



# Navigating search on Amazon



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# Introduction

As ecommerce continues to boom and omnichannel complexity increases, **ranking well in the results of keyword searches is more important than ever**. Especially with Amazon. The sheer size of Amazon and its range of products, 1st, 2nd and 3rd party, make it an ideal destination for shoppers to browse and convert. In a virtuous circle, as more shoppers shop there, more products are listed on the platform, and **visibility becomes essential**.



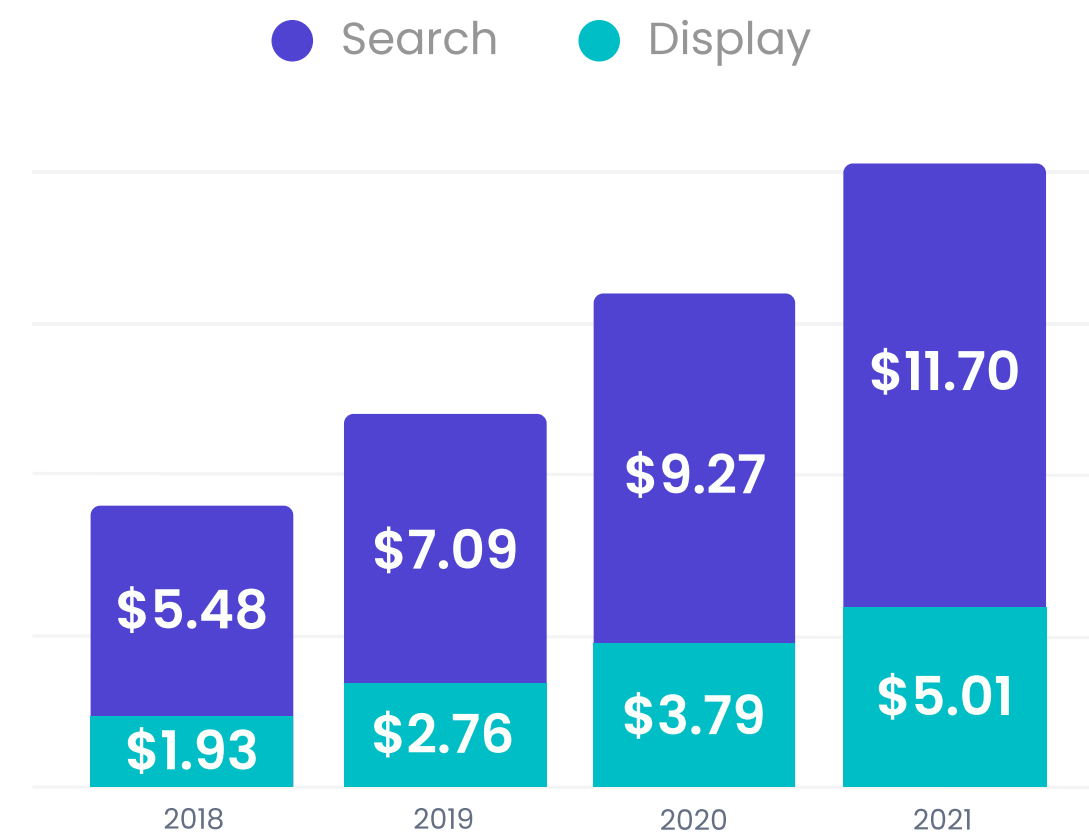
**of in-basket products**

appear in the top 10 results  
generated by a keyword search.

Knowing how influential search is, manufacturers **invest heavily** in it. This infographic showcases the split in investment between **display and search advertising**. Display ads include **static and banner ads**, and search includes **contextual text links, paid inclusion, paid search and SEO**.

## Amazon net digital ad revenue in the US, by format, 2018-2021

As the graph indicates, companies have more than doubled their spending on search in the last four years.



