



Contents

- Top Amazon Aggregator SEO Tactic 2022..... 2
 - What is SEO? 2
 - Is SEO important for Amazon aggregators to get right? 2
 - What SEO strategy is dominating the industry? 2
 - Should you work with an agency for SEO? 3
 - Acquco examples 3
 - Perch examples 4
 - D1 brands examples..... 5



Top Amazon Aggregator SEO Tactic 2022

What is SEO?

SEO, or search engine optimization, is the process of improving the visibility of a website in search engine results pages (SERPs). The higher a website appears in SERPs, the more likely it is to be clicked on by users.

SEO can be accomplished through a variety of methods, including on-page optimization (such as keyword research and targeted content creation) and off-page optimization (such as link building and social media engagement). When done correctly, SEO can help a website to attract more visitors, resulting in increased leads and sales.

Is SEO important for Amazon aggregators to get right?

In the world of online retail, Amazon is king. Millions of people turn to the e-commerce giant every day to find and purchase products, making it the go-to destination for both shoppers and businesses.

One way to ensure that your products are seen by Amazon shoppers is to invest in SEO. Search engine optimization helps to make your listings more visible and more likely to be found by potential customers. In addition, optimizing your listings can help to improve your conversion rate, resulting in more sales. For businesses that rely on Amazon for their livelihood, getting SEO right is essential.

What SEO strategy is dominating the industry?

In simple terms, backlink spam directly to Amazon product pages. Because Amazon pages are easier to rank, for a few years now the majority of aggregators are engaged in relatively old-school link schemes to rank products.

In many examples products are getting tens of thousands of monthly visits using these tactics, and while high-risk – it has worked for some of them to go back to the private market as “growth multipliers”. To say this strategy is built on sand is generous.

The process works for a complex set of reasons but spamming Amazon listings for visibility is not a novel idea – it falls under a broader category of SEO called “parasite SEO” but in this case aggregators have “scaled” it to great impact. In some cases traffic from organic Google for products is even greater than what is available in Amazon.

When I surveyed the top brands from aggregators that could be verified, nearly their entire catalog’s have extensive backlink spam.

The result is the free traffic from Google pushes these products to the first position in Amazon, almost regardless of the product’s underlying quality.

Want to see the proof? Skip to the end to see what some SEO research uncovered on top Amazon aggregators.



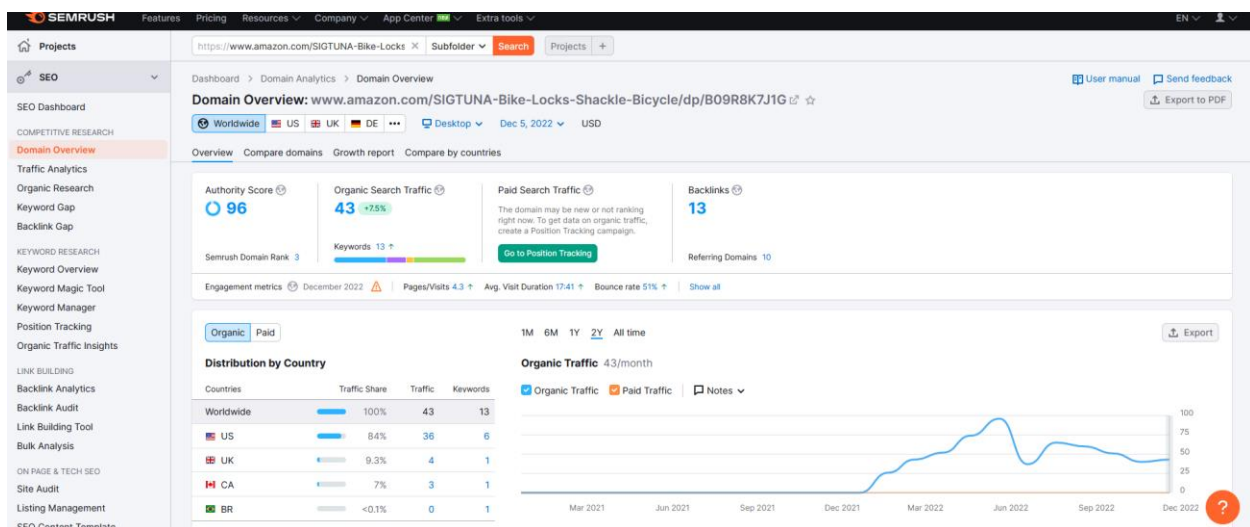
Should you work with an agency for SEO?

