

# 基于亚马逊A9的Listing优化

老陈

2018-12-24

# Listing优化的目的 – 用户视角

- 基于用户视角的Listing优化
  - 提升点击率
    - 首图优化
    - 标题优化
    - 列表页其它要素：价格(促销)、评论数、评分值
  - 提升转化率
    - Listing页面所有要素：图片、标题、价格、促销、五点描述、描述、视频、A+页面，Reviews和Q&A

# Listing优化的目的 – 亚马逊A9视角

- 基于亚马逊A9视角的Listing优化
  - 提升曝光量
    - 提升关键词排名
    - 提升类目排名
  - 基础：相关性及权重

# Listing优化的目的 – 搜索引擎视角

- 基于搜索引擎的Listing优化(Google等)
  - 提升相关性：可找到
  - 提升关键词排名：靠前
- 优化要点
  - 标题 覆盖尽可能多的相关词
  - 五点描述、长描述 尽可能增加关键词的覆盖率和重复率
  - **Review**和**QA** 尽可能覆盖更多关键词

# 亚马逊关键词构成 - 用户常搜词

## • 用户常搜词

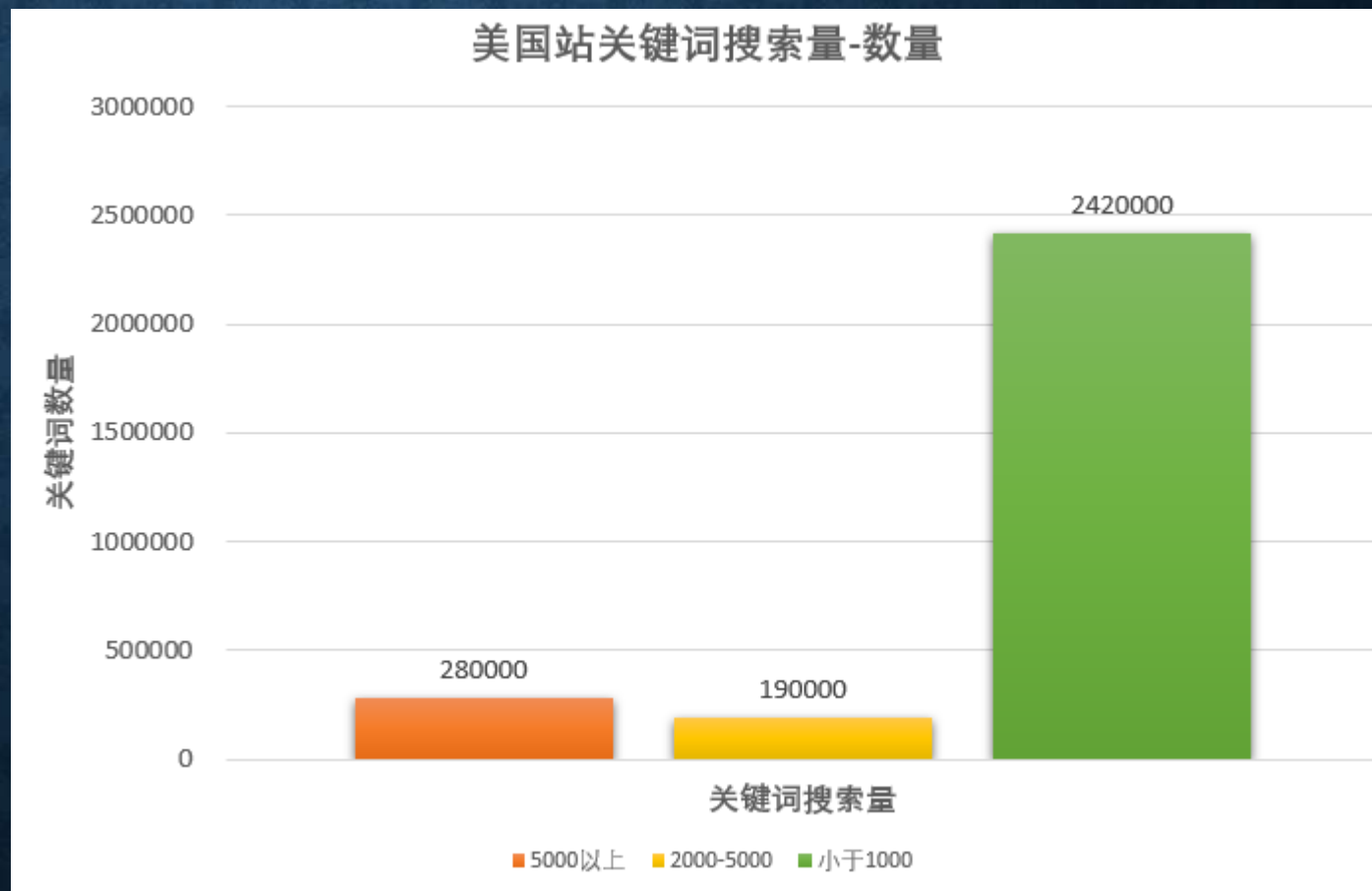
美国站 2018.11, 共289万

L1: 搜索量5000以上, 28万;

L2: 搜索量2000-5000, 19万;