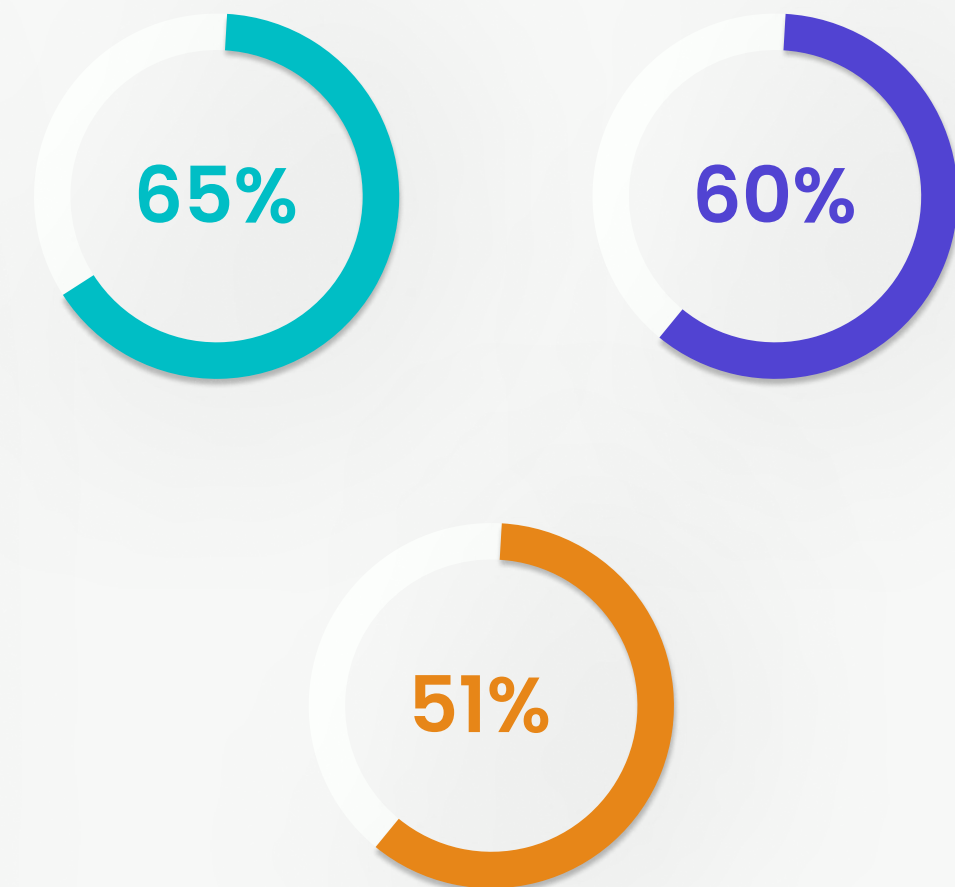
# How many conversions occur amongst the top search results?

As the following graph shows, the first three positions in search garner the vast majority of clicks. In categories as diverse as tea, laundry detergent and shampoo, being in the first three positions is highly advantageous, and from the fourth position to the tenth the click through rate is relatively stable, decreasing a few percentage points. This graph addresses both paid search and organic search rankings.

Average CTR relative to search ranking



% Top 3 of share of unique searches



# Product rating and search

Ratings and reviews are increasingly consulted by shoppers when making a purchase decision. It's essential for brands to monitor consumer generated content like this on a continual basis. The longer a bad review remains without a response from a brand, the more damage it can do to brand image and consumer trust. Brands need to engage with consumers and nurture relationships, especially in the social digital sphere.

This graph demonstrates that, as a product's ratings increase, so does its search ranking. However, there's a limit. It's 4.6 out of 5. When a product's rating exceeds 4.6, the search position drops off sharply. Several factors contribute to search ranking algorithms, including sales. What this drop off suggests is that a product rating higher than 4.6 isn't credible and those products are largely ignored because consumers don't take the rating seriously.

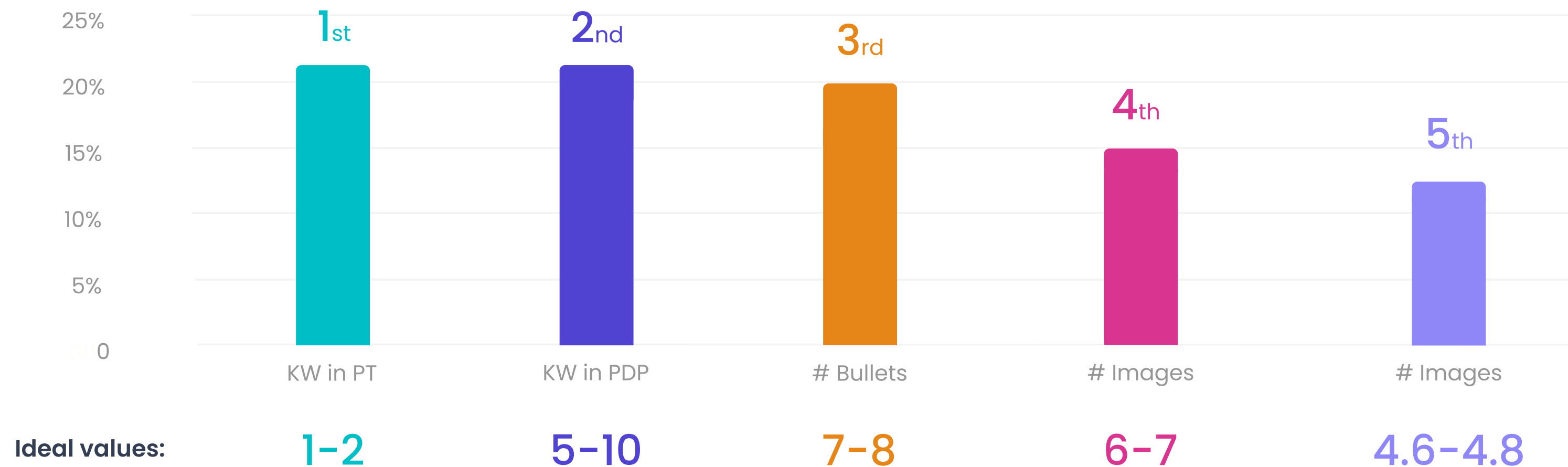
Correlation between search position and ratings