If you are involved in a large e-commerce business you may or may not want to employ an SEO team in-house. You should retain an agency to help with outsourcing the work or augmenting your internal team.

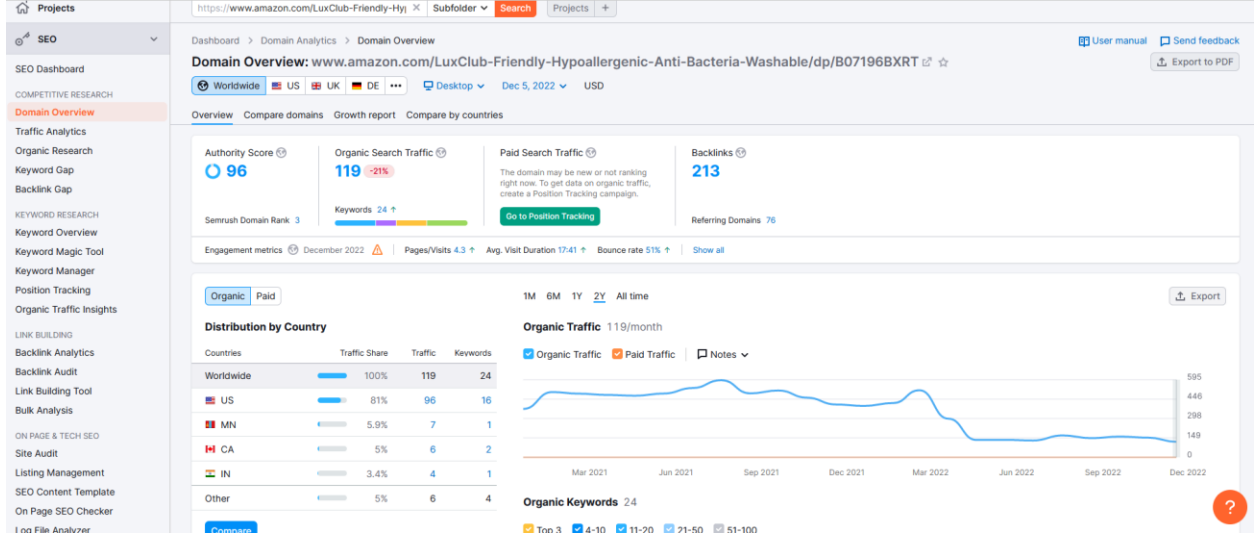
An SEO agency can help you drive internal consensus faster, understand novel strategies like the one above, and even if you should consider applying it. Having insight into SEO is essential for e-commerce, search accounts for the majority of where your customer's shopping begins.

Acquco examples

Sigtuna Bike Lock is a single hero product from Acquco – they started building backlinks recently and are seeing some initial traffic. Acquco only discloses a few of these brands but every single product had backlinks. This is unusual for the average Amazon product page.

