Summary: Every Amazon seller should consider using a mix of techniques to improve their Amazon sales rank. These 7 tips can be used to take even a novice seller through the process of improving their Amazon sales rank step by step. Read on to learn what an Amazon sales rank is, how to find your Amazon sales rank and why your Amazon sales rank is important.

How to Find & Improve Your Amazon Seller Rank

Everyone wants to be the top Amazon Seller Rank for their product but you have to know where it is to start. You can find the sales rank on every product page in the product information section. It’s a good idea to familiarize yourself with the rank even when you browse, its what your customers are doing. What some consider a good Amazon sales rank is pretty relative. The lower the number, the better the Amazon sales rank. Most people consider a score under 2000 to be a "good" rank, regardless of category.

What Is Amazon Sales Rank?

Amazon sales rank is how Amazon compares similar items within departments and categories. The exact formula for how Amazon calculates the rank isn't known, but there are ways to improve it.

Why Is Amazon Sales Rank Important?

You can think of your Amazon sales ranking as something like a popularity contest. Customers don't have to understand why an item is popular for it to influence their decision.  Shoppers will buy items from the seller with the higher rank, assuming a higher quality.

The other reason your rank is important is that it is a factor in determining who sees your product. Your ranking may make the difference between being one of the first items a customer sees or buried on page 23.  You must spend time on your seller ranking if you want to be competitive.

How to Improve Your Amazon Sales Rank

The most effective way to improve your Amazon sales rank depends on your product but here are 7 places to start. You may want to jump ahead to number 7 but go through each step. It doesn't matter if you have an awesome sales promotion if your customer can't find the sale.  These next tips are some tried and true methods we’ve found of how you can improve your Amazon sales rank.

1. Have a flawless product title

Your customers are searching for your product in a search bar. They are entering some combination of words that will hopefully lead to your product. If you search for your product, how easy is it for you to find it? Imagine being your own customer and how you search for products. Your title needs your brand name and a clear, easy-to-understand description.

2. Pique interest with top-notch product photography

You can improve your seller rank by using product photography that’s clear and draws the eye. Your main photo should display the full product within the frame without any extra fluff. There are image requirements that you have to meet for Amazon standards but after that? Get creative. Selling a fun kids toy? Create engaging product photography by showing kids having fun with the toy. What can you do to show your customers your product's best side?

3. Optimize your product description

Your product description is another key to a fantastic Amazon seller rank. Remember that most online users and shoppers are browsing. Dense, bulky paragraphs will bog your product down. Stick to exciting bullet points for highlighting key product features. Your product descriptions are one of the best places to stand out from your competitors.

Optimizing your description means making use of keywords. Amazon uses keywords to connect what a customer is searching for to the right product.  Think of keywords like those "did you mean?" sections when you search. Adding the right keywords brings customers looking for similar items to your door.

4. Keep your prices competitive

It is no surprise if you want a great Amazon seller rank that you would need to keep your prices competitive. It's never been easier to price shop between products. You don't need to check prices every day but price fluctuations can happen. There is software that can track and adjust prices for you, if you choose to go that route.

5. Offer Amazon Prime

Amazon Prime is one of Amazon’s flagship services, don't miss the boat. Amazon Prime members pay to receive benefits like free shipping. If your customer is searching for Prime eligible options but your product isn't, they won't see it. A customer who can't find your product won't buy it. Making sure that you’re Amazon Prime eligible puts you ahead of all your competitors who don't. Plus, who doesn’t like getting their stuff faster?

6. Get more Amazon reviews

Everyone knows the old saying about word of mouth. Amazon reviews are your word of mouth and shoppers listen. A customer that is hesitating on an item can be won or lost by what the reviews say about a product.

Your reviews build credibility in your customer's eyes. Consider how you might create engagement with customers to leave reviews.  Would a thank you note work? Do you have email lists you can request reviews from prior customers

7. Promote your Amazon listing

It may sound crazy but yes! You should still be running promotions to drive traffic to your product! Limited time-only sales promotions are a great way to bring in new sales. The boost in sales can often increase Amazon seller rank for a period of time.

Amazon provides sellers with a host of ad features you should be taking advantage of. Make sure to track which ones you use and how it impacts sales so you can hone your strategy till you’re top of the charts!

Don’t be one of the sellers that’s timid about scrolling down to where that Amazon seller rank is. Your Amazon seller rank is a helpful tool for customers but its an incredible asset for you. Amazon will label your products with a ranking whether you want it or not. Why not take advantage of the ranking system to get your product where it belongs? In your customer's hands.

Your most effective strategy will always be to test what works and keep track of the results. Try these seven strategies out and let us know in the comments which ones worked best for you!

If you would like more tips and tricks on how to improve your Amazon sales ranking, you can subscribe to our newsletter here.