

eBook

6 Tips for Writing Product Titles That Sell

Data-backed best practices for writing product titles that rank higher in search for increased clicks and conversion



Product Titles Are Your First Impression

Product titles are the first thing customers see in search results. Additionally, titles help algorithms index and assign rankings to products in the search results.

That's why there's almost no element as important as an optimized title.

Optimized titles help with:

- Search performance
- Click-through rate
- Conversion

Common Product Page Title Requirements

Every site has different guidelines for its product page titles. However, most are similar to those on Amazon:

- Title length cannot exceed 200 characters (shorter for some categories)
- Titles cannot contain promotional phrases such as “best value” or “shop now”
- Titles must not include decorative characters like \$ {} #, etc.
- Titles must contain information that helps identify the product

6 Tips for Writing Product Titles That Sell

We observed a dataset¹ of 7,000 best-selling products from 140 of Amazon's top 50 pages across seven sites (CA, UK, US, DE, ES, FR, IT) with a goal of reverse-engineering a formula for a top-performing product title. We arrived at six best practices to help you write product titles that are more likely to sell, no matter what marketplace you use.

¹Rithum internal data



1. Avoid Short Titles

Our research reveals:

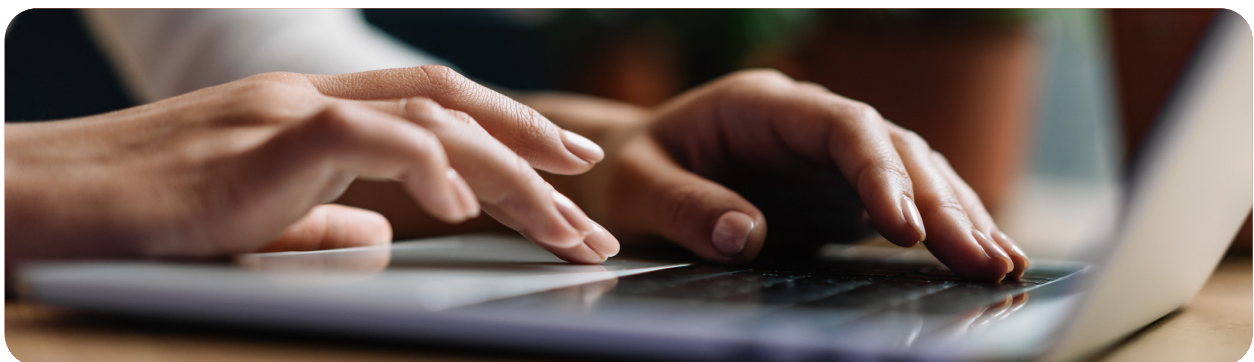
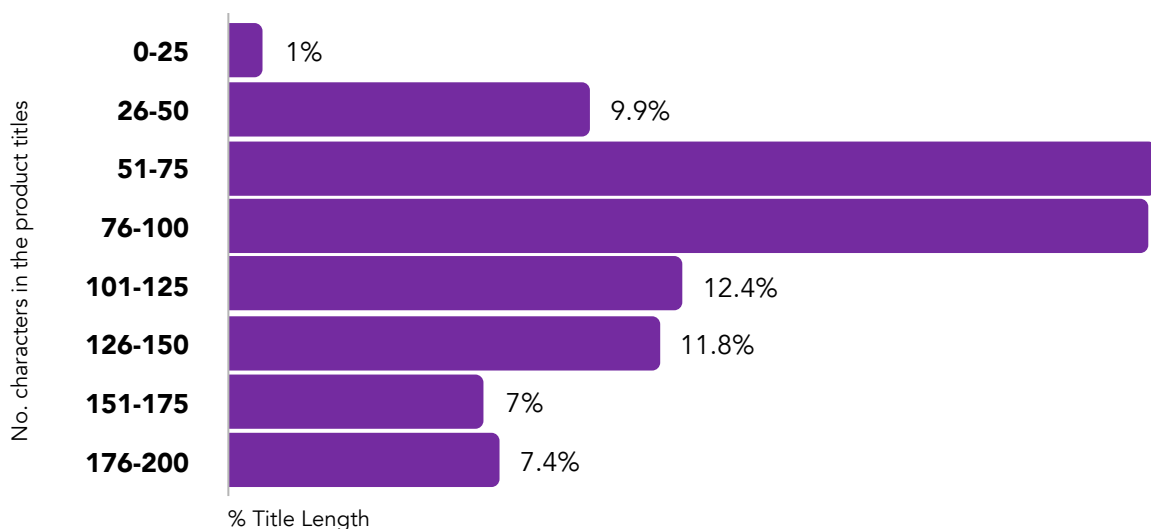
- Nearly 90% of best-selling product pages have more than 50 characters in their titles
- 50% of pages use 50-100 characters in their titles
- 39% have more than 100 characters in their titles

