



亚马逊之局外人见解

出品：跨境老刘（诗剑）

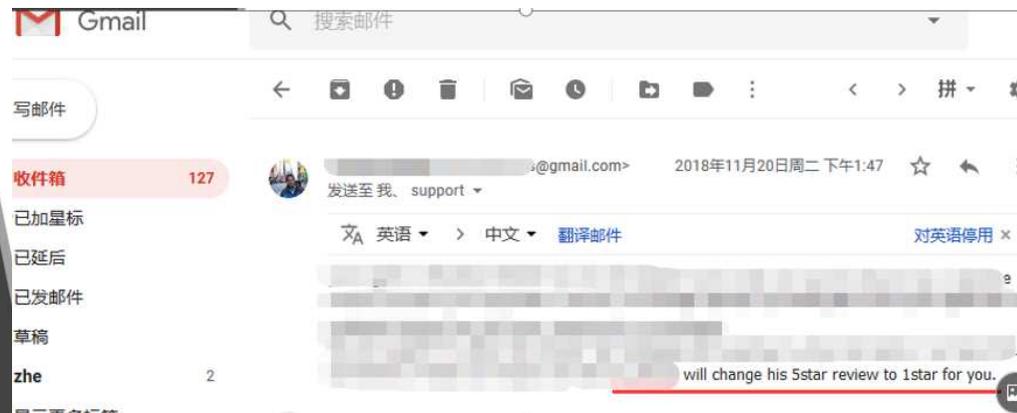
-- 广东盛世商潮
(辉亨子公司)

局外人之亚马逊站内观察

- 1. 产品星级（至少4星或以上）
- 4星一个产品后期发力有重大增长潜能的基础。如何将产品维护在4星呢。大家知道的我简单说下，还有补充一两点？
 - a. 选品
 - b. 工厂品质检验及包装核查
 - c. 初期刷评
 - d. 碰到恶评客户，找到联系方式与其沟通。如何找？
- 大家还有其他的方法和意见吗？

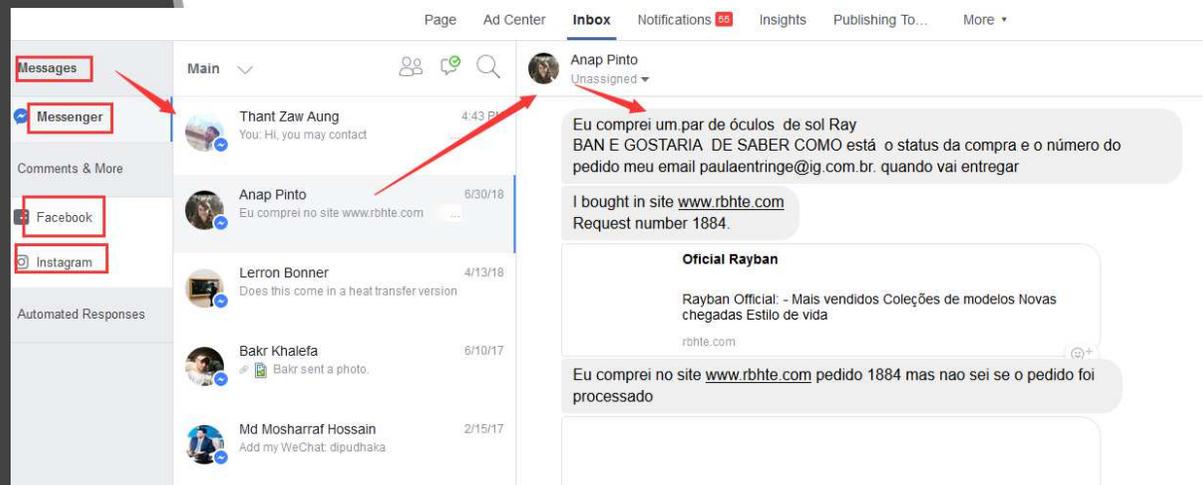
局外人之亚马逊站内观察

- 1. 产品星级（至少4星或以上）
- 我的建议1：
 - a. **品牌官网提供访客留言及客服邮箱**，而且品牌经理需每天查看客服邮箱，**如有问题，可及时和客户沟通。**
 - (品牌官网，需方便客户找到，搜索品牌词时，能够在谷歌/必应搜索的首页, 对官网成立时间及品质有要求.)
 - 实际案例：**Yimaler的juicer的一个客户投诉完美处理**