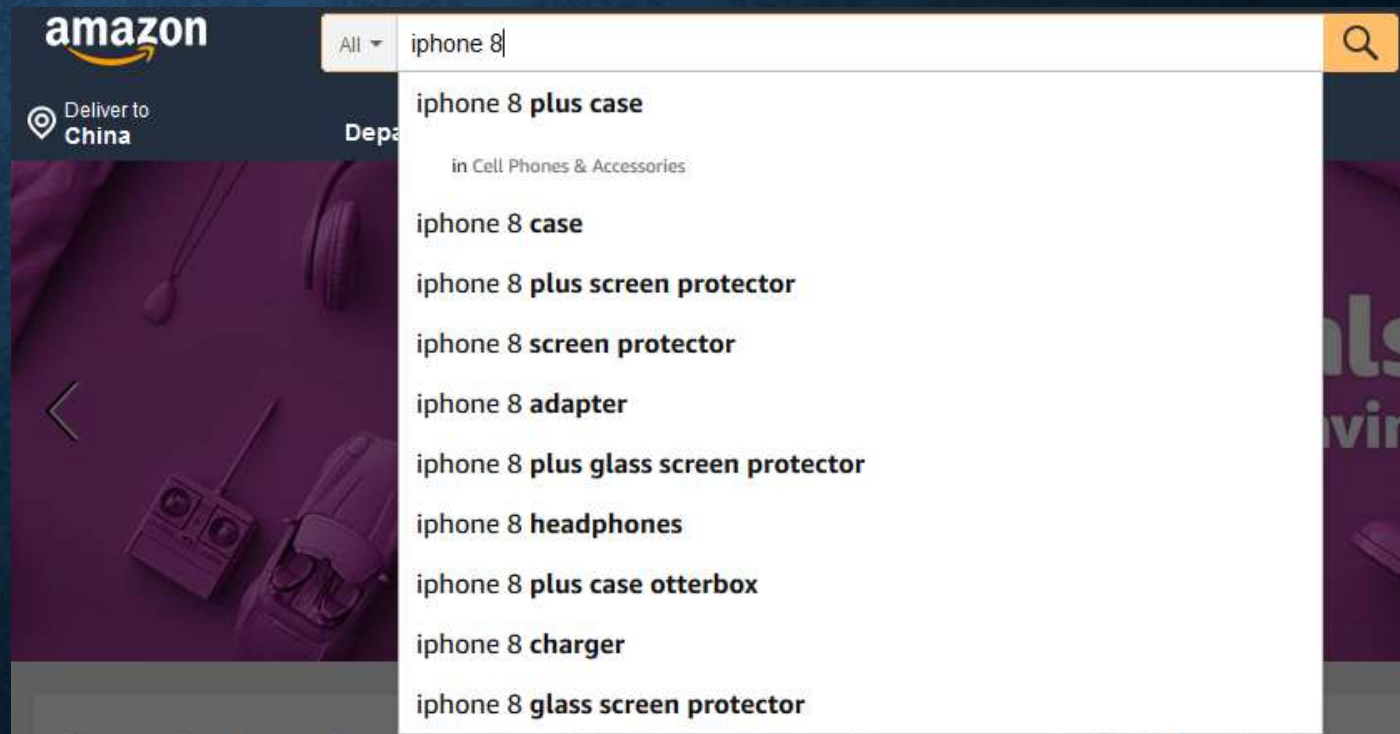
L3: 搜索量小于1000, 242万;

备注: L3仅收录All Departments前30万,  
如果收录全估计All Departments类目还有  
100万+



# 亚马逊关键词构成 - 亚马逊推荐词

- 亚马逊推荐词
  - 亚马逊美国站，关键词数量大概在千万级
  - 基于所有月份的用户搜索行为




# 亚马逊关键词 - 亚马逊关键词词库

- 亚马逊关键词词库

- 亚马逊美国站，关键词数量大概在10亿级
- 基于亚马逊关键词分词技术
- 来源于Title、Search Term、Bullet Point、Description等全文检索

Cree XP-L LED 1050 Lumens Tactical Flashlight, Soonfire DS30 USB Rechargeable Waterproof Flashlight Distance 335 Meters (Small)

by soonfire  
★★★★☆ - 191 customer reviews | 30 answered questions



Price: ~~\$39.99~~ + \$21.76 Shipping & Import Fees Deposit to China Details

Expected to arrive after Christmas. Need a gift quickly? Send the gift of Prime or an Amazon Gift Card by email or text message.

Color: Black

aluminum

- SUPER BRIGHT - This rechargeable Led flashlight produces a powerful 1050 lumens maximum output with a distant 360 yard throw from an advanced Cree XP-L LED.
- RECHARGEABLE - Equipped with a built-in USB charging port plus USB cable so you can conveniently charge your light whenever you need to, red/blue battery indicator.
- LONG RUNTIME - Included high capacity 3400mAh 18650 rechargeable battery offers a solid hour at 1050 lumens or switch to 8 lumen low mode for up to 370 hours of light; ITS Smart Temperature Control System.
- EASY TO USE - Tail switch/Side Switch for Various Mode Levels (Low-Mid-High-Strobe-Flash-Slow Flash-SOS). Memorized Function Ability Perfect for hunting, hiking, camping, search & rescue operations and more.

## Product description

Color: Black

Soonfire DS30 USB Rechargeable Waterproof Tactical Flashlight remains a pocket size, Advanced Tactical Setting (one-touch Turbo and Tactical Mid-High-Strobe-Flash-Slow Flash).

### Specifications:

Uses XP-L LED with a lifespan of 50,000 hours

Max Beam Distance: 337 m

Runtime: High output at 3.2A: 1050 lumen max for 1 hr., 10 min., 350 Hours (8 lumens Firefly Mode).

Tail and Side Switch Power Buttons

Anodized Aircraft Grade Aluminum Body

Weather Resistant, Water Proof Grade IPX-8 (underwater 2m) and Impact Resistant (1 m)

Recommended Battery: one 18650 Li-ion battery, two CR123A or 16340

Battery capacity indicator display enables you to control usage according to remaining charge

Reverse polarity protection, to protect from improper battery installation

Intelligent memory circuit, automatically enters last-used output mode when turned on

### Dimensions:

Length 148mm, Head Diameter 30mm, Tail Diameter 25.4mm; Weight: 127g.

Your deluxe gift set includes everything you need:

Holster

lanyard

spare O-ring

USB charging cord

USB rubber plug

Pocket clip (Titanium alloy)

3400mAh Protected 18650 Rechargeable Li-ion Battery.

1 result for "Tail switch/Side Switch for Various Mode/Levels (Low-Mid-High-Strobe-Flash-Slow Flash-SOS)"

Show results for

Avg. Customer Review

★★★★★ & Up

★★★★☆ & Up

★★★☆☆ & Up

★★☆☆☆ & Up

Condition

New

Used



### Cree XP-L LED 1050 Lumens Tactical Flashlight, Soonfire DS30 USB Rechargeable Waterproof Flashlight With Battery Beam Distance 335 Meters (Small)

by soonfire

Eligible for Shipping to China

\$39.99

In stock on December 26, 2018

More Buying Choices

\$37.19 (1 used offer)

★★★★★ 191

Product Features

... Tail switch/Side ... Various Mode/Levels (Low-Mid-High-Strobe-Flash-Slow ...

