



DIGITAL DIGNITY

Privacy-First Amazon Listing AI

The Amazon Listing Transformation Kit

For international & ESL sellers: fix broken English listings, place keywords naturally, and convert US buyers — without pasting catalogs into public chat tools.

' 7 deep before/after listing rewrites + operator notes

' Step-by-step 90-minute ASIN workflow

' Expanded pre-publish checklist (print-ready)

' ESL keyword framework + placement map

' 24 bullet formulas + field templates

' Mini case study (privacy-first ops)

' 250 free private AI words + pricing path

Expanded operator edition · Composite educational examples · Fact-preserving · No ranking guarantees
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How to use this kit (operator edition)

Built for Chinese, Korean, Vietnamese, Spanish, and other non-native English Amazon sellers and their ops teams. Work top-to-bottom on first read, then keep the checklist as a permanent pre-publish gate. Every rewrite starts with locked facts — never invent specs, certifications, or medical claims.

This expanded edition is meant to sit next to your catalog spreadsheet. It is not a ranking guarantee and not legal advice. Composite examples teach patterns; always substitute your packaging truth.

- Section 1 — Deep before/after rewrites: train conversion English and claim safety.
- Section 2 — 90-minute ASIN workflow: from fact lock to publish.
- Section 3 — Expanded pre-publish checklist (print every catalog refresh).
- Section 4 — Keyword framework for ESL teams (no stuffing).
- Section 5 — 24 bullet formulas + title/description templates.
- Section 6 — Mini case study: privacy-first listing ops.
- Section 7 — Claim 250 free private AI words + plans.

Privacy-first rule (non-negotiable)

Treat listing text as confidential commercial data. Prefer a private optimizer that deletes originals after processing.

Do not paste full line sheets, unreleased SKUs, or supplier quotes into public ChatGPT accounts shared across the office.

If your company policy requires DNT/GPC respect, Digital Dignity honors browser DNT for third-party analytics — still keep catalogs out of public chat history.

1. Seven deep before '!' after transformations

Composite educational examples. Facts stay locked; only English framing changes. For each example: read the “broken” version out loud, note what confuses a US shopper, then study the rewrite and the operator notes.

A · Kitchen title (factory synonym spam)

Broken / factory English

BEFORE: Stainless Steel Kitchen Tool Multi Function High Quality Household Use Easy Clean Best Premium New

US-buyer English (fact-preserving)

AFTER: Stainless Steel Kitchen Gadget for Everyday Prep — Durable, Easy-Clean Design for Home Cooks

Why it converts: Product type + use case + one differentiator; mobile-readable first ~80 characters; no synonym spam or empty “best/premium”.

Operator: lock material (stainless grade if on package), then place primary shopper phrase early only if natural.

B · Durability bullet (benefit-last ESL order)

Broken / factory English

BEFORE: High quality ABS material make the product more durable for long time use good strength.

US-buyer English (fact-preserving)

AFTER: Built for daily carry — sturdy ABS housing that stands up to gym-bag drops without cracking.

Why it converts: Benefit first, material second; life context US shoppers recognize; one claim per bullet.

Operator: if drop-test claim is not on packaging, soften to material benefit only.

C · Compatibility (overclaim risk)

Broken / factory English

BEFORE: Fit many brand model phone wireless charger fast good quality all phone.

US-buyer English (fact-preserving)

AFTER: Works with Qi-compatible phones (confirm your model) — stable alignment for nightstand charging.

Why it converts: Named standard; avoids fake “all models”; honest confirm step reduces returns.



Operator: never list competitor brands in title/backend; keep compatibility to standards you verified.

D · Pack / size (US units + countable value)

Broken / factory English

BEFORE: Big size family pack more value hot sale limited time super deal.

US-buyer English (fact-preserving)

AFTER: Family pack of 12 (each 8 × 10 in) — fewer reorders for busy households.

Why it converts: Countable pack + US dimensions; no fake urgency; value is concrete.

Operator: convert cm!"in carefully; round consistently across title, bullets, A+.

E · Care / claims (medical overclaim)

Broken / factory English

BEFORE: 100% safe for baby medical grade amazing health hospital use.

US-buyer English (fact-preserving)

AFTER: Food-contact surfaces use materials listed on packaging — hand-wash recommended; not a medical device.

Why it converts: Removes overclaim risk; points to packaging truth; excludes false medical framing.

Operator: legal/compliance review any health language; when unsure, delete the claim.

F · Full bullet set (factory list !" scannable US bullets)

Broken / factory English

BEFORE bullets: 1) good quality 2) easy use 3) multi function 4) save money 5) hot sale

US-buyer English (fact-preserving)

AFTER bullets: (1) What it is + primary use (2) Who it is for (3) Main problem solved (4) Spec/proof from package (5) In-the-box + care

Why it converts: Each bullet has one job; scanners read benefit then fact; no empty adjectives.

Operator: map factory lines into the five jobs before polishing English.

G · Description paragraph (translation wall !" scenario English)

Broken / factory English

BEFORE: This product is made of high quality material and can be used in many place. Customer will like it very much. Buy now.