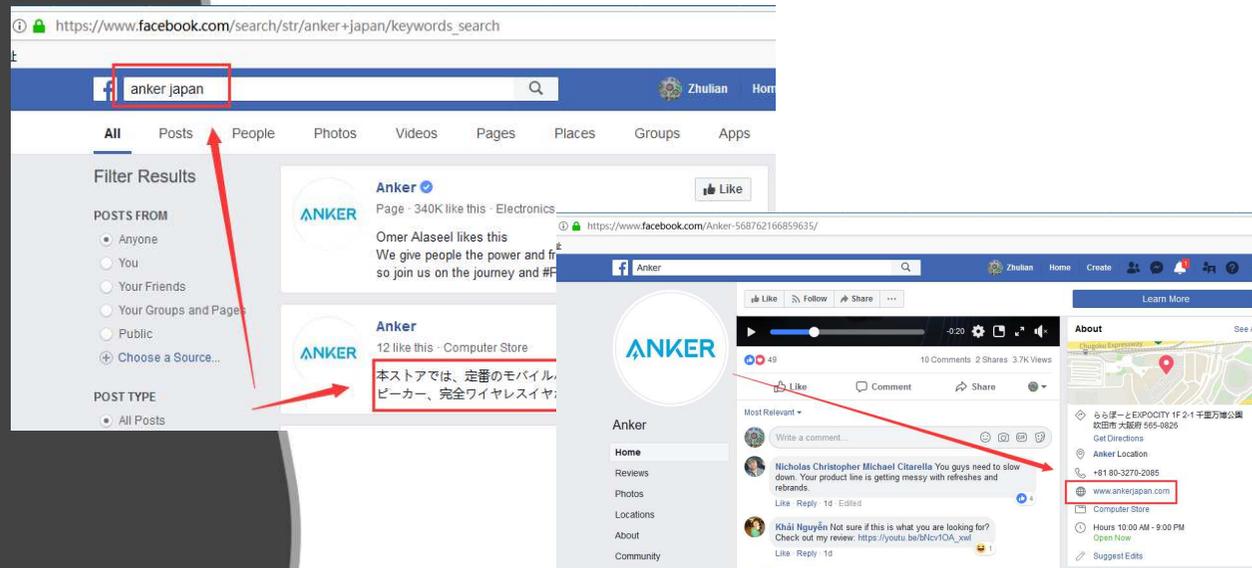
局外人之亚马逊站内观察

- 1. 产品星级（至少4星或以上）
- 我的建议2：
 - b. 建立facebook, linkedin, twitter等**社交媒体主页**，方便客户有问题，通过社交媒体搜索品牌词，即可找到我们的品牌主页，给我们留言沟通，特别是**facebook**.
 - **建议品牌经理也每天查看inbox是否有新的消息。**
- 实际案例界面（facebook）：



局外人之亚马逊站内观察

- 1. 产品星级（至少4星或以上）
- 我的建议2：
- b. 建立facebook, linkedin, twitter等**社交媒体主页**
- **小语种如何办？建立品牌小语种主页界面**
- 实际案例界面（anker Japan facebook page）：



局外人之亚马逊站内观察

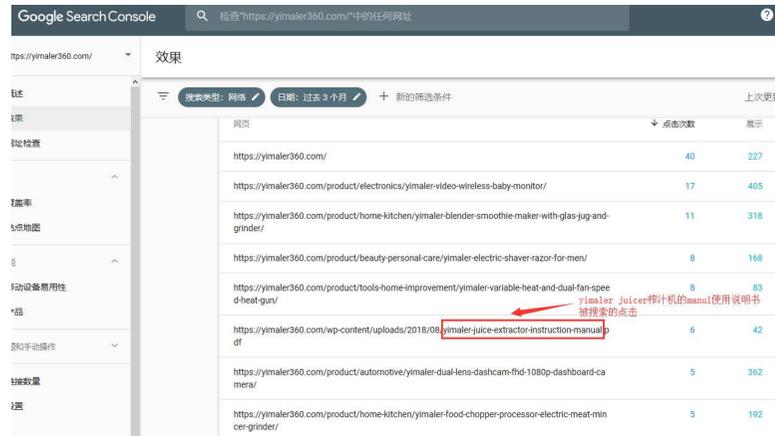
- 1. 产品星级（至少4星或以上）
- 我的建议3：
 - b. 提供**完善的使用说明及安装说明**（以免客户不会使用，认为产品有问题，或者是浪费钱，而评价一星）：
- 比如：如果amazon平台上无法上传user manual, 有一个备选，在官网的相关的产品页上传相关manual文件

