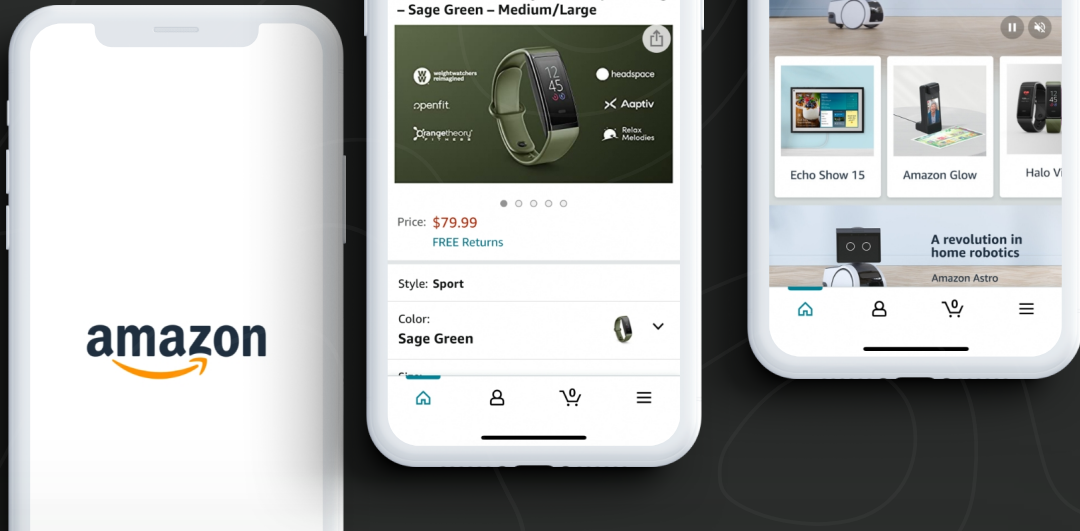# i2o

5 Tips to Increase **Conversions on Amazon**

Most marketing teams are obsessed with driving Traffic to detail pages using search marketing dollars. While improving visibility of your products is important, what marketers don't realize is that if they rather spend time improving conversion, the returns are going to be much higher.
Here are some tips to improve conversion while still focusing on driving traffic to your detail pages. Price is key but that's a gimme:
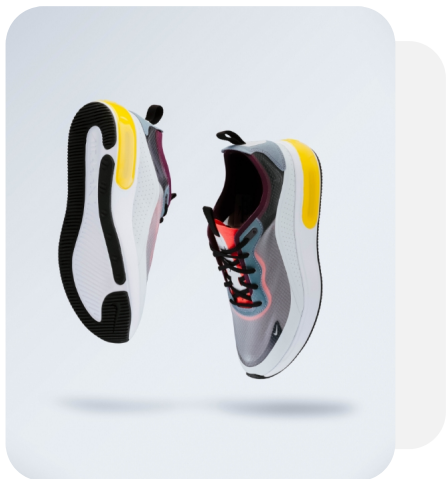
1. Improve Images

With mobile shopping on the rise, visually appealing images play a key role in driving buyers and pushing them towards a purchase. Use images to tell a story about your product, key features, differentiation etc. Create an image guide so that it is consistent across your entire selection and easier to scale.

2. Focus on Metadata

The Amazon algorithm pulls data for search from a ton of content including title, bullets, product description, product information etc. Spend a good amount of time adding accurate content across the board. This will improve your organic rank and reduce your reliance on search $$$s.

3. Manage Reviews + Q&A

Amazon is a 24/7 on platform where consumers are sending you feedback or asking questions regarding your product. Engage with your consumers daily as this can prevent your review score from dropping. The difference in sales velocity between 4+ stars and 3.7 or lower is massive.

4. Remove Unauthorized Resellers

Unauthorized resellers can make your listings volatile, giving them the edge to steal BuyBox, create duplicate listings, unauthorized bundles and change your content. This has a major impact on conversion. Remove unauthorized resellers utilizing your internal legal team or subscribe to i2o's brand protection solution to manage this at scale.

5. Stay In-stock

Easier said than done but create a plan using 1P, FBA or FBM to stay in-stock at all times. As soon as your inventory drops to zero, Amazon's algorithm punishes you in terms of search that leads to lower conversion.