



TABLE OF CONTENTS

LISTING CREATION REPORT..... 2

A+ CONTENT..... 8

LISTING CREATION REPORT



HOW WE DID IT.....	1
WHY DID WE SELECT THIS KEYWORD?.....	2
LIST OF KEYWORDS TO BE USED:.....	2
TITLE.....	4
BULLETS.....	4
DESCRIPTION.....	5
BACKEND KEYWORDS.....	6

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HOW WE DID IT

Explanations you need to understand in order to get the most value from this report:

An Amazon “listing” is a product page on Amazon's website that displays information about a product. A listing usually consists of a title, product description, images, price, and reviews. This information helps customers find a product and learn more about it.

“Listing optimization” is very important, as it allows sellers to improve a product’s visibility and ranking in Amazon search results, which means higher sales and revenues. Another goal of listing optimization is to make the product more attractive to potential customers, which can lead to more clicks, higher sales, and better reviews.

SEO optimization of an Amazon listing includes the following steps:

- **Keyword research.** In this step, we collect all relevant keywords from Amazon search results pages and competitor listings, using AMZScout tools.
- **Selecting the main keywords for promotion.** During this step, we select the most effective main keyword for the listing. We consider the difficulty of promotion for every keyword, and choose the most optimal one in terms of the volume of requests and the level of competition.
- **Creating SEO optimized texts for a listing.** This includes writing a title, bullets, and a description of the product. It is very crucial to include the right keywords in each of these parts of the listing. It’s also important that the title, bullets, and product description are not too long. All text must be attractive to customers, informative, and follow best practices for Amazon SEO.
- **Adding a list of backend keywords.** There should be no keyword repetitions.

All listing elements need to meet strict Amazon requirements.

Listing optimization is not a process that just occurs once. Any effective optimized listing and its keywords have to be reviewed and updated periodically. Here are some reasons why:

- As you generate more sales and reviews, the listing has more chances to rank higher using additional high-competition keywords (those that lead to higher sales and have higher search volumes).
- Changing your listing’s title, text, and images may improve conversion, which is why it’s a good idea to test out different options.
- As new competitors or products emerge, this can influence buyers’ behavior, expectations, and search terms, which may affect your listing rank and conversion rate over time.

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MAIN KEYWORD FOR PROMOTION

temperature-controlled mug



WHY DID WE SELECT THIS KEYWORD?

- **This keyword is relevant to the product.**
- **This keyword has a high search volume.** It generates over 10,000 searches/month, which is the highest number of searches among relevant keywords.
- **This keyword is also not very competitive.** Both the average sales in the niche “temperature-controlled mug” and the average number of reviews aren’t high, so despite the fairly high number of sellers in this niche, this keyword is optimal in terms of competition. At the same time, other popular keywords (such as “vacuum sealed travel cup” and “smart cup”) have lower numbers of searches and higher competition, where the number of search results on Amazon is 10,00 and more.

LIST OF KEYWORDS TO BE USED:

Amazon Search Keyword	Est. Monthly Search Volume	Used for
temperature-controlled mug	10,000	Main keyword
vacuum sealed travel cup	9,880	Bullets
heated mugs rechargeable	6,110	Bullets*, Description
smart cup	5,400	Bullets, Description
heated coffee mug	3,600	Title, Bullets

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Amazon Search Keyword	Est. Monthly Search Volume	Used for
coffee travel mug	2,900	Bullets, Description
coffee mug warmer	2,900	Bullets, Description
heating cup	1,900	Bullets
insulated travel mug	1,600	Title, Bullets
smart mug	1,600	Description
usb cup warmer	1,500	Title, Description
heated travel mug	480	Title, Description
rechargeable coffee mug	260	Description
tea heater mug	230	Description
temperature control smart mug	140	Description

For this list of keywords, we used the most popular niche keywords as well as keywords for following products that are popular and/or fast-growing: **B0D12ZV98J**, **B0B6JTX6NB**, **B0DD8NS6IS**, and **B0CGMDWT8C**.