案例：yimaler官网的juicer说明书manual被访客搜索的频率非常高

站内



站外



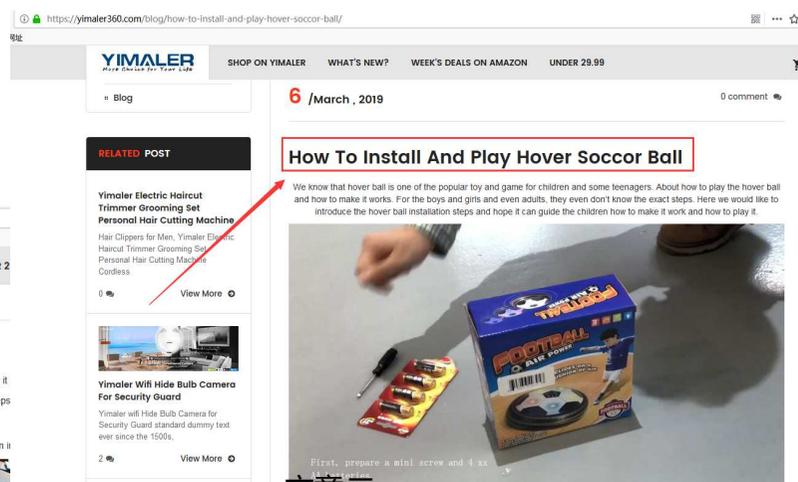
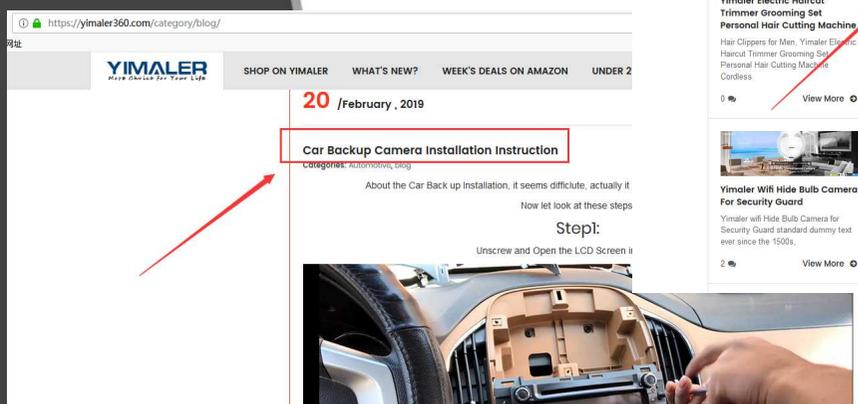
网址	点击次数	展示
https://yimaler360.com/	40	227
https://yimaler360.com/product/electronics/yimaler-video-wireless-baby-monitor/	17	405
https://yimaler360.com/product/home-kitchen/yimaler-blender-smoothie-maker-with-glass-jug-and-grinder/	11	318
https://yimaler360.com/product/beauty-personal-care/yimaler-electric-shaver-razor-for-men/	8	168
https://yimaler360.com/product/tools-home-improvement/yimaler-variable-heat-and-dual-fan-speed-heat-gun/	8	83
https://yimaler360.com/wp-content/uploads/2018/08/yimaler-juice-extractor-instruction-manual.pdf	6	42
https://yimaler360.com/product/automotive/yimaler-dual-lens-dashcam-fhd-1080p-dash-board-camera/	5	362
https://yimaler360.com/product/home-kitchen/yimaler-food-chopper-processor-electric-meat-mince-grinder/	5	192

局外人之亚马逊站内观察

- 1. 产品星级（至少4星或以上）
- 我的建议3：
- b. 提供**完善的使用说明及安装说明2**：
- 1. 制作使用**说明文章**，更详细介绍产品使用
- **案例：yimaler悬浮足球及汽车后视摄像头**