"Tail switch/Side Various" [See all 43 results...](#)

来自Bullet Points的内容，可以找到该商品

龙卡 亚马逊海淘享  
 信用卡 卡享  
 Visa 淘享  
 8% 优惠



1020 Lumens

PowerTac E9 1020 Lumen LED Flashlight Side Button on Tail Cap Dual Switches with LegionArms Clip-on Kydex Holster

by PowerTac E9

\$99.95

★★★★★ 11



See Size Options

2Pcs Tactical Flashlight, WdtPro Waterproof Military Grade Tac Light As Seen On Tv with Adjustable Focus and 5...

by WdtPro

Eligible for Shipping to China

\$14.99

★★★★★ 600



See more choices

Doodleblanket Throw blanket Completion of Various Office Gadgets Recorder Tv Laptop Monitor Tablet Switch Mouseoutdoor...

by BlountDecor

\$56.40



See more choices

ColdPruf Men's Basic Dual Layer Long Sleeve Crew Neck Base Layer Top

by ColdPruf

Eligible for Shipping to China

\$77.40 - \$30.08

★★★★★ 629



1 result for "Recommended Battery:one 18650 Li-ion battery ,two CR123A or 16340"

Show results for

Avg. Customer Review



Condition

- New
- Used



SPON  
We  
Rel  
Sho

来自Description的内容，可以找到该商品



2600mAh  
Rechargeable Lithium Ion B...

★★★★☆ 25  
prime

Weltool 18650 2600mAh  
Rechargeable Lithium Ion B...

★★★★☆ 25  
prime



### Cree XP-L LED 1050 Lumens Tactical Flashlight, Soonfire DS30 USB Rechargeable Flashlight With Battery Beam Distance 335 Meters (Small)

by soonfire



Eligible for Shipping to China  
\$39.99

In stock on December 26, 2018

More Buying Choices  
\$37.19 (1 used offer)

★★★★☆ 191

Product Features  
... 18650 rechargeable bat  
lumens or ...

"Recommended Battery:one 18650" See all 108 results...



We found 0 results for "Recommended Battery:one 18650 Li-ion battery ,two CR123A or 163401"

Use fewer keywords or try these instead

"Recommended Battery:one 18650" See all 112 results...

比上一张图片，只是最后多了1: 163401，就搜不到，Why?



V Force IMR 18650 3500MAH 20A 3.7V TYPE-1 rechargeable batteries | 8-Pack |...

by V Force

\$81.95

Only 13 left in stock - order soon.

★★★★★ ▾ 2



V Force IMR 18650 3500MAH 20A 3.7V TYPE-1 rechargeable batteries | 3-Pack |...

by V Force

\$33.90

Only 15 left in stock - order soon.



BONAOK Wireless Bluetooth Karaoke Microphone,3-in-1 Portable Handheld karaoke Mic New Year Gift Home Party Birthday...

by BONAOK

Eligible for Shipping to China \$34.99

More Buying Choices \$32.54 (2 used offers)

Save \$2.00 with coupon

★★★★★ ▾ 1166



18650 Battery Protective V Sleeves Heat Shrink PVC Tu Tubes 100% Authentic Pre 18650 Battery Sleeve...

by SnowTing

Eligible for Shipping to China \$8.98

"Recommended 18650 Li-ion" See all 123 results...



# 亚马逊关键词词库 - 原理

- 亚马逊关键词词库原理(为什么会有上10亿的词)
  - 对亚马逊**Title**、**Search Term**、**Bullet Point**和**Description**里面每个单词(**Unique Word**)都建立了索引(倒排索引), 如“**Anker iphone 8 case is so great**”就是7个单词(其实内部对**is, so**这类连接词进行了过滤)
  - 这样每个**Word**, 比如**case**就相当于存在于几十到几十万的**ASIN**中(美国站总共了5亿多**ASIN**)
  - 当用户搜索“**iphone 8 case**”就会到包含**iphone + 8 + case**的有交集的页面中找, 全包含、并且顺序一致的权重高, 优先展示
  - 当用户搜索“**8 case iphone**”也会到包含**8 + case + iphone**的有交集的页面中找, 全包含、并且顺序一致的权重高, 优先展示
  - 从检索原理来看, “**iphone 8 case**”、“**8 case iphone**”包含的商品数量是大致一致的(前提: 同一类目下搜索), 前者比后者稍微多一点是因为有动态关联词, 比如前者结果集里面有一个数据线 后面有截图: 静态相关性
  - 但是, “**iphone 8 case**”和“**8 case iphone**”包含商品的顺序很不一样, 这就是权重的概念, 后面会讲

# 亚马逊关键词构成 - 总结

- 用户常搜词/亚马逊推荐词/关键词词库 大概比例是：1/3/100
- 真正有效的是用户常搜词
- 用亚马逊常搜词去优化**Listing**
- 亚马逊对大多数常用词进行了归类



# 亚马逊关键词相关性原理 - 静态相关性

- 静态相关性

- 定义：关键词来源于卖家编辑**Listing**时定义的**Title**、**Search Term**和**Bullet Point**、所属类目等
- 它是产品上架后亚马逊**A9**初次分配流量的基础，冷启动时的流量来源
- 关键词权重决定于**Listing**初次上架时间(新品期)，**关键词匹配度**、**关键词分布位置**，以及关键词的重复度(待测试)
- 亚马逊**A9**作为一个良性进化的生态系统，它一定会给新品流量扶植，否则就会成为一个“世袭阶层社会”，让新进入者缺乏创新的动力



1-24 of over 40,000 results for Cell Phones & Accessories : Cases, Holsters & Sleeves : "iphone 8 case"

Sort by Featured

Show results for

- < Any Category
- < Cell Phones & Accessories
- Cases, Holsters & Sleeves
  - Basic Cases
  - Flip Cases
  - Holsters
  - See more

Refine by

Cell Phone Compatibility

- iPhone X
- iPhone 8
- iPhone 8 Plus
- iPhone 7
- iPhone 7 Plus
- iPhone 6/6S
- iPhone 6/6S Plus
- iPhone 5/5S/SE
- iPhone 5C
- Samsung Galaxy S 9
- Samsung Galaxy S 9 Plus
- Samsung Galaxy S 8
- Samsung Galaxy S 8 Plus



SPONSORED BY OTT  
Multi-layer  
iPhone 8 &  
Shop now >

默认归类到Cell Phones & Accessories下的一个子类目

★★★★★ 1,507  
prime

★★★★★ 101

Showing results in Cell Phones & Accessories. Show instead results in All Departments.



