

SPECIAL BONUS:

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**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

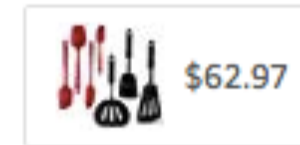
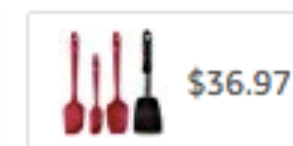
★★★★★ 2,560 customer reviews

| 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)

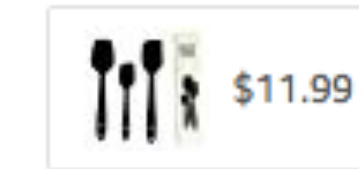
by [Nordic Kitchen](#)

★★★★★ [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.