文章一：

<https://yimaler360.com/blog/automotive/car-backup-camera-installation-instruction/>



文章二：

<https://yimaler360.com/blog/how-to-install-and-play-hover-soccer-ball/>

局外人之亚马逊站内观察

- 2. 产品空白处完善
- a) 比如: item model number等

Product information

Product Dimensions	11.8 x 7 x 2.6 inches
Item Weight	15.8 ounces
Shipping Weight	1.01 pounds (View shipping rates and policies)
Manufacturer	PLUXL
ASIN	B0776Y9GJQ
Item model number	CCWC-SNES
Customer Reviews	★★★★☆ 42 customer reviews 4.5 out of 5 stars
Best Sellers Rank	#8,723 in Electronics (See Top 100 in Electronics) #21 in Super Nintendo Accessories #191 in Legacy Video Game System Accessories
Date first listed on Amazon	November 6, 2017

局外人之亚马逊站内观察

- 2. 产品空白处完善
- c) 比如: technical data PDF上传

Product information

Style Name: 10 cup

Product Dimensions	10.2 x 8.4 x 15.5 inches
Item Weight	6.2 pounds
Shipping Weight	6.45 pounds
Manufacturer	Hamilton Beach
ASIN	B008JBMJ1Q
Domestic Shipping	Item can be shipped within U.S.
International Shipping	This item is not eligible for international shipping. Learn More
Shipping Advisory	This item must be shipped separately from other items in your order. Additional shipping charges will not apply.
Item model number	70730
Customer Reviews	★★★★☆ 8,158 customer reviews 4.1 out of 5 stars
Best Sellers Rank	#270 in Kitchen & Dining (See Top 100 in Kitchen & Dining) #3 in Food Processors
Date first listed on Amazon	November 9, 2012

Technical Specification

[User Guide \[pdf\]](#)
[Warranty \[pdf\]](#)

Warranty & Support

Product Warranty: For warrant;

Feedback

If you are a seller for this product, would you like to [tell us about](#)

局外人之亚马逊站内观察

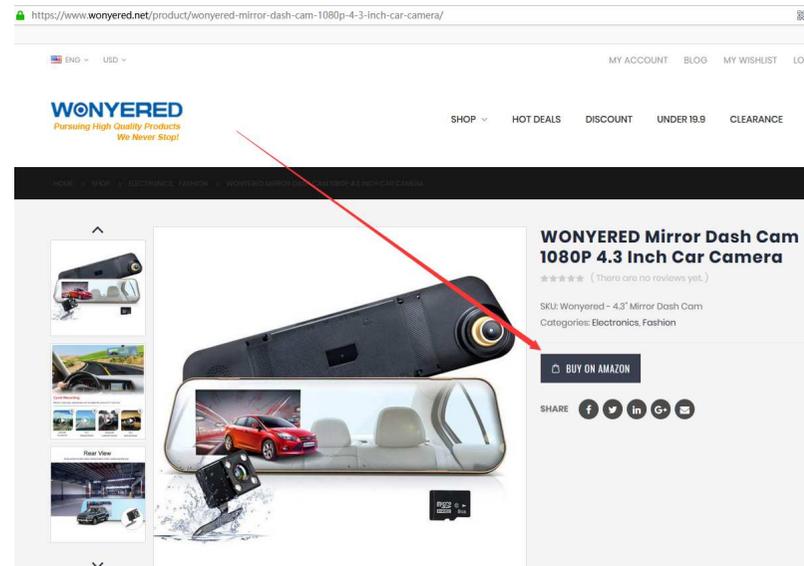
- 3. 产品内容不断调整更新紧跟客户体验及客户关注的问题
 - a) 如何做出吸引客户眼球的内容，-》市场调查
 - b) 设计图贴近客户场景体验
- 这个之前我的PPT中有讲过，这里不多叙述。

局外人之亚马逊站外因素

- 1. 亚马逊产品之站外链接
 - a) 品牌官网指向链接
 - b) 亚马逊联盟指向的链接
 - c) 社交媒体指向的链接
 - d) Youtube视频的潜在导流