Sponsored ⓘ



Sponsored ⓘ



Sponsored ⓘ

- Show results for
- Any Category
  - Arts, Crafts & Sewing
    - Art Glues & Pastes
    - Painting, Drawing & Art Supplies
    - Organization, Storage & Transport
    - Craft Supplies
    - Glitter
    - Painting
    - Adhesives
    - Sewing
    - Drawing
    - Artists Drawing Sets
    - Beading & Jewelry Making
    - See more

- Refine by
- Brand
- ikasus
  - Ranyi
  - Asstar
  - EC-Touch
  - Ngift
  - Urvoix
  - Moyooo
  - Shineweb
  - Inspirationc
  - LUSHENG



Sponsored ⓘ  
**iPhone 8 Case, iPhone 7 Case, Crave Strong Guard Protection Case for Apple iPhone 8 / 7 (4.7 Inch) - Black iPhone 8 Case**  
 by Crave  
 Eligible for Shipping to China  
**\$11<sup>99</sup>**  
 ★★★★★ 603



Sponsored ⓘ  
**YOUMAKER Case for iPhone 8 & iPhone 7, Full Body with Built-in Screen Protector Heavy Duty Protection Shockproof Slim Fit**  
 by YOUMAKER  
**\$17<sup>99</sup>**  
 ★★★★★ 1,769



Sponsored ⓘ  
**iPhone 7 Case/iPhone 8 Case Full Body Protection Anti-Scr Resistant with Tempered Glass Screen Protector for iPhone 7**  
 by SunDrive  
**\$11<sup>99</sup> \$15.<sup>99</sup>**  
 ★★★★★ 118

**Expert Recommendations**  
 BestReviews · Amazon Verified Expert

**Best iPhone 8 Cases**  
 5 product recommendations by BestReviews



- Show results for
- Any Category
  - Arts, Crafts & Sewing
    - Art Glues & Pastes
    - Painting, Drawing & Art Supplies
    - Organization, Storage & Transport
    - Craft Supplies
    - Glitter
    - Adhesives
    - Painting
    - Sewing
    - See more

- Refine by
- Brand
- ikasus
  - Ranyi
  - Asstar
  - EC-Touch
  - Shineweb
  - Ngift
  - Urvoix
  - LUSHENG
  - Moyooo
  - Inspirationc
  - Funyye
  - See more

一个大词和一个小词，搜索结果数近似，前者更大一点，因为有动态关联词

Sponsored ⓘ  
**iPhone 8 Plus Case, iPhone 7 Plus Case, Ranyi Full Body Glitter Rhinestones Shock Absorbing 3 in 1 Design Sparkle Bling Shiny 360**  
 by Ranyi  
**\$10<sup>99</sup>**  
 ★★★★★ 1

Sponsored ⓘ  
**iPhone 8 Plus Case, iPhone 7 Plus Case, Ranyi Luxury Glitter Sparkle Bling Shiny Diamond Rhinestones Shock Absorbing 360 Full Body**  
 by Ranyi  
**\$10<sup>99</sup>**

Sponsored ⓘ  
**iPhone 8 Case, iPhone 7 Case, Ranyi 3 Piece Full Body Diamond Shock Absorbing Shiny Sparkling Rhinestones**  
 by Ranyi  
**\$10<sup>99</sup>**



amazon Arts, Crafts & Sewing case 8 iphone Shop Year-End Deals

Deliver to China Departments Browsing History sellers... 's Amazon.com Hello, sellerspirit Account & Lists Orders 2 Cart

1-24 of 821 results for Arts, Crafts & Sewing : "case 8 iphone" Sort by Featured

Show results for

- Any Category
- Arts, Crafts & Sewing
  - Art Glues & Pastes
  - Painting, Drawing & Art Supplies
  - Organization, Storage & Transport
  - Craft Supplies
  - Glitter
  - Adhesives
  - Painting
  - Sewing
  - See more

Refine by

Brand

- ikasus
- Ranyi
- Asstar
- EC-Touch
- Shineweb
- LUSHENG
- Ngift
- Urvoix
- Moyooo
- Funiyye
- Inspirationc
- See more

Color

Avg. Customer Review

- ★★★★★ & Up
- ★★★★☆ & Up
- ★★★☆☆ & Up
- ★★☆☆☆ & Up
- ★☆☆☆☆ & Up

New Arrivals

- Last 30 days
- Last 90 days

See Color Options

Sponsored ⓘ

iPhone 8 Plus Case, iPhone 7 Plus Case, Ranyi Full Body Glitter Rhinestones Shock Absorbing 3 in 1 Design Sparkle Bling Shiny 360 by Ranyi

\$10<sup>99</sup>

★★★★☆ - 1

See Color Options

Sponsored ⓘ

iPhone 8 Plus Case, iPhone 7 Plus Case, Ranyi Luxury Glitter Sparkle Bling Shiny Diamond Rhinestones Shock Absorbing 360 Full Body by Ranyi

\$10<sup>99</sup>

See Color Options

Sponsored ⓘ

iPhone 8 Case, iPhone 7 Case, Ranyi Full Body Glitter Sparkle Rhinestones Shock Absorbing 3 Piece Design Bling Shiny Diamond Rugged 360 Degree by Ranyi

\$10<sup>99</sup>

iPhone 7/ iPhone 8 Case, Asstar Fashion Creative Design Flowing Liquid Floating Luxury Bling Glitter Sparkle Diamond Soft TPU Case for by Asstar

Eligible for Shipping to China

\$6<sup>99</sup>

More Buying Choices \$2.49 (2 new offers)

Promotion Available See Details

★★★★☆ - 14

Price may vary by color

i8 Plus Cases Sunflower,i7 Plus Cases Sunflower,Gifun [Anti-Slide] and [Drop Protection] Clear Soft TPU Premium Flexible Protective Case for by Gifun

Eligible for Shipping to China

\$8<sup>60</sup>

Only 8 left in stock - order soon.

