

SPECIAL BONUS:

**THE GOOD, THE BAD, AND
THE UGLY**

THE GOOD, THE BAD, AND THE UGLY

Below are the listings for three similar products—a good listing, a bad listing, and one that’s downright ugly!

Your listing is not the **only** reason for good or bad sales, but it can be a significant factor, due to how strongly it is linked to your **marketing and advertising**.

It’s important that you have the best product listing possible—so read on, and make sure you know the difference!

THE GOOD, THE BAD, AND THE UGLY

If you are wondering what difference a listing can make, here are the estimated monthly sales and revenues for the three products:

- ▶ The Good: 2,300 Sales - \$65,478
- ▶ The Bad: 67 Sales - \$1,339
- ▶ The Ugly: 45 Sales - \$414

THE GOOD



Award-Winning Professional Grade 3-Piece Black Silicone Spatula Set By DI ORO - 600°F Heat-Resistant Seamless Rubber Spatulas - Best Spoonula, Small Spatula, Large Spatula for Cooking & Baking

by di Oro Living

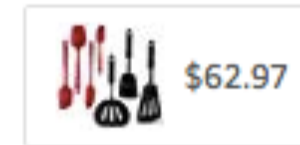
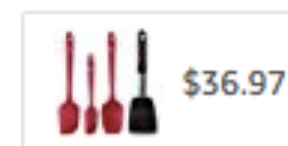
★★★★★ 2,560 customer reviews

| 42 answered questions

Price: **\$27.97** & **FREE Shipping**.[Details](#)

Coupon Save an extra 10% when you apply this coupon. [Details](#)

Color: **Black**



- AWARDED AMERICA'S TEST KITCHEN & COOK'S ILLUSTRATED BEST ALL-AROUND SILICONE SPATULA – Our Large Spatula was Awarded the Equipment Review Winner for “2017 Best All-Around Silicone Spatula” striking the right balance between strength and flexibility and shares all the features and benefits of our other Seamless Series silicone utensils.
- SEAMLESS ONE-PIECE DESIGN - Perfect for stirring, scraping, and folding a wide variety of foods and no seams or cracks to trap food and bacteria means these award-winning spatulas clean up easy and keep your food safe.

Share 230+ Shares

\$27.97

& **FREE Shipping**.[Details](#)

Want it **Saturday, Sept. 29**? Order within **20 hrs 45 mins** and choose **Saturday Delivery** at checkout. [Details](#)

In Stock.

Sold by **DI ORO** and Fulfilled by **Amazon**. Gift-wrap available.

Qty:

Yes, I want **FREE Two-Day Shipping** with **Amazon Prime**

[Turn on 1-Click ordering for this browser](#)

[Deliver to Harlingen 78550](#)

[Add to List](#)

[Add to Wedding Registry](#)

Other Sellers on Amazon

THE GOOD

- ▶ **Title:** They describe *product features* (e.g. "600F Heat Resistant"), which is good. This is decent, but could include benefits.
- ▶ **Images:** The images are great. Good mix of *lifestyle* and *infographics* showing the *product features*, as well as some *awards*. They should include benefits.
- ▶ **Bullet Points:** The bullet points are great. They have used them to give *more information* and use more *keyword*. They have used *benefits and not just features*. They also include a bullet *overcoming customer objections*.

THE BAD

Home & Kitchen › Kitchen & Dining › Kitchen Utensils & Gadgets › Cooking Utensils › Spatulas



Nordic Kitchen 3-piece Silicone Spatula Set - BPA Free, FDA Approved, 450F Heat Resistance, Stainless Steel Core, (White)

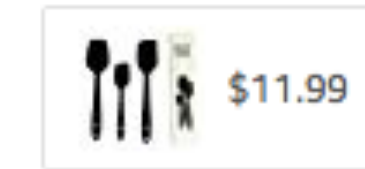
by [Nordic Kitchen](#)

★★★★★ [13 customer reviews](#) | [3 answered questions](#)

Price: **\$19.99** ✓prime

FREE Shipping on orders over \$25—or get **FREE Two-Day Shipping** with [Amazon Prime](#)

Color: **White**



- **CLEAN DESIGN:** Hygienic, seamless design that's dishwasher safe.
- **TOXIN FREE:** BPA free, FDA approved, 100% food-grade silicone that won't absorb odors or smells.
- **HOLDS UP TO HEAT:** Heat resistant up to 450F (230C).
- **STURDY & FLEXIBLE:** Stainless steel core with flex tip that won't scratch non-stick cookware.
- **SIMPLE COLORS:** Available in black and white to match any kitchen.

[Compare with similar items](#)

Used & new (2) from **\$14.75** & **FREE shipping** on orders over **\$25.00**. [Details](#)



Freshen your air today

Save up to 15% on select air purifiers [Learn more](#)

THE BAD

- ▶ **Title:** Very basic, sufficient at best. A couple of features but no benefits.
- ▶ **Images:** Basic at best. They have used four images (which is better than one) but have *no features or benefits*, and repeat images of their packaging (which is a waste).
- ▶ **Bullet Points:** They do mention a couple of features and benefits. However they are not making the most of all the space Amazon give them. They do not include a bullet to overcome customer objections which is critical.

THE UGLY



Nordic Ware Mini Silicone Baking Spatulas (Set of 3), Multicolor

by [Nordic Ware](#)

★★★★☆ [70 customer reviews](#) | [5 answered questions](#)

List Price: \$11.50

Price: **\$9.20** ✓prime

FREE Shipping on orders over \$25—or get **FREE Two-Day Shipping** with [Amazon Prime](#)

You Save: **\$2.30 (20%)**

- Silicone head
- Hardwood handle
- Two 7.75" and One 9.25" Spatulas
- Great tool for decorators
- Globally Sourced

[Compare with similar items](#)

[New \(5\) from \\$9.20 & FREE shipping on orders over \\$25.00. Details](#)



Freshen your air today

Save up to 15% on select air purifiers [Learn more](#)

THE UGLY

- ▶ **Title:** All it contains is the brand and the product.
- ▶ **Image:** One image only. Amazon try hard to help their sellers sell by giving them 7-9 images–this is downright lazy and short-sighted.
- ▶ **Bullet Points:** Virtually non existent. “Great tool for decorators”–but WHY is it great for them? Nothing to overcome customer objections.