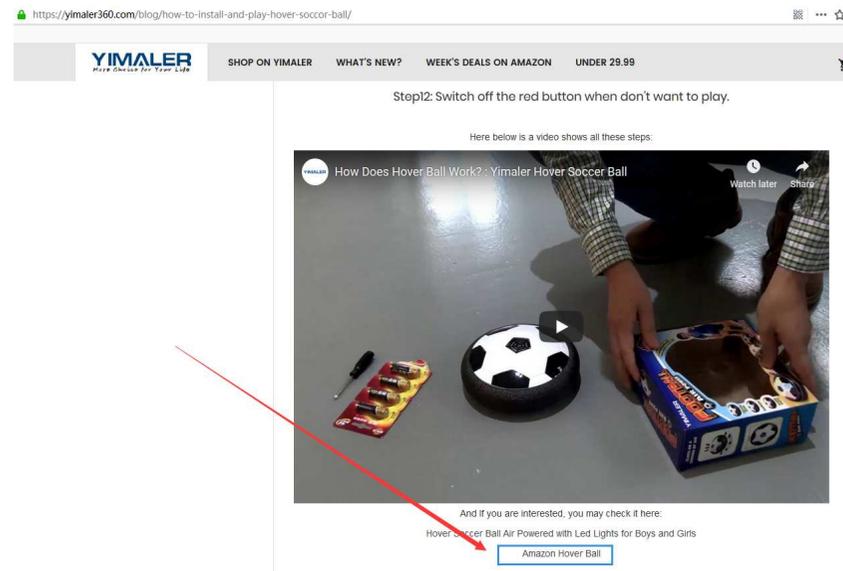
局外人之亚马逊站外因素

- 如何做站外链接？
- a) 1) 建立**官网**。官网上每个**产品**至少有一个链接会链到亚马逊的产品上。



局外人之亚马逊站外因素

- 如何做站外链接？
- a) 2) **官网博客**写介绍产品使用或功能的文章时，也可添加一次产品链接。
- 例子二：



局外人之亚马逊站外因素

- 如何做站外链接？
- b) **亚马逊联盟的产品链接**

[Best Juicer in 2018 - Reviews and Ratings](https://www.bestreviewshub.com/best-juicer-reviews/)

<https://www.bestreviewshub.com/best-juicer-reviews/> ▼

If you don't like eating fruit and vegetables, juicing is an easy way to get your daily dose of vitamins and minerals. With the use of a juicer, you can make fresh juice at home to suit your taste. Missing: [yimaler](#) | Must include: [yimaler](#)

[Best 5 Food Blender Reviews - Best Food Chopper](https://bestfoodchopper.com/best-5-food-blender-reviews/)

<https://bestfoodchopper.com/best-5-food-blender-reviews/> ▼

Dec 17, 2018 - 5 New Arrival Blender: Yimaler Blender Smoothie Maker with Glas Jug and Grinder 24 Speeds LCD 6 ... Next article Best Top 5 Juicer Machine ...

[Juicer Juice Extractor, Yimaler Wide Mouth Centrifugal ... - WN.com](https://article.wn.com/.../Juicer_Juice_Extractor_Yimaler_Wide_Mouth_Centrifugal_J...)

https://article.wn.com/.../Juicer_Juice_Extractor_Yimaler_Wide_Mouth_Centrifugal_J... ▼

Juicer Juice Extractor, Yimaler Wide Mouth Centrifugal Juicer BPA-Free Food Grade Stainless Steel Dual Speed Setting Juicer Machine with Anti-drip Function ...

[Juicer Juice Extractor, Yimaler Wide Mouth Centrifugal ... - WantItAll](https://www.wantitall.co.za/.../juicer-juice-extractor-yimaler-wide-mouth-centrifugal-j...)

<https://www.wantitall.co.za/.../juicer-juice-extractor-yimaler-wide-mouth-centrifugal-j...> ▼

Yimaler 400W stainless steel juicer Starting a new day is no better than a refreshing healthy juice. Whether you are an experienced juicer or want to discover all ...

