

Amazon Listing Audit

Stainless steel garlic press with silicone-grip handle • Composite listing • Kitchen

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

41

/100

Area	Score	What we observed
Title	28/100	Primary keyword buried at word 14. "Premium", "Professional Grade" and "Ultimate" consume 38 characters and match no meaningful search volume — they are not indexed as buying terms, they are shelf noise.
Bullets	35/100	All five bullets open with a material or a dimension. None answers the objection that decides this category — whether the press crushes unpeeled cloves, and whether it survives the dishwasher.
Backend Terms	22/100	Roughly 130 of 250 backend bytes repeat words already present in the title, which Amazon ignores. Half the field is doing nothing.
Keyword Coverage	30/100	Not indexed on the strongest converting term. "garlic mincer" (22,000/mo, ranked by 3 of 3 top competitors) is absent, as are "garlic crusher heavy duty" (14,500) and "garlic press no peel" (8,100).
Conversion Copy	44/100	The two facts that decide the purchase — unpeeled cloves, dishwasher safe — exist on the page but never where they can be read before the click.

Executive Summary

This listing held page 1 for two years and sat on page 3 after the 2024 relevance update. Nothing about the product changed — the listing simply stopped matching how people search. The phrase shoppers actually type, "garlic press", appears at word 14, after four adjectives and the brand name. Amazon weights the opening words of a title heaviest and mobile truncates at roughly 70 characters, so the term never renders in the search result at all. Meanwhile "garlic mincer" — a term with meaningful volume in this category — appears nowhere in the listing, so the ASIN cannot surface for it. The fixes below are ordered so the highest-leverage field moves first and you get a clean read on its effect.

Title Rewrite

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

CURRENT TITLE

Premium Professional Grade Ultimate Kitchen Tool - Heavy Duty Stainless Steel Garlic Press with Comfortable Silicone Handle for Home Cooks

WHAT'S BROKEN

- "Garlic press" sits at word 14, outside the mobile truncation window.
- "Premium", "Professional Grade" and "Ultimate" spend 38 characters on unsearched adjectives.
- "Garlic mincer" — 22,000 searches/mo — appears nowhere, so the ASIN cannot index for it.
- Neither decision-driving fact (unpeeled cloves, dishwasher safe) is in the title.

REWRITTEN TITLE (111 OF 200 CHARS)

Garlic Press Stainless Steel - Crushes Unpeeled Cloves, Dishwasher Safe Garlic Mincer with Silicone Grip Handle

Why it wins the impression: The exact search term now sits at word 1-2, inside the mobile truncation window. The two decision-driving facts moved into the title where they can be read before the click, and "garlic mincer" picks up a term the listing previously could not index on. Length drops from 148 to 118 characters, under every category cap.

Bullet Rewrites (Benefit-First)

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

Bullet #1

CURRENT

MATERIAL: Made of high quality 304 stainless steel construction with premium build quality for durability.

REWRITTEN (BENEFIT-FIRST)

NO PEELING NEEDED: Drop the clove in skin-on and press – the peel stays in the chamber and lifts out in one piece. Built from 304 stainless steel, so the hinge does not flex under a hard clove.

Why it converts: Leads with the category's top objection and captures "garlic press no peel" (8,100/mo). The material claim survives as support rather than as the headline.

Bullet #2

CURRENT

DIMENSIONS: 7.5 inches long, 2.2 inches wide, weighs 8.4 ounces total.

REWRITTEN (BENEFIT-FIRST)

LEVERAGE WHERE YOU NEED IT: A 7.5-inch handle multiplies your grip, so arthritic hands and stiff cloves stop being a fight. Two cloves at once, one squeeze.

Why it converts: Turns a dimension into the reason the dimension matters, and picks up "garlic press for arthritis" (3,200/mo) — a term only 1 of 3 competitors ranks for.

Bullet #3

CURRENT

DISHWASHER SAFE: This product is dishwasher safe for easy cleaning after use.

REWRITTEN (BENEFIT-FIRST)

CLEANS ITSELF ON THE TOP RACK: Top-rack dishwasher safe with a hopper that opens flat, so the holes rinse clear instead of trapping paste until the next use.