US-buyer English (fact-preserving)

AFTER: Use it on busy weeknights when you need a simple, wipe-clean tool. Dimensions and materials match the insert dated on your packaging photo — always re-check numbers before publish.

Why it converts: Scenarios + honesty; no empty praise; description adds context, not title spam.

Operator: description is for residual keywords only if they fit full sentences.



2. Ninety-minute ASIN workflow (step-by-step)

Use this when refreshing a low-CVR hero ASIN or onboarding a factory draft. Times are guidelines for one bilingual operator; agency teams can parallelize QA.

Phase A — Fact lock (15–20 min)

- Photograph package + insert; open a ticket with ASIN, marketplace, and owner.
- Copy title, five bullets, description, backend terms into a private workspace (not public chat).
- Build a claims allow-list: materials, dimensions, pack count, certifications printed on package only.
- Mark forbidden claims: medical, “#1”, competitor brands, unverified “all models”.

Phase B — Structure rewrite (25–35 min)

- Title: product type + primary phrase (if natural) + 1–2 differentiators + use case.
- Bullets: assign one job each (what / who / problem / proof / in-the-box).
- Description: care, fit scenarios, residual context — no keyword walls.
- Backend: variants/misspellings only; never competitor brands.

Phase C — Privacy-first polish (15–20 min)

- Run a private AI rewrite (e.g., Digital Dignity free credit) on locked facts only.
- Read every number against the packaging photo; reject invented certifications.
- Mobile preview: first ~80 title characters and bullet scan on phone width.

Phase D — Publish & measure (10 min setup + 7–14 days)

- Capture CTR/CVR baseline; avoid major PPC swings during the test window when possible.
- Publish; log ASIN, date, fields changed, owner.
- Review confusion returns/tickets; roll back if conversion drops with no other cause.

Workflow template (copy into your ticket)

ASIN: _____ Marketplace: Amazon.com Owner: _____ Date: _____

Baseline CTR: _____ CVR: _____ Sessions (7d): _____

Fact sources: package photo / insert / lab report (list files)

Fields changed: title / bullets / description / backend / A+

Risks accepted: _____ Rollback plan: _____



3. Expanded pre-publish checklist

Print this section. Fail the listing if any critical box is unchecked. Critical = source of truth, title honesty, bullet jobs, privacy/QA.

Source of truth

- & Specs locked (materials, dimensions, pack count, certifications on package)
- & Claims allow-list reviewed (no medical / unverified “#1” / competitor marks)
- & Factory draft saved for comparison
- & Label + insert photos attached to the ticket
- & Marketplace confirmed (Amazon.com units: in, oz, °F first)

Title

- & Primary keyword early, natural US English (no stuffing)
- & Product type + 1–2 differentiators + use case
- & Readable on mobile (first ~80 characters make sense alone)
- & No empty superlatives (“best premium amazing”)
- & No competitor brand names

Bullets (5)

- & Each bullet has one job (what / who / problem / proof / in-the-box)
- & Benefit first, fact second
- & US units first on Amazon.com
- & Scannable length; no comma walls
- & No medical or overclaim language

Description & A+

- & Description adds care, fit, or scenarios — not title spam
- & A+ vocabulary matches bullets (no contradictions)
- & Mobile type readable; images support claims without inventing specs

Keywords (ESL-safe)

- & Primary phrase in title + early bullets naturally
- & Secondary phrases only where speech allows
- & Backend = variants/misspellings — not a stuffed second title
- & No competitor brands in backend
- & Search term report plan noted for day 14

Privacy & QA

- & Drafts in an approved private tool (not public chat history)
- & Every number re-checked against packaging photo
- & Native-level spot check on hero ASINs
- & Changelog: ASIN, date, fields changed, owner

Measure (7–14 days)

- & CTR / CVR baseline captured before publish
- & Major PPC swings held during test when possible
- & Confusion tickets / returns reviewed
- & Rollback plan if conversion drops



4. Keyword placement for non-native sellers

Goal: relevance without robotic English. Research tools export demand signals — they do not write titles. ESL teams fail when they paste exports wholesale into the title field.

Four layers (memorize this)

- Layer 1 — Primary phrase: one main shopper phrase early in the title if natural.
- Layer 2 — Supporting phrases: 2–4 related intents as full sentences in bullets.
- Layer 3 — Attributes: size, material, compatibility (helps humans + AI shopping assistants).
- Layer 4 — Backend terms: variants and misspellings only — never competitor brands.

ESL rules of thumb

- If you cannot say it aloud in one breath, rewrite.
- Never sacrifice a true number for a higher-volume keyword.
- Prefer long-tail clarity (“for 10–14 inch laptops”) over head-term spam.
- Re-check search term reports after 14 days; answer new confusion queries.
- When machine translation and keyword tools conflict, packaging truth wins.

