev
01/29/18	194	\$174,406

Sellers	LQS	DFA	Est Sales	Est Rev
1	84	01/29/18	194	\$174,406



The SOUNDBOKS 2 - The Loudest Portable, Battery Powered, Bluetooth Speaker (122dB, supreme sound military gra...



Brand: SOUNDBOKS
ASIN: B077XFYQ6F
Seller: FBA



THE SOUNDBOKS 1 - The Loudest Portable Speaker (119dB), Bluetooth Compatible, 30 Hour Battery Life, Shock / Wa...



Brand: SOUNDBOKS
ASIN: B01M7QTRW0
Seller: AMZ

Cell Phones & Accessories \$875.00 \$771.25 \$103.75 44.90 lbs Oversize 44 4.8 39,028 4 86 11/08/16 60 \$52,500

Hvad påvirker rankings på Amazon?

Hvad påvirker rankings på Amazon?

- Produktbeskrivelse
- Meta Keywords
- Salgshistorik / Performance
- Anmeldelser
- Pris
- Lagerstatus
- Kundeservice

Optimér produktbeskrivelser

Brug keywords i titlen og bullets



AIRTAME

Airtame Wireless HDMI Display Adapter for Businesses & Education



336 customer reviews | 54 answered questions

Price: **\$298.99** + \$109.54 Shipping & Import Fees Deposit to Denmark [Details](#)

Get \$10 off instantly: Pay \$288.99 upon approval for the Amazon Prime Store Card.

In Stock.

This item ships to **Holte, Denmark**. **Want it Thursday, April 19?** Order within **14 hrs 13 mins** and choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)

Ships from and sold by Amazon.com. Gift-wrap available.

- Airtame is a small **wireless HDMI device** that plugs into the **HDMI port** of any screen or projector. Unlike other wireless **HDMI devices**, nothing is plugged into your computer or smartphone.
- Mirror your entire desktop display wirelessly from Mac, Windows, and Linux to a larger display. Or use the presenter app to share your presentations wirelessly from your Android or iOS device.
- When not actively streaming to Airtame, you can display a dashboard on your TV. Or you can show your company or university logo.
- Airtame is built for businesses and education and supports features that other wireless **HDMI adapters** do not, such as: WPA2 Enterprise, ethernet connection, Access Point mode and connect with IP.
- Use Airtame to make your classrooms wireless. The teacher can move around freely while presenting and even the students from the back of the classroom can stream to the projector wirelessly.

› [See more product details](#)

Optimering af titlen

- Max 250 tegn i de fleste kategorier
- Følg style guides
- Inkludér vigtigste keywords
- Skriv til mennesker – ikke robotter!
- Beskriv unikke features / fordele
- Køberen skal være 100% sikker på hvad de køber, alene ud fra produkttitlen

Title Style Guides

Laptops and Desktops

- **Style:** *Brand + Model Number + PC Type + (Processor speed + MB of RAM + Hard Drive Size+ Optical Drive)*
- **Example:** Sony VAIO PCG-FRV25 Notebook (2.66-GHz Pentium 4, 512 MB RAM, 40 GB Hard Drive, DVD/CD-RW Drive)



[See more choices](#)

HP Chromebook 14-ak020nr 14" Laptop
by HP



HP Chromebook 14-ak013dx 14" Notebook PC -
Intel Celeron N2840 2.16GHz 2GB 16GB eMMC
NO OPTICAL Chrome OS (Certified...
by HP

Bath Towels

- **Style:** *Brand + Line/Pattern + Material + Product Type + Quantity, Color*
- **Example:** Royal Velvet Classic Hand Towel, Peridot
- **Example:** Martex Atelier Hand Towel 2-Pack, Blue Moon
- **Style for Towel Sets:** *Brand + Line/Pattern + Material + # of Pieces + Product Type, Color*
- **Example:** Christy Embrace with Silk 3-Piece Towel Set, Sesame

Brug keywords i produktbeskrivelsen

Product description

Product Description

Airtame is a small wireless HDMI adapter that plugs into the HDMI port of any screen or projector. Unlike other wireless HDMI adapters, nothing is plugged into your computer or smartphone. Simply download our app and stream your content to the screen from any major computer platform, tablet, or smartphone. When you connect it to a WiFi network, everyone can connect to Airtame too. When no one is streaming to the TV, you can set the default display to show a website or dashboard for something functional, like sales numbers, or just to show something pretty, like your company or institution logo.