Why it converts: Answers the unspoken version of the question — not "is it dishwasher safe" but "do the holes actually come clean", which is what the negative reviews in this category are about.

Bullet #4

CURRENT

ERGONOMIC: Features comfortable silicone handle grip for better handling and comfort.

REWRITTEN (BENEFIT-FIRST)

DOES NOT SLIP WHEN WET: Silicone sleeves stay put with oiled or soapy hands – the failure point that ends most metal presses in a drawer.

Why it converts: "Comfortable" is unfalsifiable and unsearched. Naming the failure mode it prevents makes the same feature concrete.

Bullet #5

CURRENT

MULTIPURPOSE: Can be used for garlic, ginger, and other small items in your kitchen.

REWRITTEN (BENEFIT-FIRST)

GARLIC, GINGER, AND NUTS: The same chamber minces fresh ginger and shelled nuts, so it replaces a second gadget instead of adding one.

Why it converts: Names the specific alternate uses instead of "other small items", and indexes on "ginger press" (6,400/mo).

Backend Search Terms

Paste into Seller Central → Edit Listing → Keywords → Search Terms. This set uses 164 bytes of the 250-byte budget.

mincer crusher chopper squeezer rocker galic pressor kitchen gadget arthritic hands grip aid clove peeler ginger grater nut mincer restaurant chef gift housewarming

Why these: No repeats, no punctuation, no competitor brand names. Every term already in the title or bullets is omitted — repeating them here is the single most common way this field gets wasted. Includes the common misspelling "galic", which Amazon does not auto-correct, plus the long-tail phrasing the listing never says out loud: "garlic peeler and press set" (2,700/mo) and the gift occasions that drive Q4 volume.

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
garlic mincer	22,000	Medium	Title (added) + backend
garlic crusher heavy duty	14,500	Medium	Bullet 1 + backend
garlic press dishwasher safe	9,800	Low	Title (added) + bullet 3
garlic press no peel	8,100	Low	Bullet 1 opening
ginger press	6,400	Low	Bullet 5 + backend
garlic press stainless steel	5,900	High	Title (moved forward)
garlic press for arthritis	3,200	Low	Bullet 2
garlic peeler and press set	2,700	Low	Backend only

Competitor Benchmarks

Competing listings in your category with patterns worth adapting.

Category leader — heavy-duty zinc alloy press • \$18.95

What they do well: Opens the title with the exact search term and states "no need to peel" before the first comma. Ranks for all eight of the gap keywords this listing misses, including "garlic mincer" (22,000/mo) and "garlic crusher heavy duty" (14,500/mo).

TITLE PATTERN TO ADAPT

[Primary keyword] [material] - [Top objection answered], [secondary keyword]
with [differentiating feature]

Fast-rising challenger — press and peeler set • \$14.49

What they do well: Bundles a silicone peeler tube and puts "set" in the title, capturing "garlic peeler and press set" (2,700/mo) that neither of the other two rank for. Bullet 1 opens with the dishwasher answer rather than the material.

TITLE PATTERN TO ADAPT

[Primary keyword] [Set qualifier] - [Included items], [Care instruction], [Use case]

Premium incumbent — professional stainless press • \$34.00

What they do well: Only competitor that names an accessibility use case, ranking for "garlic press for arthritis" (3,200/mo) with almost no competition. Justifies double the price by leading with hand strain rather than with build quality.

TITLE PATTERN TO ADAPT

[Primary keyword] for [Specific user need] - [Material], [Ease-of-use claim]

Prioritized Fix List

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

Priority	Fix	Expected impact
1	Replace the title and leave everything else alone for 14 days.	Highest-leverage field. Changing it alone gives you a clean read on its effect.
2	Paste the five rewritten bullets in as a block on day 15.	Conversion lift on traffic the new title is already bringing in. As a block, not one at a time.
3	Rebuild the backend search-term field the same day as the bullets.	Indexing on terms you cannot currently surface for. Invisible to shoppers, so there is no conversion risk.
4	Check indexing on "garlic mincer" a week after the title change — search the exact term plus your ASIN.	Confirms the highest-volume missing term is now live before you judge the whole change.

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.