

## SAMPLE 5-POINT LISTING AUDIT

# Amazon UK Listing Review

An illustrative example of the personalised audit a UK Amazon seller receives within 24 hours of submitting the Free Listing Audit form. Real audits are tailored to your specific ASIN — this sample uses an anonymised health & wellness listing.

Prepared for	Sample Seller Ltd (anonymised)	Marketplace	Amazon.co.uk
ASIN reviewed	B0XXXXXXXX (redacted)	Category	Health & Personal Care
Reviewed by	Billy — Buy Box Savvy	Turnaround	Within 24 working hours

## OVERALL SCORECARD

## How this listing performs across the five review areas

#	Review area	Score	Status
01	Image compliance & impression	5 / 10	Needs work
02	Keyword density & placement	4 / 10	Underperforming
03	Mobile readability	6 / 10	Acceptable
04	Buy Box eligibility	8 / 10	Strong
05	Conversion structure (A+ / bullets)	5 / 10	Needs work
—	<b>Composite score</b>	<b>5.6 / 10</b>	<b>Foundation gaps</b>

## HEADLINE VERDICT

This is a **foundationally sound listing held back by three fixable issues**: a weak hero image that under-converts on mobile, a title that wastes its first 80 characters on brand-led copy instead of high-intent search terms, and an A+ module set that's missing the social-proof comparison block UK shoppers expect in this category. None of these are catastrophic. All three are addressable in a single production cycle.

## DETAILED 5-POINT REVIEW

## Section-by-section findings &amp; fixes

## 01 Image Compliance &amp; Impression

5 / 10  
SCORE

**Verdict:** Compliant but commercially weak. Main image meets Amazon UK's white-background and 85% fill rules, but the product is angled away from the camera, the cap is partially obscured, and there is no scale reference — all of which suppress click-through against benchmark competitors.

## What we found

- Main image fills only ~62% of the frame (Amazon recommends 85%+).
- Only 4 of 7 gallery slots used; no infographic, no lifestyle, no size comparison.
- Mobile thumbnail loses readability of the product name on the bottle at <200px.
- No video — top 3 ASINs in this sub-category all have video.

## Recommended fixes (in priority order)

1. Reshoot main image straight-on with the cap visible and ~88% fill.
2. Add a benefits infographic in slot 2 (5 icons, max 6 words each).
3. Add a lifestyle shot in slot 3 showing the product in a bathroom context.
4. Add a size-comparison image vs. a familiar object in slot 4.
5. Commission a 30-second lifestyle video for slot 7.

**Estimated commercial lift if fixed: +8% to +18% click-through rate uplift** · Illustrative range based on category benchmarks, not a guarantee.

## 02 Keyword Density & Placement

4 / 10  
SCORE

**Verdict:** The title leads with brand and a benefit phrase that ranks for almost no commercial search volume. Three of the five highest-volume category keywords are entirely absent from the title, bullets, and backend search terms.

### What we found

- Title uses only 102 of 200 available characters.
- Highest-volume term in this sub-category appears only in the description.
- Backend search terms field uses 134 of 249 available bytes.
- Two near-duplicate terms compete for the same intent — cannibalising rank.

### Recommended fixes (in priority order)

1. Restructure title: [Primary keyword] + [Brand] + [Variant] + [Benefit] + [Pack size].
2. Add the three missing high-volume terms across bullets 1, 2 and 4.
3. Refill backend search to ~245 bytes with non-duplicate long-tail variants.
4. Remove the two cannibalising terms from the title and consolidate intent.

**Estimated commercial lift if fixed: +15% to +35% organic impression uplift over 6–10 weeks ·**

Illustrative range based on category benchmarks, not a guarantee.

## 03 Mobile Readability

6 / 10  
SCORE

**Verdict:** Title truncates cleanly on iOS Amazon app, but bullet 1 buries the strongest benefit behind two clauses of feature copy. Most UK browsing on this category is mobile-first.

### What we found

- Title truncates at character 78 on the iOS app — brand still visible, variant cut off.
- Bullet 1 leads with 'Formulated with...' rather than the customer benefit.
- Bullet character count averages 178 — close to the mobile-collapse threshold.

### Recommended fixes (in priority order)

1. Move the variant identifier into the first 70 characters of the title.
2. Rewrite bullets in 'BENEFIT — Feature — Proof' order, capped at 160 chars.
3. Front-load each bullet with a 2-3 word capitalised benefit hook.

**Estimated commercial lift if fixed: +5% to +10% mobile conversion uplift** · Illustrative range based on category benchmarks, not a guarantee.

## 04 Buy Box Eligibility

8 / 10  
SCORE

**Verdict:** This is the strongest area of the listing. FBA-fulfilled, account health metrics in the green, price within 4% of category median, and only one piggyback seller — who is not currently winning the Buy Box.

### What we found

- FBA Prime-eligible — meets the primary Buy Box gate.
- Account health: ODR 0.4%, late shipment 0%, valid tracking 99.7%.
- Price £14.99 vs. category median £15.60 — competitive without margin damage.
- One unauthorised reseller listing detected (lower price, no Buy Box share).

### Recommended fixes (in priority order)

1. Issue a polite cease-and-desist to the unauthorised reseller via Brand Registry.
2. Set automated repricing floor at £14.49 to protect margin if undercut.
3. Maintain current FBA inbound cadence — no changes needed.

**Estimated commercial lift if fixed: Protective — preserves existing Buy Box share rather than adding new revenue** · Illustrative range based on category benchmarks, not a guarantee.

## 05 Conversion Structure (A+ Content & Bullets)

**5** / 10  
SCORE

**Verdict:** A+ Content is present but uses a generic 4-module template with no comparison chart and no brand-story module. Bullets read as feature lists rather than as a structured argument for the purchase.

### What we found

- A+ uses Modules 1, 4, 7, 9 — all image+text. No comparison chart.
- No brand-story module — weakens trust signal vs. Brand Registry competitors.
- Bullets do not address the top 3 negative review themes for this sub-category.
- No 'who this is for / who this isn't for' clarity in copy.

### Recommended fixes (in priority order)

1. Replace Module 4 with a comparison chart vs. own range (4 SKUs, 6 attributes).
2. Add the brand-story module (Module 14) with founder photo and 80-word origin.
3. Rewrite bullets 3 and 5 to pre-empt the two most common negative review themes.
4. Add a 'Best for / Not ideal for' line at the end of bullet 5 to filter mismatched buyers.

**Estimated commercial lift if fixed: +6% to +12% conversion rate uplift** · Illustrative range based on category benchmarks, not a guarantee.

### PRIORITY ACTION PLAN

#### If you only do three things this month

#	Action	Effort	Expected impact	Timeframe
1	Reshoot main image + add infographic & lifestyle slots	Medium	+8–18% CTR	2–3 weeks
2	Restructure title + refill backend search terms	Low	+15–35% impressions	6–10 weeks to settle
3	Add comparison chart and brand-story A+ modules	Medium	+6–12% conversion	3–4 weeks

### OUR HONEST PROMISE

This is an **illustrative sample**. The numbers shown are conservative category benchmarks, not guarantees — Amazon results depend on price, stock, reviews, seasonality and competitor behaviour, none of which any agency can fully control. Your real audit will be **specific to your ASIN**, recorded as a personalised video, and sent to your inbox within 24 working hours. There is no obligation to proceed with anything afterwards.

Buy Box Savvy · UK Amazon listing specialists · A10-aligned · 2026 compliance-ready