Meta Keywords – SEO som i 1998!

- Brug alle 250 tegn
- Undgå gentagelser
- Undgå keywords der allerede bruges på produktsiden

The screenshot shows the 'Keywords' tab in the Amazon Seller Central interface. The navigation bar at the top includes 'Vital Info', 'Variations', 'Offer', 'Images', 'Description', 'Keywords' (highlighted), and 'More Details'. An 'Advanced View' toggle is visible in the top right corner. The main content area contains three sections for keyword entry:

- Search Terms:** A text input field with the example 'Ex: Electric'. Below it are 'Add More' and 'Remove Last' links.
- Platinum Keywords:** A text input field with the example 'Ex: "Light bulb"'. Below it are 'Add More' and 'Remove Last' links.
- Target Audience:** A text input field with the example 'Ex: adults'. Below it are four empty text input fields for additional entries. At the bottom of this section are 'Add More' and 'Remove Last' links.

Cancel Save and finish

Advanced View

[Rate this page](#) [Contact Seller Support](#)

1996-2017, Amazon, Inc. or its affiliates

Test dine meta keywords

- Skift ud i keywords for at teste varianter
- Justér efter dine eksisterende rankings og konkurrenternes rankings
- Justér efter sæson

Brug de rigtige keywords

Search Suggest

The image shows a screenshot of the Amazon.co.uk website's search bar. The search bar contains the text "bluetooth headphones" and a magnifying glass icon on the right. Below the search bar, a dropdown menu displays search suggestions. The suggestions are as follows:

- bluetooth headphones **wireless** in **All Departments**
- bluetooth headphones **wireless** in **Electronics & Photo**
- bluetooth headphones
- bluetooth headphones **wireless running**
- bluetooth headphones **wireless sport**
- bluetooth headphones **wireless kids**
- bluetooth headphones **over ear**
- bluetooth headphones **wireless noise cancelling**
- bluetooth headphones **wireless over ear**
- bluetooth headphones **for running**
- bluetooth headphones **with mic**









On the left side of the page, the Amazon.co.uk logo is visible with the "Try Prime" tagline. Below the logo, it says "Deliver to Denmark". A "Shop by Department" menu is partially visible. At the bottom left, there is a link for "Books best sellers".

Google YouTube Bing Amazon eBay App Store

All bluetooth headphones United Kingdom

Keyword Suggestions

Search for "bluetooth headphones" found **265** unique keywords


<input type="checkbox"/> Keywords ?	<input type="checkbox"/> Search Volume ?
<input type="checkbox"/> bluetooth headphones	 499,389
<input type="checkbox"/> bluetooth headphones wireless	 182,501
<input type="checkbox"/> bluetooth headphones earbuds	 20,075
<input type="checkbox"/> bluetooth headphones in ear	 20,075
<input type="checkbox"/> bluetooth headphones sony	 20,075
<input type="checkbox"/> bluetooth headphones over ear	 16,425
<input type="checkbox"/> bluetooth headphones bose	 13,439
<input type="checkbox"/> bluetooth headphones for running	 13,439

sonar

Keyword Extended ASIN Translate

 B00DW1JT5G

PING

Exclude permutations 

Keywords

Download

FAQ

22 found

Search Volume

nerf maverick

nerf guns strongarm

nerf gun maverick

latest nerf guns

strongarm nerf gun

nerf gun n strike elite strongarm

nerf n strike strongarm blaster

nerf n strike maverick blaster

Tell others about Sonar

Frequent Words

nerf strongarm maverick nerf gun strike n
elite strongarm blaster nerf guns n-strike
nerf mavericks latest nerf strongarm accessories
latest nerf guns nerf strongarm accessories