获得亚马逊联盟链接的途径：

1. 让产品保持4星及以上，有10条以上评论，有产品视频，这样会自动获得一些亚马逊联盟网站的推荐
2. 主动找一些best top 10的亚马逊联盟网站请求加入自己的产品
3. 自建亚马逊联盟博客，加入自己产品的介绍链接

局外人之亚马逊站外因素

- 如何做站外链接？
- c) 社交媒体的产品链接
社媒链接例子：



可以发社媒链接的社媒列表：

1. facebook
2. twitter
3. linkedin
4. tumblr
5. youtube
6. reddit
7. slideshare
8. quora
9. blogger
10. 等等

局外人之亚马逊站外因素

- 如何做站外链接？
- d) youtube视频的潜在导流

The screenshot displays the YouTube channel page for 'Yimaler', which has 6 subscribers. The channel is categorized under 'HOME', 'VIDEOS', 'PLAYLISTS', 'CHANNELS', 'DISCUSSION', and 'ABOUT'. The main content area features a video titled 'Car Backup Camera Rear View Installation : Yimaler Car Backup Camera' with 550 views from one month ago. Below this, there are sections for 'Uploads' and 'Baby & Children Items', each containing a grid of video thumbnails with titles and view counts. The 'Uploads' section includes videos such as 'How to Use a Electric Spray Gun : Yimaler Spray Gun' (117 views), 'Yimaler Blender Smoothie Maker with Glas Jug and' (59 views), 'Yimaler 30X Magnifier Magnifying Glass with LED' (66 views), '12V Cordless Drill Driver Use Instruction Guide : Yimaler' (71 views), and 'Yimaler Food Chopper Processor Chopping Tomato' (25 views). The 'Baby & Children Items' section includes videos like 'How Does Hover Ball Work? : Yimaler Hover Soccer Ball?' (24 views), 'Yimaler Wireless Video Baby Monitor for Baby 2 4 inch' (64 views), 'Yimaler Video Infant Monitor for Baby 2 0' Wireless with' (19 views), 'How to Use a Baby Monitor: Yimaler 3.2 inch Video Baby' (72 views), 'Yimaler 12 Pack Anti slip Soft Cotton Colorful Socks for' (6 views), and 'yimaler 12 pack colton socks for toddler boys girls' (16 views).

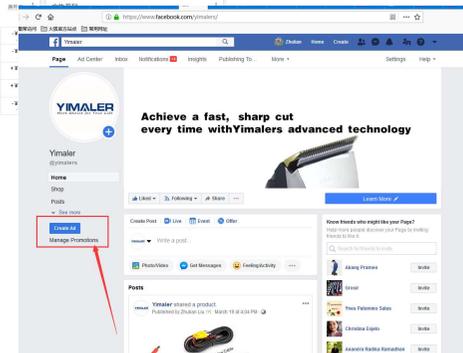
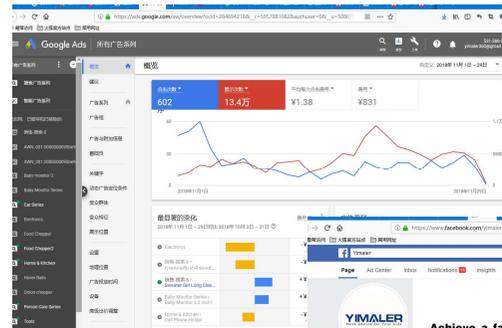
局外人之亚马逊站外因素

- 如何做站外链接？
- c) 社交媒体
- **一个问题？**
- 国内的各个社交媒体及对应的国外的网站？

- 微信 -》？
- 新浪微博-》？
- 知乎-》？
- 百度贴吧-》？
- 猪八戒网-》？

局外人之亚马逊站外因素

- 2. 亚马逊产品之站外链接带来的流量详解
- a) 品牌官网的流量，包含自然流量和谷歌广告引流流量，甚至是facebook广告引流流量



局外人之亚马逊站外因素

- 2. 亚马逊产品之站外链接带来的流量
- b) 亚马逊联盟推荐带来的链接

2 Best Cost Performance : Yimaler Wide Mouth Centrifugal Juicer



Check on Amazon

Google

best juicer machine2019



People also ask

What is the best juicer for home use?



What is the best juicer 2018?



Which brand juicer is the best?



What is a good wattage for a juicer?



Feedback

10 Best Juicer Machine 2019 - Buyer's Guide - Homekitchenary

<https://homekitchenary.com/best-juicer-machine/>

10 Best Juicer Machine 2019 - Buyer's Guide. Omega J8006 Nutrition Center Juicer - Top Notch Nutrition and Quality. Breville 800JEXL Juice Fountain - Packs A Punch. Omega VRT 350 Heavy Duty Juicer - Second in Command. Tribest Green Star Elite GSE-5000 - Best Juicer 2019. Best Juicer Machine Buyer's Guide. Hamilton Beach 6760A. Breville BJE200XL. Omega J8006 Nutrition ...