>100

We recommend writing product titles with at least 100 characters

Yes, some short-titled products make their way to best-sellers. However, these are often from big brands like Apple, Playstation and Microsoft that don't necessarily require title optimization to sell well.

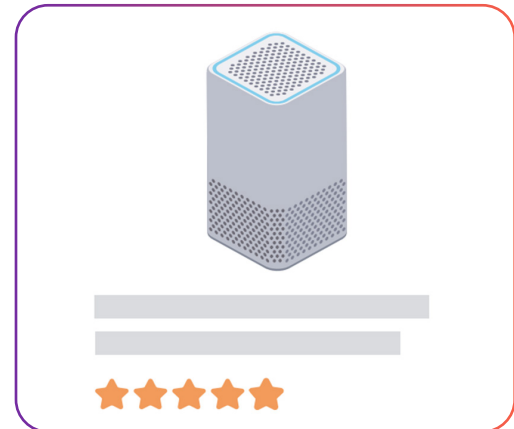
We recommend writing product titles with **at least 100 characters**, as they perform better, both in terms of search performance and click-through rate. But use your characters wisely, keeping titles informative and packed with keywords your customers will search for.



2. Use Your Brand Name as the First Word

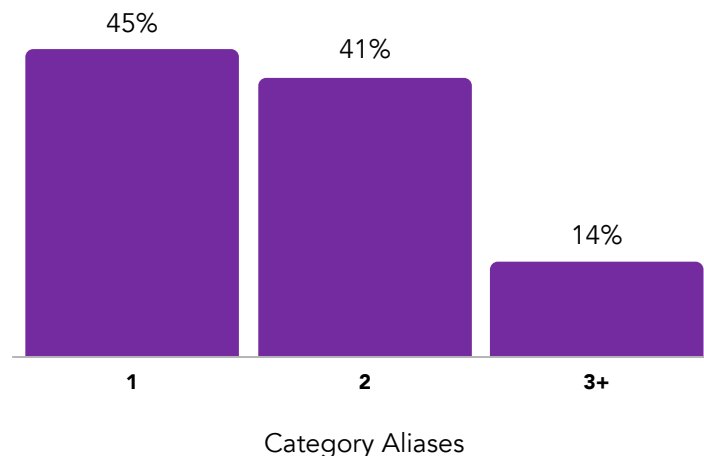
According to our data, 93% of best-selling product titles include the brand name. Of those, 90% use the brand name as the first word in the title.

Those that don't mention the brand name in the title tend to be from lower-ranking or lesser known brands. Building a strong brand is necessary for encouraging repeat purchases and achieving e-commerce success. This starts by including your brand name everywhere it's relevant.



3. Include 1-3 Category Aliases

Amazon's guidelines state that your product title should always include the name of the product category (e.g., USB mouse, coffee machine, hiking shoes, etc.). However, we recommend including more than one, especially if there are several keywords shoppers could potentially use. For instance, customers looking for a "USB stick" may also type "flash drive" or "thumb drive" into the search bar. Including several product category aliases in the title increases your chances of ranking high in search results.