Relevant Products

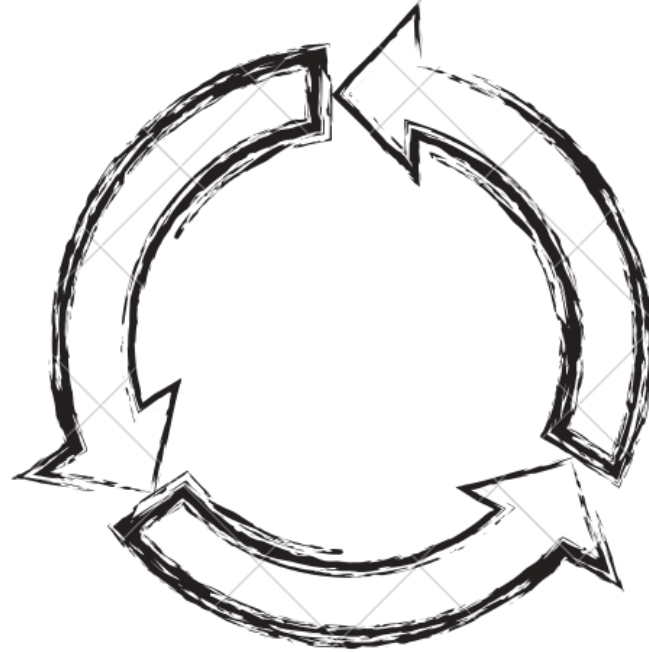
110 found



Kom hurtigt i gang med salget

Paradoks

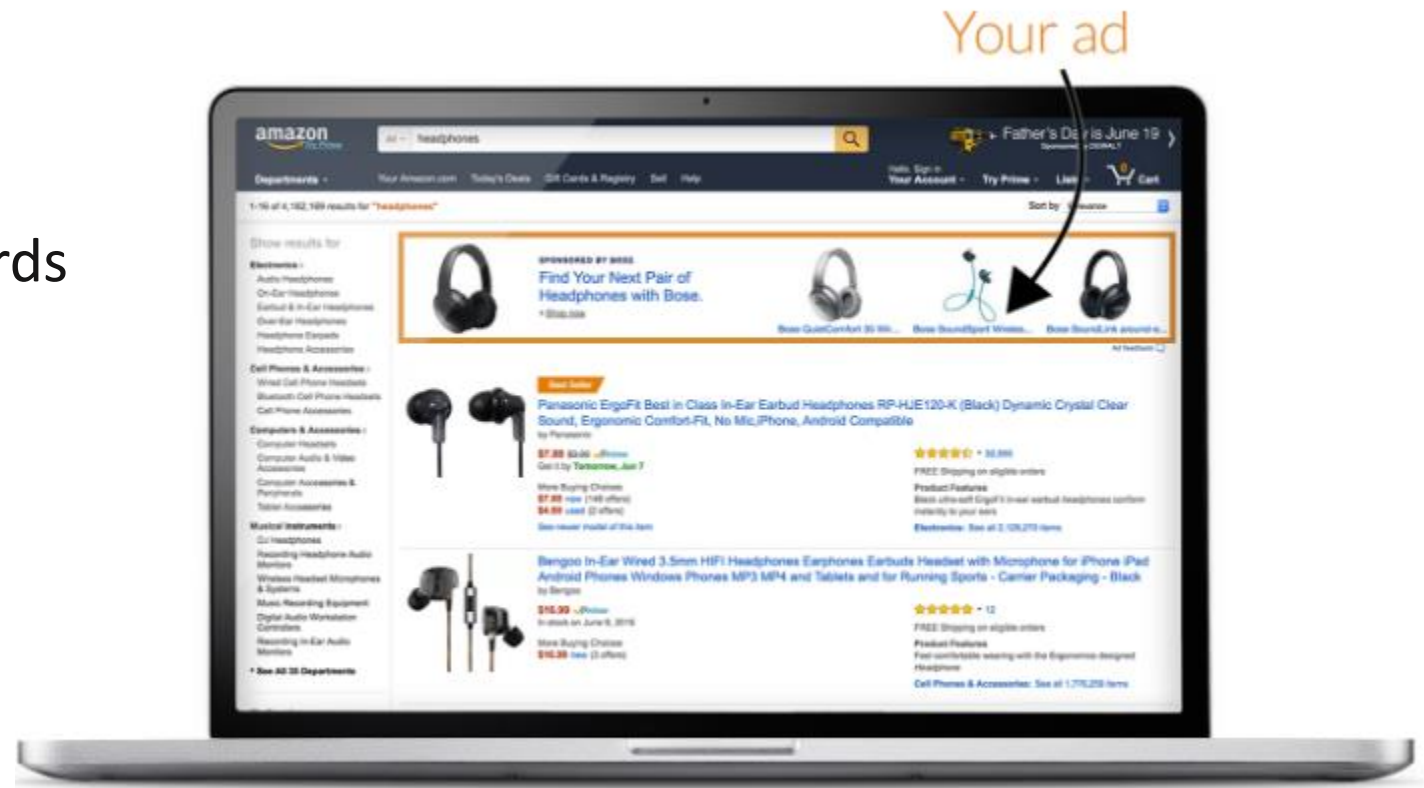
Øg salget for at ranke bedre



Rank højt for at sælge

Suppler med annonsering

- Amazons svar på Google AdWords
- Pay Per Click
- Målret annonser bestemte keywords eller bestemte produkter





- Anmeldelser har kæmpe betydning for konverteringsraten
- Ingen produktanmeldelser = intet salg
- Brug andre kanaler til at drive anmeldelser: Nyhedsbreve og sociale medier
- Yd god kundeservice
- Pas på med at bortgive produkter for at få anmeldelser (kan være mod guidelines)





GANJOY

Lightning Cable, GANJOY iPL
3FT/6FT/6FT Nylon Braided
Charger Cord, Compatible fo
7 Plus / 6 / 6 Plus / iPad and



1,065 customer reviews |

Available from these sellers.

- ♥ PERFECT COMBINATION - 3 pack in assoc replacement. (GANJOY is a professional br warranty coverage is only applicable with v GANJOY distributor. Currently GANJOY is t GANJOY products on amazon.com. The GA purchased without valid proof of purchase



LauraRae82



Absolutely terrible cords

January 27, 2018

Verified Purchase

These cords only worked for two weeks. After two weeks of ordinary use they stopped giving our phones a charge. Like, completely stopped working. And we didn't mistreat them or break them. These are just cheaply made and quit working. We thought the problem was our phones! So we