

Amazon Listing Audit

Stackable fabric storage bin set, 6-pack with lids • Composite listing • Home organization

Listing: [Composite listing — example report \(not a live ASIN\)](#)

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Example report. Built on a composite listing rather than a specific seller's live ASIN — the method, the section order, and the depth are identical to the report you receive for your own listing.

Overall Listing Score

47 /100

Area	Score	What we observed
Title	31/100	Spends 22 characters on "Multipurpose Versatile" — both unsearched. The set count, a high-intent qualifier with real volume, is stated only in the bullet body.
Bullets	38/100	Generic across all five. Dimensions are stated once, in inches only — shoppers cross-check bins against shelf systems, and cubby fit is the click-or-bounce fact.
Backend Terms	26/100	No room words anywhere in the field, so the listing is invisible to the dominant search pattern in the category.
Keyword Coverage	24/100	Missing "storage bins with lids" (41,000/mo), "closet organizer bins" (29,500) and "fabric storage cubes 13x13" (16,800) — the first two ranked by 3 of 3 top competitors.
Conversion Copy	72/100	The strongest area. Reviews and rating show the page closes once a shopper arrives — do not touch what is working.

Executive Summary

This listing converts and cannot be found. Review count and rating are both above category median, so the page earns the traffic it gets — the problem is upstream. The listing indexes on a narrow set of terms and misses the room- and use-specific phrasing that drives this category: "closet", "nursery", "pantry", "dorm" and "playroom" carry most of the volume in storage bins, because shoppers search the room they are standing in. None appears in the title, bullets, or backend. With a converting page, impressions are the only constraint, which makes the title the whole game here.

Title Rewrite

The verbatim current title, what's broken about it, and a paste-ready 200-char best-practice replacement.

CURRENT TITLE

Multipurpose Versatile Fabric Storage Bins Organizer Boxes Containers with Lids for Home Storage Organization

WHAT'S BROKEN

- "Multipurpose Versatile" spends 22 characters on two unsearched words.
- No room words — "closet", "nursery", "pantry" carry most of this category's volume.
- The set count is absent; "set of 6" and "6 pack" are high-intent qualifiers.
- No dimension, so the cubby-compatibility question goes unanswered before the click.

REWRITTEN TITLE (124 OF 200 CHARS)

Storage Bins with Lids Set of 6 - Stackable Fabric Cube Organizers for Closet, Nursery, and Pantry, Fits 13x13 Cubby Shelves

Why it wins the impression: The set count moves into the title as a high-intent qualifier, three room words pick up the volume the listing was blind to, and the cubby dimension answers the compatibility question before the click. "Multipurpose Versatile" is deleted — 22 characters returned to terms with actual volume.

Bullet Rewrites (Benefit-First)

Each bullet opens with the buyer outcome, then the supporting specifics — paste-ready for Seller Central.

Bullet #1

CURRENT

VERSATILE STORAGE: These storage bins are great for organizing any room in your home or office.

REWRITTEN (BENEFIT-FIRST)

FITS STANDARD 13x13 CUBBY SHELVES: Sized to slide into the cube shelving you already own, with a half-inch of clearance so a full bin still pulls out one-handed.

Why it converts: Leads with the compatibility fact that decides the click and captures "fabric storage cubes 13x13" (16,800/mo). "Any room" was reaching for every shopper and landing with none.

Bullet #2

CURRENT

DURABLE MATERIAL: Made from high quality non-woven fabric with reinforced construction for long lasting use.

REWRITTEN (BENEFIT-FIRST)

STACKS THREE HIGH WITHOUT BUCKLING: Rigid board in the base and all four walls, so a loaded bin holds its shape on a closet shelf instead of slumping into the one below it.

Why it converts: Converts "durable" into the specific failure it prevents and indexes on "stackable storage bins" (12,600/mo).

Bullet #3

CURRENT

WITH LIDS: Each storage bin includes a lid to keep contents clean and dust free at all times.

REWRITTEN (BENEFIT-FIRST)

LIDS KEEP SEASONAL STUFF CLEAN: Attached lids seal out dust for the sweaters and holiday decor that sit untouched for eight months, and fold back flat for the bins you open daily.

Why it converts: Names what actually goes in the bins. Covers both use modes, which pre-empts the "lids get in the way" review.