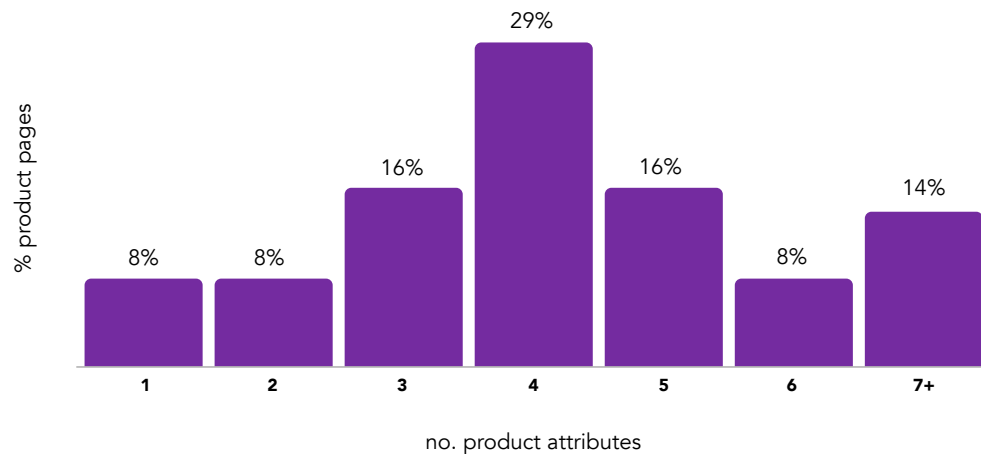
In our research sample, we found that best-selling titles had an **average of 1.7 category aliases** and a maximum of three. We recommend aiming for two category aliases in your titles.

1.7
Average of
category aliases

4. Add Features, Attributes and Use Cases

Amazon recommends that titles include everything necessary to accurately describe your product. This may include the capacity, color, number of units, significant features, compatibility, etc.

In our sample, we discovered that best-selling product titles included an **average of 4.4 attributes**. For some feature-heavy product categories, attributes are necessary to describe products. Yet, nearly all brands can benefit from adding more detail to listing titles. We recommend aiming to include four attributes in titles.



Wyze Cam 1080p HD Wireless Smart Home Camera with Night Vision, 2-Way Audio, Works with Alexa & the Google Assistant, 1-Pack, White - WYZEC2

★★★★★ 95,700 ratings #1 Best Seller in Camera & Photo

Example product title: Wyze Cam 1080p HD Indoor Wireless Smart Home Camera with Night Vision, 2-Way Audio, Works with Alexa & the Google Assistant, One Pack, White - WYZEC2

The #1 best-seller on Amazon.com for surveillance cameras, this product lists eight features and attributes: 1080p HD — Indoor — Wireless — Night Vision — 2-Way Audio — Works with Alexa and the Google Assistant — One Pack — White

5. Consider Adding the Reference/SKU

In our sample (which contained a number of electronic products), **43% of product titles contained the reference code or product SKU.** While it's not required, we recommend adding it for specific models and niche products like replacement parts or electronics. These identifying markers help customers easily differentiate between products and purchase the correct one the first time, reducing returns.

43%

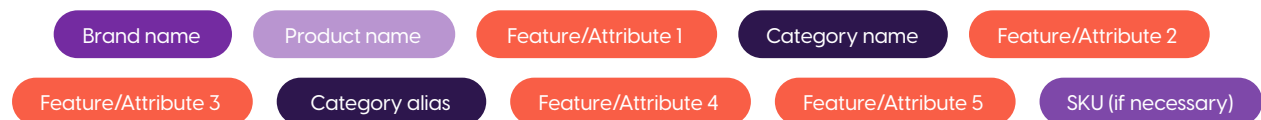
of product titles
contained the
reference code

6. Capitalize Important Words

Amazon prohibits writing titles in all caps. However, you can capitalize the first letter of important, product-specific words or descriptors. This excludes articles and small words like "and," "a," "from," "with," etc.). We recommend following standard English title capitalization rules across product pages of all languages.

What's the Perfect Formula for a Winning Product Page Title?

Our findings reveal successful product titles typically follow this order:



Still need help? Can't keep up with changing marketplace requirements? Rithum's Managed Services helps you create winning product titles that stand out in search. Plus, we have more than 20 years of experience working with Amazon, Walmart and other top marketplaces to help you craft the most effective selling strategies. Our Client Strategy Managers are constantly researching marketplace changes, so you'll always be up-to-date on new requirements and emerging opportunities.

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