used another charger and discovered the phones are not the problem. It's not enough money spent to make a return worthwhile, since it's been over 30 days since we bought them, but buyer beware: you get what you pay for.

Besvar brugernes spørgsmål

Spørgsmål og svar

Amazon Echo Dot (2nd Generation), Black

by Amazon



21,989 customer reviews

1000+ answered questions

Amazon's Choice

for "dot"

Price: **£49.99** & **FREE Delivery** in the UK. [Delivery Details](#)

Buy 2 or more, and save 15%. Add 2 or more from a selected range of Echo devices and smart home products, and automatically receive 15% off each eligible product at checkout. [Terms and Conditions](#)

In stock.

This item does not ship to Denmark. [Learn more](#)

Dispatched from and sold by Amazon EU Sarl. Gift-wrap available.

Note: This item is eligible for **click and collect.** [Details](#)

1 new from **£49.99**

Colour Name: **Black**



Style Name: **Amazon Echo Dot**

▲
175
votes
▼

Question: [What is the difference between the Echo and the Echo Dot?](#)

Answer: The Echo is a stand alone system with a bigger speaker. It has no audio outputs at the moment. No bluetooth speaker.
The Dot has a small speaker. The US generation 1 (only one out right now) speaker is about lik... [see more](#)
By Dee T on 18 September 2016
[See all 60 answers](#)

▲
61
votes
▼

Question: [Do you have to buy the echo in order for the echo dot to work?](#)