Placement map

Title: primary + product type + differentiator
Bullets 1–2: primary intent + main benefit
Bullets 3–5: fit, proof, pack (secondary only if natural)
Description: scenarios + care (not keyword walls)
Backend: residual variants only

Common ESL failure modes

Synonym stacking in the title (“best premium high quality multi function”)
Copying Helium-class exports as a second title into backend
Inventing certifications to “look professional”
Mixing unit systems mid-listing (cm in title, inches in bullets)

5. Twenty-four bullet formulas + field templates

Fill brackets with locked facts only. Delete any formula that forces invention.

1. [Outcome for busy US buyer] — [material/spec] that [how it supports the outcome].
2. Designed for [persona] who need [job-to-be-done] without [pain].
3. [Dimension/pack count] so you can [practical benefit].
4. Compatible with [verified standard/model list] — confirm your model before checkout.
5. [Care instruction] to keep [surface/part] performing longer.
6. Includes [in-the-box list] — no guesswork on day one.
7. [Proof of durability] for [use context] (only if true on packaging/docs).
8. Switch from [old way] to [new way] in [time/steps] (only if honest).
9. Quiet enough for [context] / strong enough for [context] (only with true basis).
10. [Color/finish] that hides [everyday wear] while staying easy to wipe clean.
11. Grip shaped for [hand size or glove use] during [task].
12. Stores flat / nests / hangs for [small-space benefit].
13. Replacement [part] available as [SKU/name] when you need a refill.
14. From unbox to first use in [steps] — no specialty tools required (if true).
15. [Temperature / IP / load] rating as printed on the unit — not estimated.
16. Ideal gift for [occasion] when you want [specific outcome] (remove off-season).
17. Not for [explicit exclusion] — reduces wrong-fit returns.
18. Pair with [your other ASIN] for a complete [system] (your catalog only).
19. Backed by [warranty terms if offered] — see listing for coverage details.
20. Fact-checked: every number matches the insert dated [YYYY-MM].
21. Travel-ready: [weight/size] fits [bag/type] for [trip type] (only if measured).
22. For [room/space] setups where [constraint] matters more than [vanity feature].
23. Refill / reorder less often: [pack math] covers about [weeks] of typical use (honest estimate).
24. Shopper FAQ answered: [common question] — [true answer from packaging].



Title template

[Primary phrase] [Product type] for [use case] — [differentiator 1], [differentiator 2]

Example shape only: "Qi Wireless Charger for Nightstand Use — Stable Alignment, Easy-Clean Pad"

Description skeleton

Paragraph 1: who it is for + primary scenario.

Paragraph 2: care / setup / what is in the box (facts only).

Paragraph 3: exclusions ("not for...") to cut wrong-fit returns.

Operator tip: draft with formulas !' strip anything not on the fact sheet !' mobile preview !' second human checks numbers.



6. Mini case study — privacy-first listing ops

Composite scenario for teaching only (not a customer testimonial). A Shenzhen-based brand team manages 80 ASINs on Amazon.com with one bilingual merchandiser and seasonal freelancers.

Problem

- Factory English titles stuffed with synonyms; mobile CTR lagging category peers.
- Team used a shared public ChatGPT account — full line sheets left in history.
- Keyword exports pasted into backend, including competitor brands (compliance risk).

Intervention (2 weeks)

- Locked facts from packaging photos; banned medical/#1/competitor language.
- Ran the 90-minute workflow on the top 10 revenue ASINs first.
- Moved rewrites into a private optimizer path; deleted originals after process.
- Printed the expanded checklist; required dual sign-off on hero ASINs.

What “good” looked like (directional, not guaranteed)

- Cleaner mobile titles; fewer confusion-style return comments on rewritten ASINs.
- No competitor brands in backend after audit.
- Catalog text no longer living in shared public chat history.

Takeaways you can copy

Prioritize high-traffic low-CVR ASINs — not every SKU on day one.
Privacy is an ops control, not a slogan: choose tools that delete originals.
Measure 7–14 days; separate price/stock shocks from copy changes.
No ranking guarantees — English quality supports conversion; rank has many drivers.

7. Digital Dignity + free 250-word credit

Digital Dignity is a privacy-first AI Amazon listing optimizer for international sellers. It turns broken or factory English into natural US-buyer language while preserving your facts.

Claim free words (no card)

- Go to digital-dignity.com/app/?view=optimize
- Enter your email and complete verification (magic link).
- On verify, 250 FREE words are credited.
- Paste title, bullets, or description — keep specs accurate.
- Original listing text is deleted after processing.

First session (20 minutes)

- Pick your worst low-CVR ASIN · fill checklist “source of truth” · private rewrite · QA numbers · publish · measure 7–14 days.

When you outgrow free words

Word packs and Pro unlock higher volume and in-app revisions within your balance.
Start free; scale only after the English voice fits your brand. See digital-dignity.com/#pricing

Your next step

Rewrite one real ASIN with a privacy-first optimizer and your free word credit.

! digital-dignity.com/app/?view=optimize

Ready for unlimited revisions and higher volume? View Plans !'

Plans: digital-dignity.com/#pricing · Kit: digital-dignity.com/transformation-kit/ · Support: support@digital-dignity.com · Educational only; no ranking guarantees.