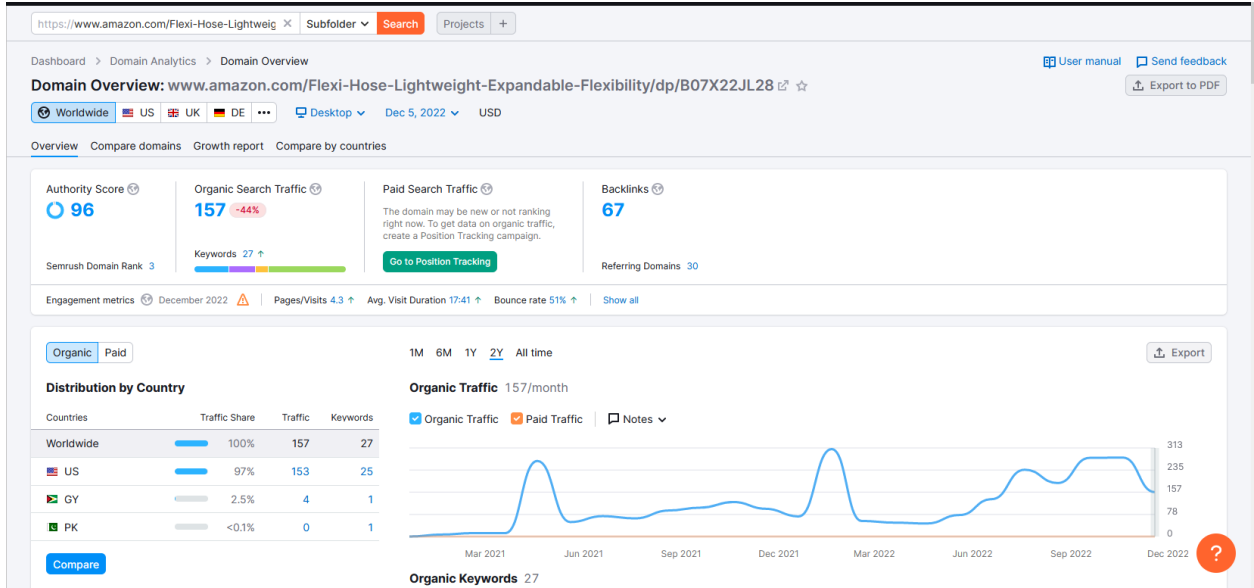


LuxClub Bed Sheets are in an extremely competitive niche, as other aggregators moved into the space Acquco started to lose visits to other Amazon product pages.

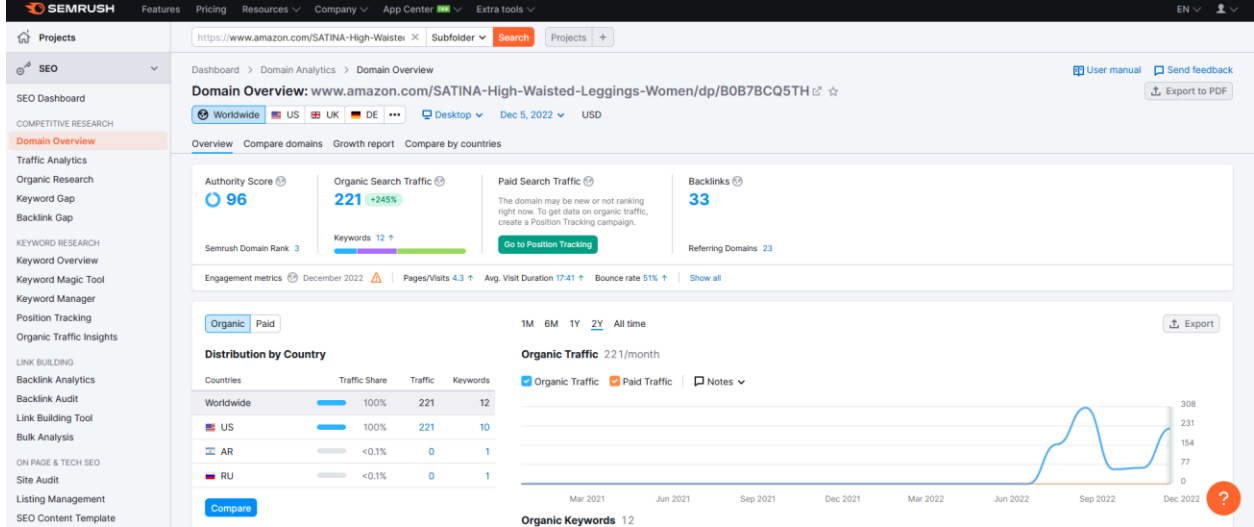


Perch examples

Perch is more public with their acquisitions and the majority of their products use this strategy. This is their hero Flexihose product:



Perch also has Satina leggings, this was what I found picking a random pair of them:



D1 brands examples

Forbes did a piece on D1 where they talk about building this brand from scratch – an impressive 1.9K backlinks to this PDP to drive organic traffic.