In addition to the most popular keywords, we have also considered the following words from “long tail” keywords in order to increase the likelihood that the product will be included among a wider list of requests, and is therefore likely to collect more traffic. The list of backend keywords includes words related to relevant characteristics of such temperature controlled mugs, as well as some keywords in Spanish.

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TITLE

Smart Temperature-Controlled Mug – Rechargeable Heated Coffee Mug with Display – USB Cup Warmer & Tea Heater – Vacuum Sealed Insulated Travel Mug – Heated Travel Mug for Home & Office

BULLETS

- **Perfect Temperature Control:** This temperature-controlled mug keeps drinks hot at 131°F—the ideal temp for taste and aroma. Enjoy hot coffee for up to 90 minutes!
- **Smart Display & Easy Reading:** Our smart cup displays real-time temperature (°F/°C) and battery life, so you always know how hot your hot the contents of your mug are.
- **Simple to Use On the Go:** Press and hold to start! This coffee travel mug is easy to use, with one-button control. Great for busy mornings and travel.
- **Long Battery + Fast Charging:** This heated rechargeable mug lasts up to 90 minutes unplugged. It can also be charged using the magnetic cable to keep the cup hot throughout the day.
- **Great Gift for Coffee Lovers:** Give the gift of hot coffee! This vacuum sealed travel cup and coffee mug warmer in one is the perfect insulated travel mug for any occasion.

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DESCRIPTION

Enjoy your coffee or tea at the perfect temperature with this smart temperature-controlled mug. It's designed to keep drinks heated at 131°F, bringing out the optimal flavor and aroma. Whether you're at home, at the office, or on the road, this heated travel mug keeps your favorite drink warm for up to 90 minutes.

Why You'll Love Our Smart Cup:

- Keeps drinks hot at 131°F for the perfect sip
- Features a USB-powered cup warmer + fast-charging magnetic cable
- Heated mug is rechargeable and easy to carry
- Includes smart mug display with temp and battery info
- Makes a great gift idea for coffee or tea lovers

This rechargeable coffee mug is easy to use—just press and hold the button to turn it on. The smart display shows the temperature in both Fahrenheit and Celsius, along with the cup's remaining battery life. This item is a perfect choice for busy mornings or work-from-home days. Charge the cup quickly with the included USB cup-warmer cable and enjoy a hot beverage at your desk all day.

With its vacuum-sealed, insulated design, this coffee travel mug prevents spills and keeps drinks hot and fresh. Use it as a heated coffee or tea mug daily coffee mug warmer. This item is ideal for any hot drink lover who wants to enjoy their beverage on the go.

Looking for a unique and practical gift? This temperature control smart mug is a must-have for coffee and tea fans. Stylish, functional, and built for daily use, it's a gift they'll truly enjoy.

BACKEND KEYWORDS

wireless cordless thermal cooler auto digital taza inteligente termos

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A+ CONTENT

- A+ Content is an enhanced product description tool available to Brand Registered sellers on Amazon. It allows sellers to present their product visually and structurally with the use of images, comparison blocks, and expanded text sections.
- The primary goal of A+ Content is not keyword indexing, but rather conversion optimization. While keywords are indexed throughout the title, bullets, description, and backend search terms, A+ Content focuses on helping shoppers gain a clearer understanding of the product, its functionality, and its value, compared to alternatives.

What Is the Purpose of A+ Content

The main purpose of A+ Content is **conversion optimization**, not keyword indexing.

Unlike titles, bullets, and backend search terms, A+ Content does not play a primary role in Amazon SEO. Instead, it focuses on:

- Explaining how the product works
- Highlighting key features and benefits in a visually appealing format
- Differentiating the product from similar competitors
- Reducing customer doubts and unanswered questions

Properly structured A+ Content helps turn listing traffic into sales.