Best Juicer Machine 2019 Buying Guide | Blender Babes

<https://www.blenderbabes.com/blender-babes-juicer/best-juicer-machine-for-sale/>

Apr 14, 2017. Unbiased guide to the best juicer machine in 2019 based on several factors such as design size, functionalities, oxidation, heat generation.

Best Juicer Reviews 2019, Top 8 Juicers Machine - Ultimate Buying ...

<https://www.bobsop.com/best-juicer-reviews/>

Dec 3, 2018. We have crafted this list of top rated juicer machines to help you pick the right one for your home and ... Best Juicer Machine 2019 Comparison ...

Top 5 Best Juicers of 2019 (And Why They Are Worth Buying!)

<https://healthykitchen101.com/reviews-juicers/>

Jan 25, 2019. Omega NC900HDC Juicer Extractor - Best Juicer to Buy in 2019. Breville JE98XL Juice Fountain Plus - Best Centrifugal Juicer. Tribest GSE-5050 Greenstar Juice Extractor - Best Twin-gear Juicer. SKG Anti-Oxidation - Best Vertical Masticator. Breville 800cpd - Best Electric Citrus Juicer.

Missing: machine2019 | Must include: machine2019

You visited this page on 1/15/19.

局外人之亚马逊站外因素

- 2. 亚马逊产品之站外链接带来的流量
- c) 亚马逊联盟推荐带来的链接2 (直接搜索自己的品牌+产品, 可以大概知道有多少推荐)
- 案例对比 : 搜索wonyered wifi bulb, yimaler baby socks

The image shows a Google search results page for the query "Yimaler 12-Pack Cotton Socks for Toddler Boys Girls". The search results are displayed in a list format. Four search results are highlighted with red boxes and red arrows pointing to them from the bottom. The search results are:

- 1. [Yimaler 12-Pack Cotton Socks for Toddler Boys Girls ... - Get Four You](https://www.getfouryou.com/.../yimaler-12-pack-cotton-socks-for-toddler-boys-girls-...)
<https://www.getfouryou.com/.../yimaler-12-pack-cotton-socks-for-toddler-boys-girls-...>
Yimaler 12-Pack Cotton Socks for Toddler Boys Girls Anti-slip Ankle Socks for Baby Walkers Non-slip Stretch Knit Stripes Star Assorted Cotton Socks with Grip ...
- 2. [Yimaler 12-Pack Cotton Socks for Toddler Boys Girls Anti-slip Ankle ...](https://www.mypregnancyplace.org/.../yimaler-12-pack-cotton-socks-for-toddler-boys-...)
<https://www.mypregnancyplace.org/.../yimaler-12-pack-cotton-socks-for-toddler-boys-...>
Yimaler 12 Pairs Anti-slip Stretch Knit Stripes Star Cotton Grips Socks for Baby Walker Toddler Between 16-36 Months Product Features ♥ Non skid
- 3. [Top 10 Lovely Baby Slipper Socks of 2019 - Best Reviews Guide](https://www.bestreviews.guide/.../Baby/Lovely%20baby%20slipper%20socks)
[https://www.bestreviews.guide/.../Baby/Lovely baby slipper socks](https://www.bestreviews.guide/.../Baby/Lovely%20baby%20slipper%20socks)
Best Reviews Guide analyzes and compares all Lovely Baby Slipper Socks of 2019. ... 7 · Yimaler 6-Pack Anti-slip Baby Socks Sneakers for 8-36 Months Babies ...
- 4. [Yimaler 12-Pack Cotton Socks for Toddler Boys Girls \\$12.99 \(REG ...](https://www.mojosavings.com/yimaler-12-pack-cotton-socks-for-toddler-boys-girls/)
<https://www.mojosavings.com/yimaler-12-pack-cotton-socks-for-toddler-boys-girls/>
Jan 24, 2019 · Yimaler 12-Pack Cotton Socks for Toddler Boys Girls Anti-Slip Ankle Socks for Baby Walker is now available at Amazon.com for just \$12.99 ...