Answer: No you do not, but they can supplement each other for differing needs. Here's an extract from our review |
First off the Echo is the flagship unit with a bigger speaker. Users will quickly notice that there are no audic
By Savvy Dad - Olly Cator - Freel... on 30 September 2016
[See all 26 answers](#)

▲
1933
votes
▼

Question: [Will Alexa become self-aware and try to take over the world with an army of cybernetic organisms?](#)

Answer: I'm afraid I can't answer that DAVE
By osnola_ibax14 on 11 October 2016
[See all 275 answers](#)

can

- can amazon echo be used in ireland
- can amazon echo make phone calls
- can amazon echo play radio
- can amazon echo control tv
- can amazon echo play spotify
- can amazon echo call 911
- can amazon echo play apple music
- can amazon echo be hacked
- can amazon echo play youtube
- can amazon echo control sonos
- can amazon echo play podcasts
- can amazon echo play music
- can amazon echo turn on my tv
- can amazon echo control fire tv
- can amazon echo dot play music
- can amazon echo play pandora
- can amazon echo use google
- can amazon echo connect to iphone
- can amazon echo control lights
- can amazon echo connect to chromecast

which

- which amazon echo to buy
- which amazon echo should i get
- which amazon echo do i have
- which amazon echo has the best speaker
- which amazon echo is the loudest
- which amazon echo app do i download
- which amazon echo is the best to buy
- which amazon echo is portable
- which amazon echo sounds the best
- which amazon echo device is the best
- which amazon echo have bluetooth
- which amazon echo app
- which amazon echo is best
- which amazon echo has the best sound
- which amazon echo device should i buy

Language

EN

e.g. dresses, xbox, flights, etc.

Get Questions

Buy Box



Roll over image to zoom in

Bosch Tassimo Vivy 2 TAS1402GB Coffee Machine, 1300 Watt, 0.7 Litre - Black [Energy Class A]

[Need some advice? Try our interactive product finder.](#)

by Tassimo



314 customer reviews | 85 answered questions

Amazon's Choice for "tassimo"

RRP: £107.49

Price: **£39.99** & **FREE Delivery** in the UK. [Delivery Details](#)

You Save: **£67.50 (63%)**

In stock.

Want it delivered by tomorrow, 17 Apr.? Order within **1 hr 22 mins** and choose **One-Day Delivery** at checkout. [Details](#)

Dispatched from and sold by Amazon.

16 new from **£39.99** 22 used from **£30.54**

Style Name: **Coffee Machine**



Roll over image to zoom in

1byone Professional Touch Digital Kitchen Scale Postal Scale Cooking Scale Food Scale, Electronic Scale, Elegant Black Tempered Glass, 11lbs (5kg), Black

by 1byone



425 customer reviews | 18 answered questions

Amazon's Choice for "1byone professional touch"

Price: £15.00

Sale: £7.99 & FREE UK Delivery on orders dispatched by Amazon over £20. [Delivery Details](#)

You Save: £7.01 (47%)

Promotion Message Promotion Available 1 promotion ▾

In stock.

Want it delivered by Wednesday, 18 Apr.? Order within **12 hrs 55 mins** and choose **One-Day Delivery** at checkout. [Details](#)

Sold by SeedPower and Fulfilled by Amazon. Gift-wrap available.

Note: This item is eligible for **click and collect**. [Details](#)

1 new from £7.99

- **Precise** - This food scale is equipped with 4 modern high-precision sensors. Provides accurate measurements from 0.1 oz up to 11 lbs.
- **Easy To Use** - The cooking scale with advanced touch sensitive buttons for easy operation and a large screen that displays weights in pounds, ounces, grams, and milliliters(lbs, oz, g, ml).
- **Tare Function** - The baking scale's precision measurements with Tare function to account for unladen weight(automatically subtracts container weight to accurately weigh contents of container).
- **Safe** - A high quality glass platform that's super easy to clean. Compact so it's easy to store when not in use.

Share

Quantity: 1 ▾

Add to Basket

Turn on 1-Click ordering

Select delivery location

Add to List

Have one to sell?

[Sell on Amazon](#)



TACKLIFE

The Portable and Durable Cordless Screwdriver

Tacklife SDH13DC Advanced Portable Rechargeable Electric Cordless Screw...





