

THE AMAZON SELLER AUDIT FRAMEWORK

There are **4 layers** to auditing your product performance:

LAYER 1: Core Reports to Check in Seller Central

1. Business Reports (*Most Important*)

Where: Seller Central → Reports → Business Reports

Report	What It Tells You
Sales & Traffic by ASIN	Sessions, page views, units ordered, conversion rate per product
Detail Page Sales & Traffic	How many people visited vs how many bought
Sales Dashboard	Daily/weekly/monthly revenue trend

Key Metrics to Track:

- **Sessions** — How many unique visitors came to your listing
 - **Unit Session Percentage (CVR)** — Conversion Rate. Industry average is 10–15%. Below 8% = listing problem. Above 20% = excellent.
 - **Buy Box %** — Should be close to 100%. If low, you're losing sales to competitors.
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2. Inventory Reports

Where: Reports → Fulfillment → Inventory

Report	What It Tells You
Inventory Health Report	Slow-moving stock, excess inventory, stranded inventory
FBA Sell-Through Rate	Units sold in 90 days vs average inventory. Amazon wants this above 2.0
Restock Report	When to reorder so you never go out of stock

 Going out of stock kills your ranking. It's one of the biggest profit killers for sellers.

3. Payments & Profitability Reports

Where: Reports → Payments

Report	What It Tells You
Transaction View	Every fee Amazon charged you
Fee Preview Report	FBA fees per ASIN
Date Range Report	Net revenue after all deductions

Calculate your true profit per unit:

Revenue – FBA Fee – Referral Fee – Product Cost – Shipping to FBA – PPC Spend = **Real Profit**

4. 📁 Advertising Reports (*PPC Audit*)

Where: Seller Central → Advertising → Campaign Manager → Reports

Report	What It Tells You
Search Term Report	Which exact keywords customers searched before buying
Campaign Performance Report	ACoS, spend, sales per campaign
Placement Report	Where your ads are showing (top of search vs product pages)
Targeting Report	Which keywords/ASINs you're targeting and their performance

Key PPC Metrics:

Metric	What's Good
ACoS (Ad Cost of Sales)	Below 30% ideally
ROAS (Return on Ad Spend)	Above 3x
CTR (Click Through Rate)	Above 0.35% is decent
Conversion from Ads	Should be close to your organic CVR

5. ☆ Customer Reviews & Returns Report

Where: Reports → Fulfillment → Customer Returns

Report	What It Tells You
Return Report	Why customers are returning — reveals product/listing issues
Customer Reviews	Patterns in negative feedback = product improvement areas
Voice of the Customer	Amazon's own health score per ASIN (Excellent / Fair / Poor)

Check **Voice of the Customer** weekly — if a product gets "Poor" rating, Amazon can suppress the listing.

⚙️ LAYER 2: Factors That Affect Your Sales

● Ranking Factors (Organic)

Factor	Impact
Sales Velocity	More sales = higher rank. It's a flywheel.
Keyword Relevance	Are your target keywords in your title, bullets, backend?
CTR on Search Results	Are people clicking your listing vs competitors?
Conversion Rate	Amazon rewards listings that convert well
Review Count & Rating	More 4–5 star reviews = trust = more sales
In-Stock Rate	Going OOS (out of stock) tanks your rank fast
Price Competitiveness	If you're 20% more expensive, customers skip you
Fulfilled by Amazon (FBA)	Prime badge = significantly higher conversion

🌀 Listing Quality Factors

Factor	Why It Matters
Main Image Quality	Determines CTR — if nobody clicks, nothing else matters
Title Clarity	Does it instantly tell what the product is + key benefit?
Bullet Points	Are they benefit-led and keyword-rich?
A+ Content	Boosts conversion by 8–15% on average

Factor	Why It Matters
Video	Can increase conversion up to 25%
Price Point	Too high = no clicks. Too low = no profit + perceived cheap quality

External Factors

Factor	Impact
Seasonality	Some products spike/dip — track year-on-year
Competitor Actions	New competitor launches, price drops, review bombing
Amazon Algorithm Changes	A9/A10 algo updates affect ranking
Category Trends	Is your niche growing or declining?
Deals & Promotions	Lightning Deals, Coupons spike sales temporarily but can improve rank permanently

LAYER 3: Weekly Audit Checklist

Do this every week for every product:

- ☒ Check Sessions — going up or down?
 - ☒ Check Conversion Rate — above 10%?
 - ☒ Check Buy Box % — near 100%?
 - ☒ Check ACoS on PPC — under 30%?
 - ☒ Check Inventory — enough stock for 30 days?
 - ☒ Check new negative reviews — any pattern?
 - ☒ Check Voice of the Customer score
 - ☒ Check if any competitor undercut your price
 - ☒ Check Return Reason Report for issues
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LAYER 4: Monthly Deep Audit

Once a month, do a deeper analysis:

- **Profitability per ASIN** — Is each product actually making money after all fees?
 - **Keyword Rank Tracking** — Are you ranking higher or lower for your main keywords? *(Use Helium 10 Keyword Tracker)*
 - **Search Term Harvesting** — Pull new converting search terms from PPC and add to manual campaigns
 - **Competitor Benchmarking** — Check top 3 competitors' pricing, reviews, listing changes
 - **Inventory Forecasting** — Plan reorders based on sell-through rate
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Best Tools for Auditing

Tool	Best For
Helium 10 (Profits + Keyword Tracker)	Profit tracking + rank monitoring
Sellerboard	Best profit & PPC analytics tool (very affordable)
DataDive	Deep keyword & listing audit
Amazon Brand Analytics	Free — search frequency rank, market basket analysis
Seller Central's own reports	Always start here — free and accurate

The Golden Rule of Auditing

High Sessions + Low CVR = Listing Problem (fix images, price, bullets) **Low Sessions + High CVR = Traffic Problem** (fix SEO, increase PPC) **High Sessions + High CVR + Low Profit = Fee/Cost Problem** (audit your margins) **All metrics good + declining sales = Competitor or Ranking Problem**