

## Get Optimized Today: Your Amazon Listing Specialist is Ready

*How SpectrumBPO Helped a Struggling Brand Turn Its Listings into Conversion Machines*

## Client Background

In early 2024, **EverPure Skincare**, a mid-sized beauty brand based in California, was enjoying moderate success selling on Amazon. Despite having a loyal customer base offline and a decent product line of organic face serums, their digital storefront wasn't reflecting their brand's quality. The listings looked unpolished, keyword rankings were poor, and traffic wasn't converting. Explore all of SpectrumBPO's **ecommerce services** and take the next step toward better visibility, higher conversions, and lasting success.

EverPure's founder, Lisa Tran, realized that simply being on Amazon wasn't enough — optimization was key. That's when she began searching for an **Amazon listing specialist** to take over.

## The Challenge

EverPure had several issues that were holding them back from real success on Amazon:

- **Low product visibility** despite a competitive price point and solid reviews
- **Inconsistent branding** across their listings
- **Poor keyword integration** leading to missed traffic opportunities
- **Unoptimized images and bullet points** that failed to highlight USPs
- A lack of understanding of Amazon's A9 algorithm and evolving ranking factors

Lisa had tried hiring freelancers but found their work too generic. She needed a dedicated team that not only understood Amazon's backend but also took time to understand *her* brand.

## The Solution: SpectrumBPO

After vetting several agencies, Lisa partnered with **SpectrumBPO**, a full-scale **Ecommerce Growth Agency based in Richardson, Texas**. With over a decade of experience, SpectrumBPO's Amazon specialists have worked with thousands of sellers, helping them grow through precise, data-backed listing strategies.

### What made SpectrumBPO stand out?

Their tailored approach. Instead of offering cookie-cutter fixes, they assigned a dedicated Amazon listing specialist who walked Lisa through a step-by-step strategy.

Here's how SpectrumBPO tackled the project:

1. **Deep Listing Audit:**  
The team evaluated existing listings for keyword density, image quality, mobile responsiveness, and competitor positioning.
2. **Keyword Research & Integration:**  
Using advanced tools and market intelligence, they identified high-converting, low-competition keywords and seamlessly integrated them into titles, bullet points, and backend terms.
3. **Visual Optimization:**  
New infographics and lifestyle images were created to highlight ingredients, benefits, and certifications — all aligned with EverPure's brand voice.

4. **A+ Content Implementation:**

The team designed a compelling A+ Content layout that told the brand story, explained product benefits in-depth, and answered common customer concerns.

5. **Performance Testing:**

Split testing was conducted to fine-tune elements like main images and CTA phrasing — all aimed at improving CTR and conversions.

For businesses looking for similar transformation, SpectrumBPO offers a comprehensive **amazon listing optimization service** tailored to your niche and goals.

## The Results

Within just 60 days of implementation, the improvements were undeniable:

- **Organic keyword rankings increased by 72%** across core products
- **Conversion rates jumped from 8.9% to 17.4%**, nearly doubling ROI
- **Monthly revenue rose by 53%**, with several products entering Amazon's Top 100 in their category
- **Customer questions decreased by 36%**, thanks to clearer descriptions and enhanced images

But most importantly, EverPure was no longer "just another skincare brand" on Amazon — they had a strong, optimized presence that reflected their offline brand equity.

## Conclusion: Your Amazon Listing Specialist Is Ready

Whether you're a small startup or an established brand like EverPure, proper listing optimization can make or break your Amazon success. Lisa's experience is proof that when you partner with the right team, growth is not just possible — it's predictable.

Ready to transform your store like EverPure did? **Your Amazon listing specialist is ready — are you?**