Roll over image to zoom in

6 White Eames Inspired ABS Dining Chairs - DSW Eiffel Side Dining Chairs...

by AHOC



54 customer reviews | 20 answered questions

RRP: £193.32

Price: **£99.99** FREE UK delivery.

You Save: **£93.33 (48%)**

In stock.

Get it as soon as **20 - 23 Apr.** when you choose **Standard Delivery** at checkout. [Details](#)

Dispatched from and sold by P&N Homewares.

4 new from **£99.99**

- Approx. Dimensions H81 x W46 x D55cm.
- Very popular and can be used as dining chairs, office chairs or for any rooms in the house
- They are very comfortable and strong.
- Constructed from a strong metal , wood and plastic combination these chairs are sturdy and reliable.

[Compare with similar items](#)

SONGMICS

Modern, stylish and classic dining chair

SONGMICS Dining Chair Set of 4, Modern Large Plastic Backrest and Seat, Iron Legs ...

Share

£99.99 + FREE UK delivery
In stock. Sold by **P&N Homewares**

Quantity:

Add to Basket

[Turn on 1-Click ordering](#)

[Deliver to Denmark](#)

Add to List

Add to Wedding List

Other Sellers on Amazon

£99.95

+ £9.99 UK delivery

Sold by: HOME GARDEN & LESIURE

4 new from **£99.99**

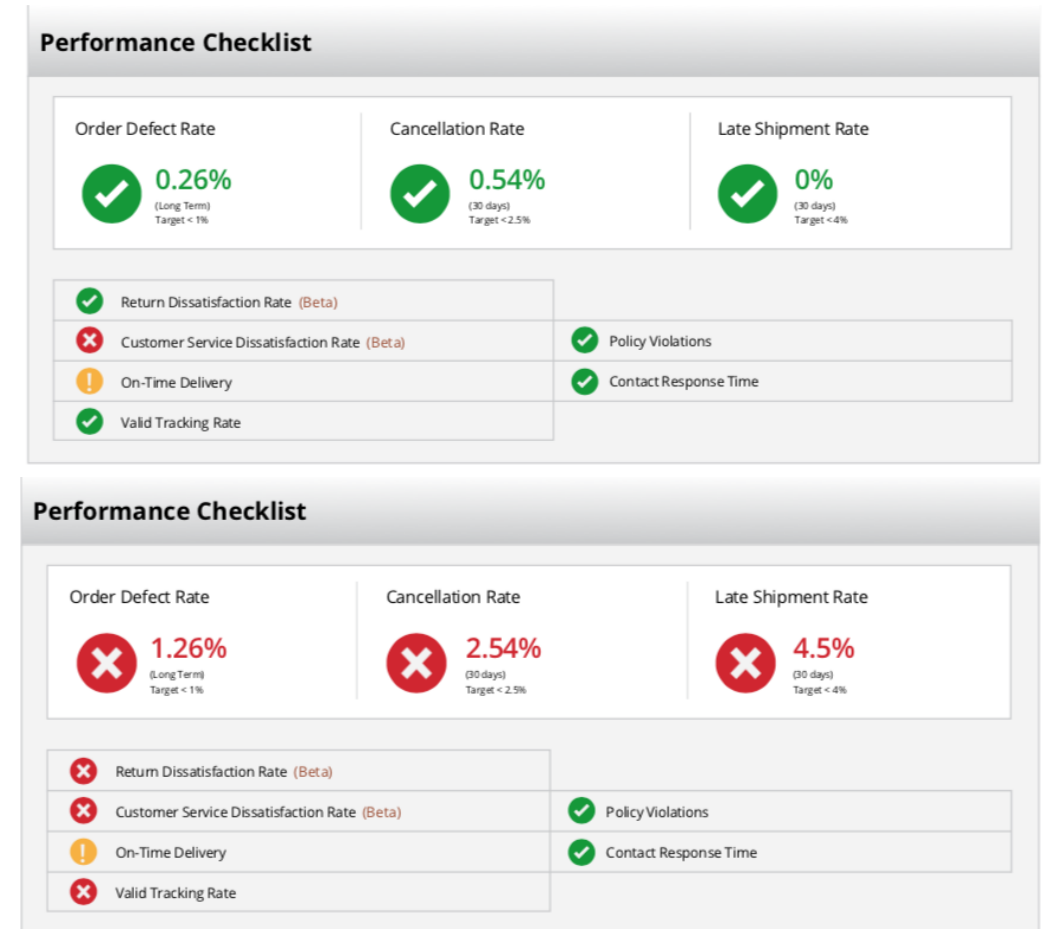
”A product with the Buy Box
will sell four times more than
the same product
without the Buy Box”