More Buying Choices \$4.80 (2 new offers)

★★★★☆ - 47

Price may vary by color

See more choices

UnnFiko iPhone 8 Plus Case, Cute Luxury Hybrid Bling Glitter Silicone Rubber Gel Shiny Sparkling with Candy Back Plate Cover Case for by UnnFiko

Eligible for Shipping to China

\$7<sup>99</sup>

In stock on December 31, 2018

10% off purchase of 2 items See Details

★★★★☆ - 3

amazon Arts, Crafts & Sewing 8 case iphone Shop Year-End Deals

Deliver to China Departments Browsing History sellers... 's Amazon.com Hello, sellerspirit Account & Lists Orders 2 Cart

1-24 of 821 results for Arts, Crafts & Sewing : "8 case iphone" Sort by Featured

Show results for

- Any Category
- Arts, Crafts & Sewing
  - Art Glues & Pastes
  - Painting, Drawing & Art Supplies
  - Organization, Storage & Transport
  - Craft Supplies
  - Glitter
  - Adhesives
  - Painting
  - Sewing
  - See more

Refine by

Brand

- ikasus
- Ranyi
- Asstar
- EC-Touch
- Shineweb
- Ngift
- Urvoix
- LUSHENG
- Moyooo
- Inspirationc
- Funiyye
- See more

Color

Avg. Customer Review

- ★★★★★ & Up
- ★★★★☆ & Up
- ★★★☆☆ & Up
- ★★☆☆☆ & Up
- ★☆☆☆☆ & Up

New Arrivals

- Last 30 days
- Last 90 days

2个小词，搜索结果数一致并且下面前三自然位商品基本一致(后面有答案)

★★★★☆ - 1

i8 Plus Cases Sunflower,i7 Plus Cases Sunflower,Gifun [Anti-Slide] and [Drop Protection] Clear Soft TPU Premium Flexible Protective Case for by Gifun

Eligible for Shipping to China

\$8<sup>60</sup>

Only 8 left in stock - order soon.

More Buying Choices \$4.80 (2 new offers)

★★★★☆ - 47

Price may vary by color

See more choices

UnnFiko iPhone 8 Plus Case, Cute Luxury Hybrid Bling Glitter Silicone Rubber Gel Shiny Sparkling with Candy Back Plate Cover Case for by UnnFiko

Eligible for Shipping to China

\$7<sup>99</sup>

In stock on December 31, 2018

10% off purchase of 2 items See Details

★★★★☆ - 3

iPhone 7/ iPhone 8 Case, Asstar Fashion Creative Design Flowing Liquid Floating Luxury Bling Glitter Sparkle Diamond Soft TPU Case for by Asstar

Eligible for Shipping to China

\$6<sup>99</sup>

More Buying Choices \$2.49 (2 new offers)

Promotion Available See Details

★★★★☆ - 14

Price may vary by color



# 亚马逊关键词相关性原理 – 静态相关性

- 示例总结

- 亚马逊对大多数用户常搜词都进行了归类  
归类原理：亚马逊提取每个关键词在用户搜索后点击、购买的商品，分析商品所在类目的分布比例，将关键词分配给商品数量最大的那一个类目(可能是大类，也可能是小类)
- 关键词的相关性，和词根(**Word**)有关，和搜索词(**Search Phrase**)无关，比如主词为**ABC**，但**CBA**和**BAC**极少搜，但它们的相关商品数和主词一样
- 尽量将商品分配在它所属、并且有竞争力的类目，否则因为亚马逊对关键词归类了，导致用户根本不可见（如果一个手机壳有艺术手工外观，就可以分类到**Art**类目，但默认搜索就无法找到它，除非是用户手动切换到**All Departments**）

# 亚马逊关键词分类历史

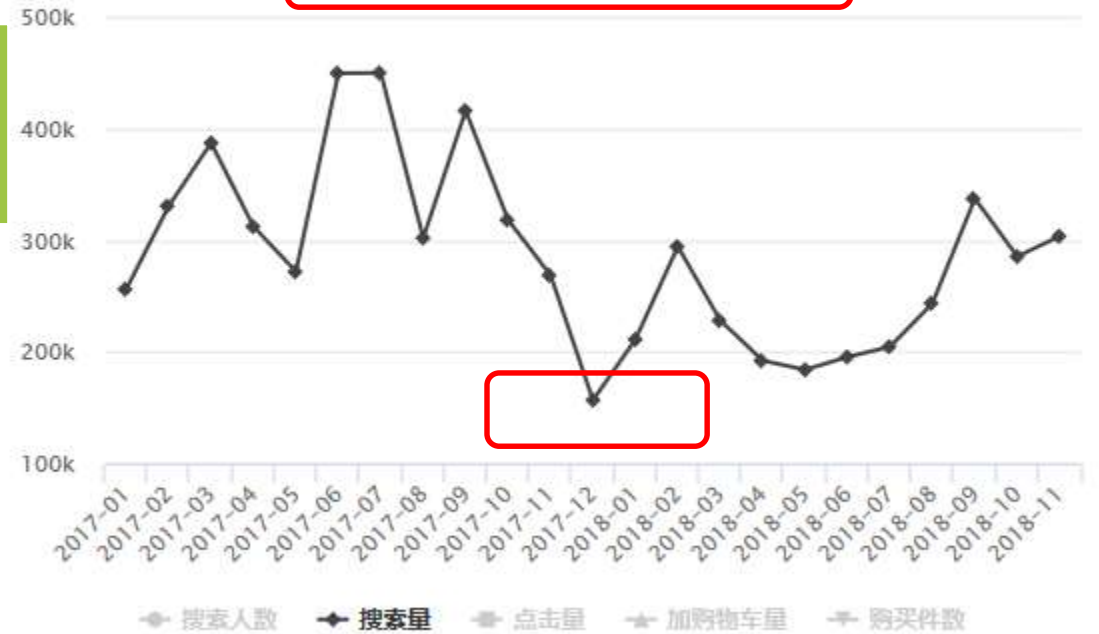
关键词 led flashlight 近几个月历史走势

所属类目: All Departments



关键词 led flashlight 近几个月历史走势

所属类目: Tools & Home Improvement



# 亚马逊关键词相关性原理 – 动态相关性

- 动态相关性
  - 定义：基于用户行为建立的关键词和商品的相关性
  - 核心要素：
    - 点击量+点击率
    - 加购量+加购率
    - 购买量 +购买率
    - 评论数+评分值
    - 退货率
  - 权重分配：
    - 基于核心要素
    - 基于各核心要素的权重系数
    - 基于时间：最近一天、最近7天、最近30天、最近60天、最近180等用户行为权重占比均不同
    - 权重计算周期：点击量权重大概是48小时计算一次