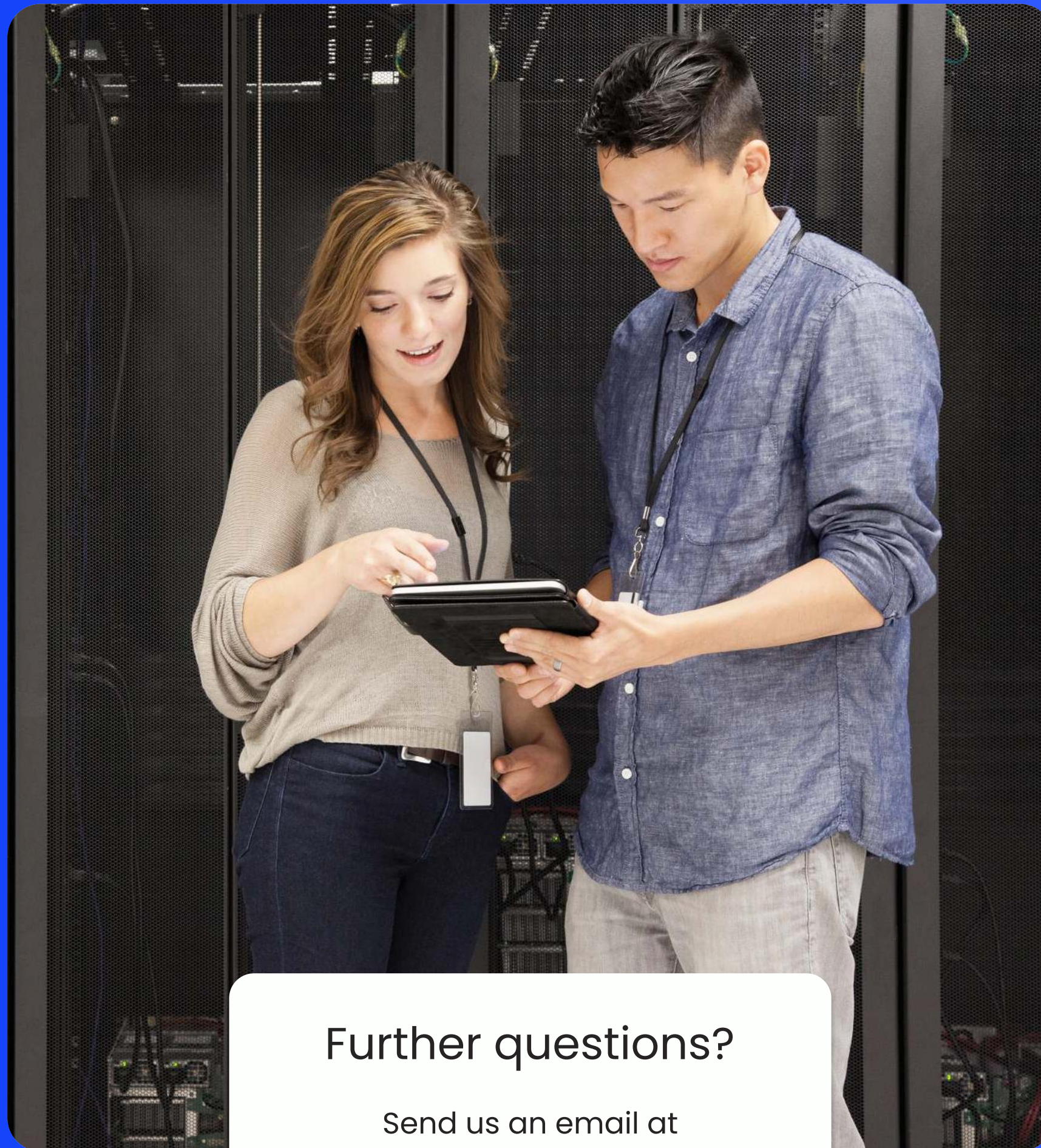
# Amazon's search algorithm

Several factors go into how a product performs in search, and every category on Amazon has differing criteria. Among factors like sales volume and ratings, another factor is content compliance with Amazon's standards for how many times the keyword appears in the product title and the product description, number of bullet points and number of images. In the absence of access to AMZ's SEO algorithm, this graph reverse-engineers the digital shelf qualities the top five products in the hair category have, thus determining the recipe for winning search.

The five most important factors determining search result ranking







Further questions?

Send us an email at  
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