Bullet #4

CURRENT

EASY ASSEMBLY: Simple to assemble and fold flat when not in use for convenient storage.

REWRITTEN (BENEFIT-FIRST)

FOLDS FLAT IN SECONDS: Collapses to under two inches between moves or seasons – a real consideration in a dorm room or a small apartment.

Why it converts: Gives the number instead of the adjective and picks up "dorm room storage" (7,800/mo), which only 1 of 3 competitors ranks for.

Bullet #5

CURRENT

SET OF 6: You receive six storage bins in this set for all your organization needs.

REWRITTEN (BENEFIT-FIRST)

SIX BINS DOES A WHOLE CLOSET: Enough to finish a reach-in closet, a nursery wall, or a pantry shelf in one pass, instead of buying two sets a month apart and finding the colour has shifted.

Why it converts: Reframes the count as a completed job and names the dye-lot risk, which is the reason people buy the larger set. Adds "nursery storage bins" (13,200/mo).

Backend Search Terms

Paste into Seller Central → Edit Listing → Keywords → Search Terms. This set uses 162 bytes of the 250-byte budget.

cubby cube organiser containers baskets toy chest linen shelf tote playroom
laundry apartment small space seasonal decor sweater bin foldable collapsable
open top

Why these: No repeats, no punctuation, no competitor brand names. Carries the British spelling "organiser" and the common misspelling "collapsable", neither of which Amazon auto-corrects, plus the room and use-case words that did not fit the title — "playroom", "laundry", "toy chest". Also picks up "collapsible storage boxes set of 6" (4,100/mo).

Keyword Gaps

Search terms with real monthly volume that appear nowhere in your title, bullets, or backend field — so your listing cannot surface for them today. Volume and competition are measured, not estimated; placement is our recommendation.

Keyword	Searches/mo	Competition	Where to place it
storage bins with lids	41,000	High	Title (moved forward)
closet organizer bins	29,500	Medium	Title (added) + bullet 1
fabric storage cubes 13x13	16,800	Medium	Title (added) + bullet 1
nursery storage bins	13,200	Low	Title (added) + bullet 5
stackable storage bins	12,600	Medium	Title (added) + bullet 2
pantry organization bins	9,400	Low	Title (added)
dorm room storage	7,800	Low	Bullet 4 + backend
collapsible storage boxes set of 6	4,100	Low	Title + bullet 4

Competitor Benchmarks

Competing listings in your category with patterns worth adapting.

Category leader — 6-pack cube bins with lids • \$29.99

What they do well: Front-loads "storage bins with lids" (41,000/mo) and puts "set of 6" in the first eight words. Ranks for all three of the 3-of-3 gap keywords this listing misses.

TITLE PATTERN TO ADAPT

[Primary keyword] [Set count] - [Form factor] for [Room], [Room], and [Room],
[Dimension fit]

Nursery-focused challenger — soft-sided bins • \$24.95

What they do well: Owns a single room word hard, ranking for "nursery storage bins" (13,200/mo) with a matching lifestyle main image. Narrower reach, far better conversion on the traffic it gets.

TITLE PATTERN TO ADAPT

[Room] [Primary keyword] - [Set count], [Safety or material claim], [Dimension]

Value stacker — collapsible fabric cubes • \$19.99

What they do well: States the cubby dimension in the title and shows a bin inside a cube shelf as the main image — the compatibility objection answered in copy AND in the photo, which copy alone can only half-address.

TITLE PATTERN TO ADAPT

[Form factor] [Primary keyword] [Dimension] - [Set count], [Storage benefit]

Prioritized Fix List

If you do nothing else this week, do these. Listed in order of impact.

Priority	Fix	Expected impact
1	Change the title first.	With a converting page, impressions are the constraint, and the title moves impressions faster than anything else.
2	Add the room words to the backend field the same day.	Indexing on the dominant search pattern in the category. No conversion risk in an invisible field.
3	Ship the bullets after 14 days and watch session-to-purchase, not just rank.	Protects a page that already converts — you want to see the bullets' effect isolated from the title's.
4	Re-shoot the main image with a bin sitting in a cube shelf.	The compatibility question is the top objection and copy can only half-answer it.

100% money-back guarantee. If you implement the rewrites in this audit and don't see measurable improvement to your listing's search visibility within 30 days, reply to your delivery email and we'll refund your \$79 — no questions, no forms.