
Microfiber Beach Towel Premium Listing



Prepared for Example Client, the master of hustle...

Hi Example Client,

Thanks for your business & I wish you unimaginably explosive growth in your Amazon business!

Simply copy & paste each section into your listing. I recommend saving your original listing in a document before making changes (good practice to keep it for data).

If you're satisfied with my services, there's no better way to say thank you than mentioning me through your Facebook interactions. Tagging @Danny Carlson or @Kenji ROI is like you giving me a virtual hi five!

Cheers,

Danny Carlson



Tactics & Best Practices Implemented

1. **Title:** Exactly 5 words then hyphen at start of title to control Amazon's "canonical URL." This shows up after <https://amazon.com/> in the search bar & is good for Google SEO ranking, eventually bringing more views to your listing. If it's not exactly 5 words, Amazon takes usually the 1st 2 words, then a few random words from title.
2. **Description:** Amazon TOS friendly HTML formatting. It's purposefully formatted narrower for easy reading on desktop, & while this does create odd looking spacing on mobile, most people reading entire descriptions are on desktop so we optimize for that. To preview what it will look like on Amazon, copy and paste it into this previewer [here](#).
3. **Bullet Points:** are kept close to 150 characters as that's been tested to have the best conversion rate. These fields have the lowest "ranking juice" when it comes to keywords,

so we pump them with the best writing/ sales copy & core benefits of the product rather than keyword stuffing.

4. **Backend Keywords:** are optimized for the best 250 characters total, 50 in each of the 5 fields. It's spread evenly throughout the 5 fields because each field is assigned equal ranking "points", & this allows us to use them all. No duplicates exist between the other listing fields and backend fields to maximize the keywords you index for. Many people are able to index more than 250 characters in backend, but Amazon is slowly rolling out the 250 limit to all sellers, and exceeding it can cause de-indexing of your entire backend. If you plan to use more than 250 characters, be sure to regularly check with an indexing tool like the free SONAR tool [here](#).

Title

Oversized Microfiber Beach Towel for Travel – Compact Carry Pouch – Dry Off Fast & Use as Beach Blanket – Antibacterial, Lightweight, & Large – Great for Gym, Yoga, & Swimming – Fits in Small Bags

Description

Normal towels take up your entire bag & create a mess? Microfiber Beach Towels are ULTRA compact,
 dry you faster, & sand swipes off instantly. Click ADD TO CART now to get beach ready today!

BEST USES

Blanket for summer nights

Keep sweat off gym benches

Ultra portable, thin yoga mat

Lay on the beach with friends

Travel towel when packing light

Dry off faster than regular towels

HOW BIG IS IT?

Large: 60" x 30"

X-Large: 80" x 36"

Large comfortably fits 2 people chillin' on the beach. X-large fits 3 amigos, or provides luxurious
 lounging space for you lovely loungers.

MACHINE WASHABLE?

Wash in warm/ hot water with mild detergent. Avoid using fabric softeners that can clog open spaces in
 the microfiber, and don't wash with cotton as microfiber grabs onto the lint.

While it's best to air dry, you can machine dry on low heat without issue.

Don't worry, you're covered by our 100% Money Back Guarantee, no questions asked. Click

Add to
 Cart now to get beach ready today!

Keywords #1

micro fiber rain sports absorbent camping backpack

Keywords #2

backpacking quick swim collection pack travelling

Keywords #3

clothes pool equipment hygienic long comfortable

Keywords #4

flexible smooth easeful fine explore sail tour

Keywords #5

journey vacation gentle bright colorful shower

Bullet Point #1

✓**DRY YOUR BODY IN SECONDS...** with the power absorption of microfiber. It can hold up to 4X it's weight in water & wastes no time drying you off!

Bullet Point #2

✓**FITS IN ANY BAG...** when rolled up in the drawstring carry pouch. It's only 8x4x4" & ultra lightweight to leave room for snacks, drinks, & sunscreen!

Bullet Point #3

✓**ROOM FOR 2... OR 3...** depending on how well you know the 3rd person. Couples comfortably lounge or 3 can sit shoulder to shoulder, staring out to sea.

Premium Package Bonuses

Below are the extras included with the premium package. Research for this listing was nearly double our standard package ☺

Link to Keyword Master Spreadsheet (this is results of 5 + keyword searches for each tool, processed & refined for easy viewing)

Extra Split Test Title (test 1 to 2 months after launch with software like [Splitly](#))

Danny's Suggestions

- There are very common questions concerning the size and weight we can take into account. I highly recommend picking a product in the 2-3 lb range, as this is the most common weight for most products. I also recommend picking a product that is not too heavy, as this is the most common weight for most products.

Here's an example of a good photo showing exactly what the customer will receive to

- I recommend picking a product that is not too heavy, as this is the most common weight for most products. I also recommend picking a product that is not too heavy, as this is the most common weight for most products.

[REDACTED]

[REDACTED]

[REDACTED]
<https://kenjiroi.com/blogs/news/amazon-keywords-thank-you>

- I've stated in the description you have a money back guarantee. It's up to you whether you offer that but savvy customers know they can get their money back through Amazon's A-Z guarantee if they say the right things, & it seems like a big value add to customers who don't know. Another goal of stating is [REDACTED]

Launch Strategy Checklist → [REDACTED]

We want your product launch to be as successful as possible, so we've put together this video & checklist for you to give you our best launch tips! Be sure to check it out.

Any questions or changes, please let me know. I'll make sure you're completely satisfied with your listing & remember... you have UNLIMITED change requests 😊

Cheers,



Danny Carlson - CEO



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<https://kenjiroi.com>

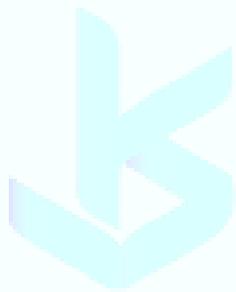
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