MODULES YOU'VE SELECTED:

1. Standard Company Logo
2. Standard Four-Image and Text
3. Standard Single-Image and Highlights
4. Standard Image Header With Text

Other specific criteria:

- Photo: One product photo in medium quality
- Color palette: Dark green + black
- Theme: Dark
- Style: Minimalistic
- Special requests: None

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BEFORE & AFTER

Before	After
✗ Text-heavy product description	✓ Visual modules that guide the buyer's journey
✗ No brand story or emotional hook	✓ Clear brand story that builds trust
✗ Low engagement and weak trust signals	✓ Benefits-first messaging, not just features
✗ Hard for shoppers to quickly understand value of product	✓ Lifestyle imagery that shows real-world use

What the client had: One basic product image and a standard text description that failed to capture attention.

Product information

Item details	▼	Style	▼
Features & Specs	▲	Materials & Care	▼
Other Special Features of the Product	Heated Coffee Mug, Magnetic Charging Cable	Measurements	▲
Warranty & Support		Capacity	13.5 Fluid Ounces
Product Warranty: For warranty information about this product, please click here		Unit Count	1.0 Count
Feedback		Item Weight	1.18 Pounds
Would you like to tell us about a lower price? ▼		Item Dimensions W x H	3.25"W x 7.75"H
		Number of Items	1

Product Description

The New and Improved SmrtMugg Go v2 is a heated travel mug for people on the go. It's simplistic design is great for what it's designed for, keeping your coffee at the perfect, drinkable temperature. It's designed to keep your coffee in the "Goldilocks Zone" of temperature, where your coffee tastes the best. It's designed to quickly cool hot coffee, and then keep it in this perfect, drinkable temperature zone of approx. 131°F (55°C) for about 90 minutes, plenty of time to finish your drink and enjoy every sip. The SmrtMugg Go is our most straightforward product ever. It's got 1 button. Hold it down to turn on the heat. It will keep your coffee at 131°F (55°C). Hold it down again to turn the mug off. Tap the button once to display current temperature inside the mug in Celsius. Tap again to display current temperature in Fahrenheit. And tap the button a third time to display remaining battery life. From a full charge it will keep your coffee at the perfect drinking temperature for at least 90 minutes. With other mugs, the quality of each sip diminishes, as each sip is always a little colder than the last. This is no longer an issue with the SmrtMugg Go as each sip will be at the ideal drinking temperature. The SmrtMugg Go is also capable of keeping your drink warm all day during desktop use, if you start with a full charge and keep the magnetic power cord attached. The SmrtMugg Go is easy to clean (hand wash only) and once it's clean and dried, simply pop the innovative magnetic charging cord onto the mug and it'll be ready to use again in no time. The SmrtMugg Go is designed to be super simple, yet ultra-reliable. It's also one of the most affordable battery powered heated mugs on the market. We hope you enjoy your SmrtMugg Go. Great Coffee at the Perfect Temperature for a wonderful way to start your day!

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What the client got:

MODULE 1 — BRAND STORY FOR Temperature-Controlled Mug

(Standard Image Header with Text)



We create travel gear that fits your fast-paced, eco-conscious lifestyle, without compromising on quality or design.

MODULE 2 — MULTI-PURPOSE USE

(Standard Image with Text Overlay)



Relax and Enjoy Travel or Business

Experience next-level convenience with our temperature-control travel mug. It's sleek, durable, and designed to match your pace, whether you're commuting or exploring.

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MODULE 3 — WHAT MAKES IT SMART

(Standard Four Image & Text Module)



Holds Heat for 11 Hours

Enjoy your coffee at the perfect temperature all day.



Spill-Proof Design

BPA-free lid ensures no leaks or messes.



Easy to Clean

Smooth interior surface for quick and simple cleaning



Eco-Friendly Choice

Made from sustainable, reusable stainless steel

MODULE 4 — KEY BENEFITS

(Standard Single Image with Highlights)



- Smart temperature control for personalized preference
- Stainless steel construction for long-lasting performance
- Fits in most car cup holders
- Ideal for travel, work, or the gym
- Clean, modern design that matches your lifestyle

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