Kvalificeret til Buy Box

- Automatisk ved Fulfillment by Amazon (FBA)

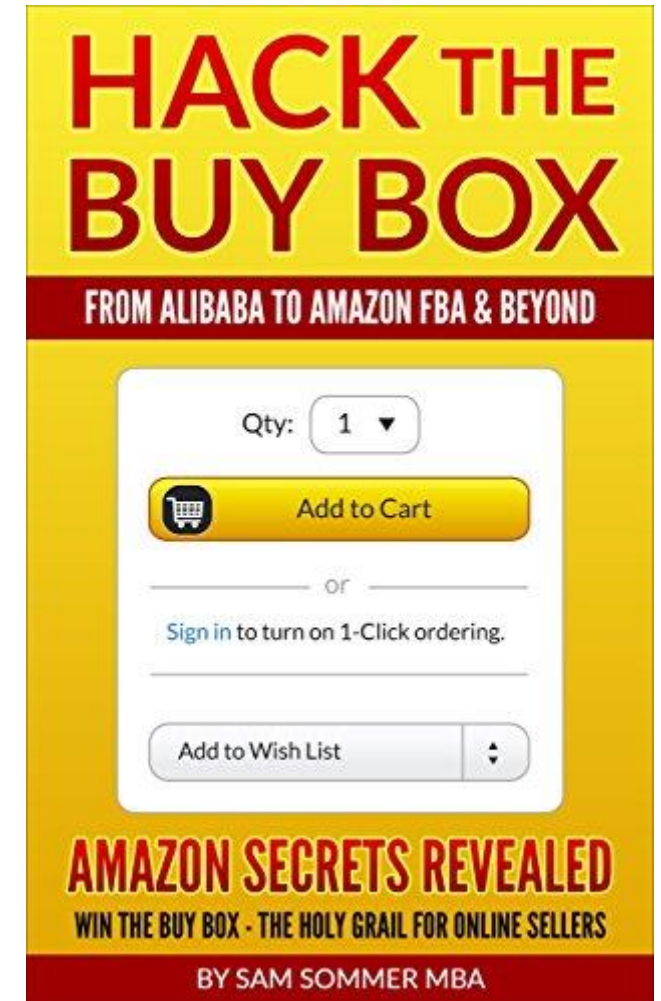
ellers

- Lav "Order Defect rate"
- Lav "Cancellation rate"
- Lav "Late Shipment rate"
- Tilstrækkelig stor ordrevolume



Buy Box parametre

- Fulfillment by Amazon (FBA)
- Tilstrækkelig lav pris
- Gratis fragt eller Prime
- Lagerstatus
- Kundeserviceparametre
- Seller Feedback Score



Opsummering

Checkliste

- Undersøg hvad der sælger godt på Amazon
- Identificer de keywords forbrugerne anvender
- Brug keywords i produkttitler, bullets og produktbeskrivelser
- Udnyt meta keywords fuldt ud
- Sørg for at komme godt fra start vha. egen markedsføring
- Skaf anmeldelser
- Win the Buy Box

3 stærke links

- AMZ Scout
Amazon Product Trends, Research & Tracking Tool
<https://amzscout.net/>
- Sonar
Amazon Keyword and Merchant Words Tool
<http://sonar-tool.com>
- Answer The Public
Se hvilke spørgsmål der bliver søgt på Google
<https://answerthepublic.com/>

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