

Listings written / from what shoppers search.

I Overview

The Listing Optimizer is a Trim Tab suite of its own. It creates new Amazon listings and rewrites existing ones: title, item highlights, bullet points, description, backend keywords and the catalog fields behind them. Every proposal is built from what shoppers actually search for, checked against Amazon's limits and placed next to what is live on Amazon today.

Your team stays in charge. You choose between two versions per listing, edit any line in place and approve it. Nothing changes on Amazon until a listing is approved.

What you get	In practice
Listings built from search demand	Titles, highlights and keywords use the words shoppers type, taken from Brand Analytics search data
One consistent title pattern	Every title follows the same parts in the same order, filled to just under Amazon's 75 characters
A choice, not a single answer	Two versions per listing: careful wording or benefit-led, side by side with what is live today
Edit and approve in one place	Edits, version choices and approvals are saved for the whole team, with who changed what and when
A safe route to Amazon	Approved listings go out as a flat file or through the Listings API, with a test run first

II Who it is for

Any brand selling on Amazon, as a vendor (1P), a seller (3P) or both, that wants better listings without rewriting hundreds of pages by hand.

Situation	How the Listing Optimizer helps
New products	Drafts a complete listing from your product facts and the searches for that kind of product
Large catalogs	Rewrites every listing to one pattern, biggest sellers first, so the work goes where the money is
Weak or dated listings	Fills missing item highlights, empty backend keywords and wrong catalog fields
Claims and compliance	Keeps a careful-wording version for products where benefit claims could trigger a review
Several marketplaces	Writes each marketplace in its own spelling and units, from that marketplace's search data

III How it works

Step	What happens
Read	The current listing, catalog fields and sales are pulled from your Amazon account through the data connector
Research	Brand Analytics shows the searches where the product already wins clicks and the biggest searches for its kind of product, whoever wins them
Draft	Two versions of every field are written to Amazon's limits: 75-character titles, 125-character item highlights, five bullets, description and 249 bytes of backend keywords
Check	Competitor brand terms and anything the product cannot back up are left out; character and byte counts are shown on every field
Review	Your team picks version A or B per listing, edits in place and marks it approved or needing changes
Go live	Approved listings are written to the Vendor or Seller Central flat file, or pushed field by field through the Listings API after a test run

Trim Tab only writes to Amazon after a named person approves a listing, and every change is logged.

IV What's inside

Listing overview

- Every listing that sold in the period, biggest sales first, filterable by brand, status and search.
- Status per listing: to review, needs changes, approved.
- Headline counts: listings approved, titles that follow the pattern, average backend keyword use.

Title pattern

- One pattern for every title, for example Brand, Line, Process, Main ingredient, Format, Category, Key attribute, Size.
- Each part is shown as a tag, so the whole catalog can be checked at a glance.
- The key attribute is chosen to bring each title close to 75 characters, because item highlights only show under shorter titles.
- The title live on Amazon today is shown struck through underneath, with its length.

Listing editor

- What is on Amazon now next to version A and version B, field by field.
- A short note on why the title was written that way, with the search data behind it.
- Live character and byte counters on every field, with a meter against Amazon's limit.
- Labels such as Changed and Missing today show where the biggest gains are.

Search coverage

- Searches where the product is already a top-3 click, with its share of clicks and purchases.
- The biggest searches for its kind of product across the marketplace, each marked as in the listing or left out, and why.
- A plain note on what changed and which searches each change covers.

Catalog fields

- Fields to fix, with the value now and the proposed value: target audience, specific uses, country of origin and similar.
- Notes on when a change should wait, for example until Amazon holds the new stock.

Approvals and publishing

- Use version A, use version B, approve or mark as needing changes, with the last change and its author shown.

- Export every approved listing into the flat file for its product type, or push single fixes through the Listings API.

V Built for daily use

Feature	What it does
Shared edits	Every edit, choice and approval is saved once and seen by the whole team
Change history	Shows who changed a listing and when
Amazon limits built in	Character and byte limits are counted as you type
Search data refreshed	Brand Analytics data is pulled again on a schedule, so proposals keep up with demand
Excel export	Approved listings export in Amazon's own flat-file format
Works on any device	Desktop, tablet and phone layouts

VI Tailored to your business

Setting	Examples of what we agree with you
Title pattern	Which parts, in which order, and how product lines are named
Tone and claims	Whether benefit claims are allowed, and which wording is off limits
Brand voice	Style rules for bullets and descriptions
Marketplaces	Which marketplaces, with their spelling and units
Publishing route	Flat file, Listings API or both
Approvals	Who reviews and who signs off

VII Packages and getting started

The Listing Optimizer runs on its own and pairs with Trim Tab Commerce, whose listing health view shows which pages to rewrite first, and with the Advertising Suite, whose search-term data feeds the keywords

What we need from you

- Access to your Amazon account(s) through the data connector, including Brand Analytics.
- Product facts: ingredients or materials, sizes, origin and any claims you can support.
- Your brand rules for tone and wording.
- One contact who approves listings.

How a build runs

- 01** Discovery: catalog, marketplaces, title pattern and claim rules.
- 02** Connect: data connector and Brand Analytics set up.
- 03** Pilot: a first set of listings drafted and reviewed with your team.
- 04** Roll-out: the rest of the catalog, biggest sellers first.
- 05** Ongoing: new products drafted as they launch, existing listings refreshed as searches change.

See it on / your own data.

A walkthrough of the cockpit built around
your accounts, your plan and your definitions.

[Book a walkthrough](#)

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