# 亚马逊关键词相关性原理 – 动态关联

- 动态关联 冷启动

- 定义：两件商品初次建立联系的方式
- 方式：
  - 基于搜索结果列表，两商品被用户同时点击或购买
  - 基于**BSR**类目/类目导航等列表，两商品被用户同时点击或购买
  - 基于卖家设置的组合销售
  - 基于店铺内商品列表被用户同时点击或购买

- 动态关联 热启动

- 定义：基于两件商品已有的关联关系，从而推动更强的关联，比如冷启动后，在产品下面又会产生如下关联：
  - 看了又看
  - 买了又买
  - 比较同类商品
  - 广告推荐
  - 基于历史记录推荐



33-48 of 547 results for "bose headphones"

Sort by Featured ▾

Show results for

Electronics

- Audio Headphones
- Over-Ear Headphones
- Earbud & In-Ear Headphones
- On-Ear Headphones
- Headphone Earpads

Computers & Accessories

- Computer Audio & Video
- Lightweight
- Phone Control
- Foldable
- Volume Control
- Noise-Isolating
- DJ Style
- Tangle-Free Cord

Headphone Wireless Type

- Bluetooth
- Infrared
- NFC

Headphone Earcup Style

- Closed-Back

Amazon Certified

- Auto Replenishment
- Streaming Optimized
- Works with Alexa

Avg. Customer Review

& Up



SPONSORED BY BOSE®

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Bose SoundSport Free Truly Wireless Sport Headphones

1,562

Electronics Gift Guide



Sony XB950N1 Extra Bass Wireless Noise Canceling Headphones, Black

by Sony

Eligible for Shipping to China

\$249.99 [Click for product details](#)

More Buying Choices

\$88.78 (37 used & new offers)

搜索bose headphones第三页会出现Sony的耳机和耳塞：动态关联



Sony MDRXB50AP Extra Bass Earbud Headset (Black)

by Sony

Eligible for Shipping to China

\$29.99 ~~\$49.99~~

3,762

More Buying Choices

\$20.64 (25 used offers)

[See newer model of this item](#)

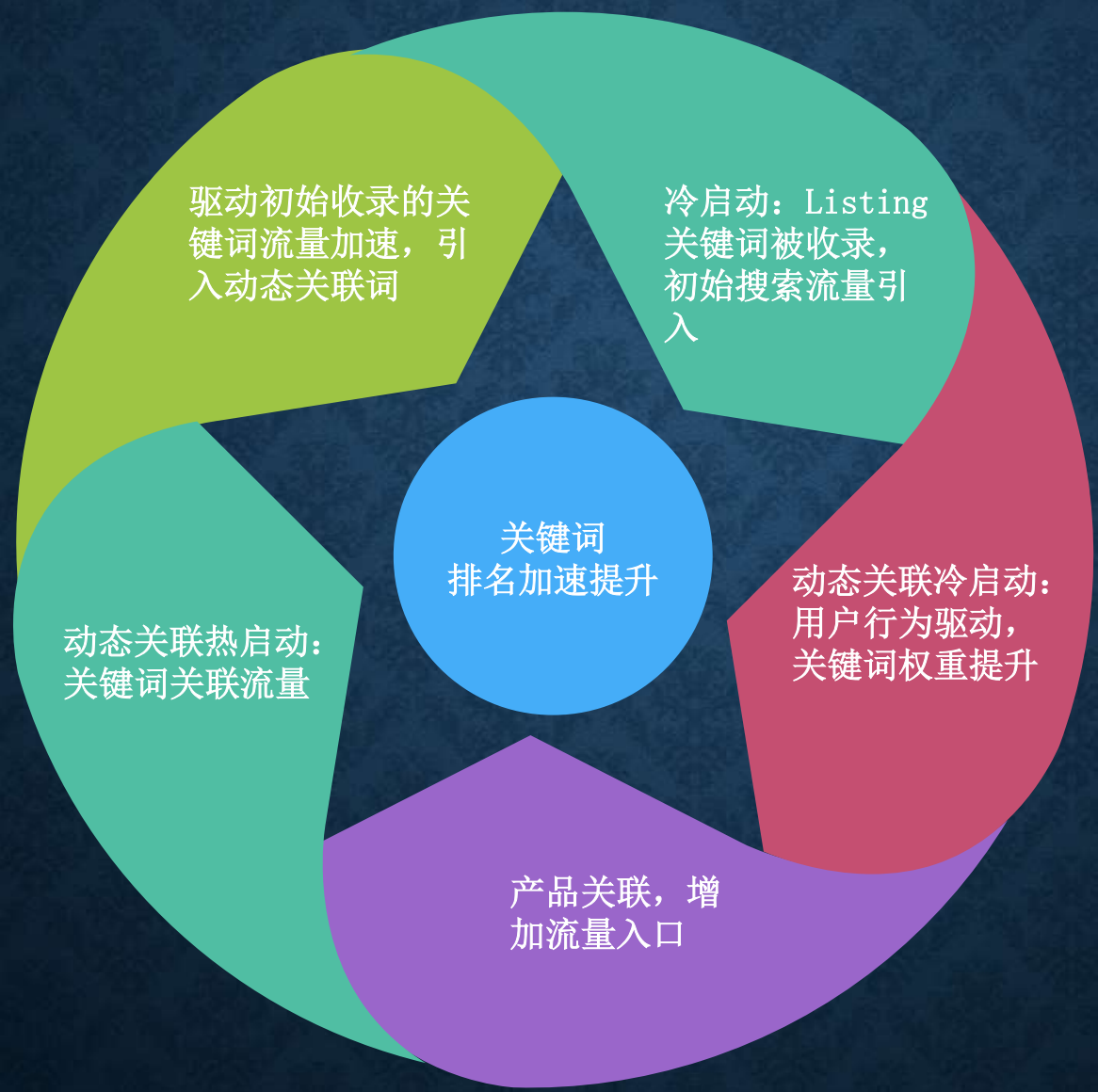
# 亚马逊关键词相关性原理 – 飞轮效应

## • 飞轮效应

- ① 当一个新**Listing**上架，基于其关键词设置(静态关联性)，亚马逊分配初始的流量
- ② 基于用户行为，产生关键词**K**和产品**A**的关联
- ③ 基于产品的并排展示和用户行为，产生了产品**A**和产品**B**的关联
- ④ 最终，会产生关键词**K**和产品**B**的关联
- ⑤ 当产品**B**的点击量、销量不断爬升，会带动其关键词**K**和相关关键词的排名进一步提升