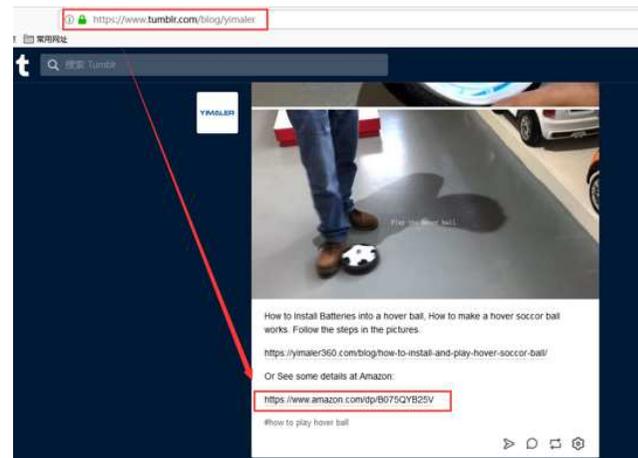
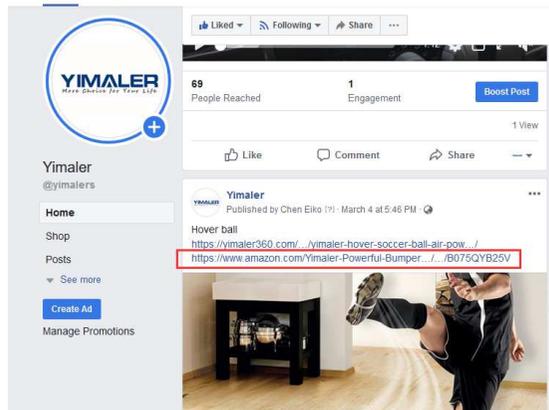
At the bottom of the search results, the Google logo is visible, along with navigation links: Previous, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Next.

局外人之亚马逊站外因素

- 2. 亚马逊产品之站外链接带来的流量
 - c) 亚马逊联盟推荐带来的链接
- 据了解，亚马逊40%的流量，来自于这些亚马逊联盟及deals, coupon网站的推荐引流
- 其他60%含有站内流量，谷歌搜索直接进入流量，社媒流量等

局外人之亚马逊站外因素

- 2. 亚马逊产品之站外链接带来的流量
- c) 社交媒体带来的链接, 一个图片+1~2个链接



局外人之亚马逊全局因素

- 亚马逊全局因素，也可能称为软实力因素。或者简单的说，是品牌建设，品牌影响力对销售的影响。
- 销售，如果没有品牌思维，可以称为低级销售，一般都是事倍功半，而且销售会不稳定，跟一阵风，稍微好点，风一过，很可能会死掉。只有品牌留给客户心中的印象加深，才能不断的积累忠诚客户，增加销量。

局外人之亚马逊全局因素

- 如何建立品牌及全局影响力呢？
- 1. 品牌注册
- 2. 品牌官网推广
- 3. 社交媒体推广
- 4. 品牌战略，产品宜精不宜杂，垂直行业
- （垂直有利于优化，精准吸粉，客户品牌形象等等）

局外人之亚马逊小总结

- 重点：站内优化（力保4星，建立**客服沟通机制**，官网留言及邮件，facebook客户沟通留言）（战术）
- 重点：内容不断维护更新，市场调查产品**客户关注的问题**（战术）
- 重点：**视频**，多个视频，精品视频，提高页面质量，及转化率（战术）
- 重点：做**高质量的文章**，社媒多**分享链接**，并向亚马逊联盟网站申请链接（战术）
- 重点：**品牌化运营**，**品牌思维**（战略）
- 重点：**垂直行业品类**，或向**2~3个小系列垂直品类发展**（战略）

附言一：



- 2018.9.2在深圳会展中心，鹰熊汇举办的跨境论坛

附言二：



- 2019.3.10在深圳南山举行的谷歌SEO交流学习会

附言三：

- 我和技术部同事共同建立的几个网站，供大家参考，大家有意见可以提给我：
- yimaler品牌官网: <https://yimaler360.com>
- wonyered品牌官网: <https://www.wonyered.net>
- 亚马逊联盟网站： <https://bestfoodchopper.com>
- 亚马逊代运营网站： <http://www.amazonbizyi.com>

Thank You



跨境老刘

求知若渴，虚心若愚。(Stay Hungry, Stay Foolish.)