## • 最终效果

- 原来100个静态关联的关键词，平均权重从10到60分(关键词初始权重如：35 23 21 19 11 8 5 5 4 3 3 3 ...，后来各关键词有升有降)
- 后来引入了50个动态关联的关键词，平均权重从0到40分(就像sony的耳机有bose关键词流量)



关键词  
排名加速提升

冷启动: Listing  
关键词被收录,  
初始搜索流量引入

动态关联冷启动:  
用户行为驱动,  
关键词权重提升

产品关联, 增  
加流量入口

动态关联热启动:  
关键词关联流量

驱动初始收录的关  
键词流量加速, 引  
入动态关联词

# 亚马逊关键词权重公式推测

- 对于某关键词**KW**下的若干产品(搜索结果数), 某产品权重**W** (只考虑核心要素)
  - 产品权重**W** =  $F_0 * W_0$   
+  $K * (F_1 * W_1 + F_2 * W_2 + F_3 * W_3)$   
+  $P * (F_3 * W_3 + F_4 * W_4 + F_5 * W_5)$   
+  $S * (F_6 * W_6 + F_7 * W_7 + F_8 * W_8)$
  - **F**代表权重系数**Factor**, **W**代表权重分**Weight**
  - **K**代表用户在某关键词下行为的系数(**Keyword**)
  - **P**代表该产品下的行为系数(**Product**)
  - **S**代表该店铺的权重系数(**shop**)
  - 权重系数**F/K/P/S**是亚马逊预先分配好的, 所有产品都一样(比如: 点击权重**0.1**, 加购权重**0.13**, 购买权重**0.5**), 亚马逊不定期会调整权重值**W**是用户行为决定的; 比如亚马逊在**2017年5月**前对点击量分配很高的权重, 对于新品达到了**53%**(通过点击就可以让一个没有销量的产品关键词上首页), 但之后点击权重几乎降为**0**, 而购买量权重一直比较高
  - 权重系数是基于时间段的,  $F_1 = (F_{11} * W_{11} + F_{12} * W_{12} + F_{13} * W_{13}) / W_1$   
 $W_1 = W_{11} + W_{12} + W_{13}$ , 11代表最近1天的点击量, 12代表最近7天, 13代表最近30天(90天也会记录, 这是近似)
  - **0**: 亚马逊新品分配权重, 基于**Listing**的关键词分布情况、**Listing**质量(图片得分、描述得分等)、类目匹配度(同样的权重**W**但类目不匹配则**F=0**)
  - **1**: 点击量+点击率, **2**: 加购量+加购率, **3**: 购买量+购买率, **4**: 评论数+评分值
  - **5**: 退货率
  - **6/7/8**: 店铺综合评分值 (**Feedback**评分、**A-Z**投诉、配送绩效等)



# 权重公式举例

- 下面的举例，我们先假设亚马逊美国站给关键词权重系数分配为：

$$F=0.20 \quad K=0.35 \quad P=0.30 \quad S=0.08$$

权重系数之和=1.00(某些权重暂未计入)，每项如 $W_1$ 权重值之和100

$$W = F_0 * W_0 + K * (F_1 * W_1 + F_2 * W_2 + F_3 * W_3) + P * (F_3 * W_3 + F_4 * W_4 + F_5 * W_5) + S * (F_6 * W_6 + F_7 * W_7 + F_8 * W_8)$$

- 为什么新品可以被用户搜索到？

因为新品的权重系数和权重值都比较高，一般2周-2两个月(2周权重系数更高)

$$W = 0.20 * 79 + 0 + 0 + 0.08 * 29 = 18.12$$

- 为什么[新品]刷单或测评后，整体关键词的权重会升高？

因为有产品权重

$$W = 0.20 * 79 + 0 + 0.30 * 30 + 0.08 * 29 = 27.12$$

- 为什么推荐测评时通过关键词购买？

因为这样产品的销量权重就主要分配到关键词，使得关键词权重极大提升

$$W = 0.20 * 10 + 0.35 * 30 + 0.30 * 30 + 0.08 * 29 = 23.82$$

# 权重公式举例

- 为什么对于一天销量为10个的新品收到差评关键词排名马上锐减，而对于一天销量为10个的老品收到差评后不是太严重？

因为对于新品来说，其最近30天和最近90天的权重很低甚至没有，差评会带来权重锐减

$$\text{新品 } W = 0 + 0 + 0.30 * 10 + 0.08 * 29 = 5.32$$

$$\text{老品 } W = 0 + 0 + 0.30 * 30 + 0.08 * 29 = 11.32$$

$$\text{老品: } P * (F_3 * W_3 + F_4 * W_4 + F_5 * W_5) = 0.30 * (20 + 10 + 0) = 0.30 * (20 + (F_{41} * W_{41} + F_{42} * W_{42} + F_{43} * W_{43}) / W_4 + 0)$$

- 为什么搜索Bose后，会出现Sony的耳机B？

因为关键词Bose和Bose的某款产品A有强关联，而A和B也有强关联(看了A也看了B)，也就是说搜索Bose的时候，对产品B产生了一点点击、购买，使得产品B的权重提升

- 为什么3个完全不同关键词搜索结果排序类似？

因为3个关键词都是长尾词(比如case 8 iphone)，K权重值可能都低到0，主要靠产品权重

$$\text{产品A } W = 0 + 0 + 0.30 * 30 + 0.08 * 33 = 11.64$$

$$\text{产品B } W = 0 + 0 + 0.30 * 31 + 0.08 * 29 = 11.62$$

$$\text{产品C } W = 0.20 * 15 + 0 + 0.30 * 21 + 0.08 * 29 = 11.62$$

以上3个产品，在关键词case 8 iphone 和8 case iphone下都没有关键词权重，[下面有截图](#)

amazon | Arts, Crafts & Sewing | case 8 iphone | Shop Year-End Deals

1-24 of 821 results for Arts, Crafts & Sewing : "case 8 iphone" | Sort by Featured

Show results for

- Any Category
- Arts, Crafts & Sewing
  - Art Glues & Pastes
  - Painting, Drawing & Art Supplies
  - Organization, Storage & Transport
  - Craft Supplies
  - Glitter
  - Adhesives
  - Painting
  - Sewing
  - See more

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- Ranyi
- Asstar
- EC-Touch
- Shineweb
- LUSHENG
- Ngift
- Urvoix
- Moyooo
- Furryye
- Inspirationc
- See more

Color

Avg. Customer Review

- ★★★★★ & Up
- ★★★★☆ & Up
- ★★★☆☆ & Up
- ★★☆☆☆ & Up
- ★☆☆☆☆ & Up

New Arrivals

- Last 30 days
- Last 90 days

Sponsored

- iPhone 8 Plus Case, iPhone 7 Plus Case, Ranyi Full Body Glitter Rhinestones Shock Absorbing 3 in 1 Design Sparkle Bling Shiny 360 by Ranyi \$10<sup>99</sup> ★★★★★ - 1
- iPhone 8 Case, iPhone 7 Case, Ranyi Luxury Glitter Sparkle Bling Shiny Diamond Rhinestones Shock Absorbing 360 Full Body by Ranyi \$10<sup>99</sup>
- iPhone 8 Case, iPhone 7 Case, Ranyi Full Body Glitter Sparkle Rhinestones Shock Absorbing 3 Piece Design Bling Shiny Diamond Rugged 360 Degree by Ranyi \$10<sup>99</sup>

iPhone 7/ iPhone 8 Case, Asstar Fashion Creative Design Flowing Liquid Floating Luxury Bling Glitter Sparkle Diamond Soft TPU Case for by Asstar \$6<sup>99</sup> ★★★★★ & Up

i8 Plus Cases Sunflower,i7 Plus Cases Sunflower,Gifun [Anti-Slide] and [Drop Protection] Clear Soft TPU Premium Flexible Protective Case for by Gifun \$8<sup>60</sup> ★★★★★ - 47

UnnFiko iPhone 8 Plus Case, Cute Luxury Hybrid Bling Glitter Silicone Rubber Gel Shiny Sparkling with Candy Back Plate Cover Case for by UnnFiko \$7<sup>99</sup> ★★★★★ - 3

amazon | Arts, Crafts & Sewing | 8 case iphone | Shop Year-End Deals

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Show results for

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  - Art Glues & Pastes

Refine by

Brand

- ikasus
- Ranyi
- Asstar
- EC-Touch
- Shineweb
- Ngift
- Urvoix
- LUSHENG
- Moyooo
- Inspirationc
- Furryye
- See more

Color

Avg. Customer Review

- ★★★★★ & Up
- ★★★★☆ & Up
- ★★★☆☆ & Up
- ★★☆☆☆ & Up
- ★☆☆☆☆ & Up

New Arrivals

- Last 30 days
- Last 90 days

Sponsored

- iPhone 8 Case, iPhone 7 Case, Ranyi 3 Piece Full Body Bling Diamond Shock Absorbing Glitter Shiny Sparkling Rhinestone Rugged 360 Degree by Ranyi \$10<sup>99</sup> ★★★★★ - 1

i8 Plus Cases Sunflower,i7 Plus Cases Sunflower,Gifun [Anti-Slide] and [Drop Protection] Clear Soft TPU Premium Flexible Protective Case for by Gifun \$8<sup>60</sup> ★★★★★ - 47

UnnFiko iPhone 8 Plus Case, Cute Luxury Hybrid Bling Glitter Silicone Rubber Gel Shiny Sparkling with Candy Back Plate Cover Case for by UnnFiko \$7<sup>99</sup> ★★★★★ - 47

iPhone 7/ iPhone 8 Case, Asstar Fashion Creative Design Flowing Liquid Floating Luxury Bling Glitter Sparkle Diamond Soft TPU Case for by Asstar \$6<sup>99</sup> ★★★★★ - 14

搜索结果数相同  
前三产品一样，并且顺序基本一致，  
因为没有关键词权重

# 关键词热度和精准性

- 关键词热度(搜索量): 大词、中词、小词
- 关键词精准性: 精准词、泛词

- 热度和精准性并没有必然关系
- 精准词下的竞争最激烈, 因为是同质化竞争
- 热度高并不意味着竞争很大(因为泛词转化率一般很低, 关键词下单个产品销量未必大)



# 关键词热度和搜索结果数

- 关键词越泛，词越短搜索结果数越多(关键词词库原理)
- 关键词词根**A B C**相同，搜索结果数基本相同(关键词词库原理)
- 结果数越多并不代表关键词竞争度越大，因为包含产品越泛(各层级、各类别产品大杂烩)
- 搜索结果数和热度并没有必然关系



# 流量词概念

- 流量词：给**ASIN**带来流量的关键词，也就是给**ASIN**带来曝光的关键词；流量词大小决定于给**ASIN**带来的曝光量大小，比如对于某透明硅胶手机壳，**iphone 8 clear case**一个月内给**ASIN**带来3万的曝光量，而**iphone 8 case**给其带来1万的曝光量(该产品排在第4页)，则对于该手机壳，则流量词**iphone 8 clear case**比**iphone 8 case**更大
- 流量词起源于静态相关性，加速于动态相关性(飞轮效应)
- 流量词 = 静态关键词 + 动态关联词
- 基于亚马逊**A9**的**Listing**优化目标：产生更多高权重的流量词，带来更多的流量
- 更通俗讲解流量词，请看：[https://www.asinseed.com/cn/help/traffic\\_keywords](https://www.asinseed.com/cn/help/traffic_keywords)

# 关键词优化工具 - **AsinSeed**

- 挖掘相关关键词
- 查询竞品流量词
- 用关键词(**Keyword**)和单词(**Words**)去优化**Listing**

删掉了产品介绍部分，担心当成广告。

# Listing优化指南

- 用关键词反查和关键词挖掘，寻找竞品流量词和行业流量词
- 用竞品流量词和行业流量词的**Unique Word**清单优化**Search Term**和标题，以及五点描述、描述、**Q&A**，增加相关性(了解关键词词库原理后应该知道怎么写**ST**了)
- 用流量词清单去优化标题、五点描述等，提升关键词权重(静态相关性原理)



谢谢！