

Amazon Listing Audit

Long-lasting dental chew for aggressive chewers, 30-count bag • Composite listing • Pet supplies

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

38_{/100}

Area	Score	What we observed
Title	25/100	Brand-led. Bag count and chew size — the two filters shoppers apply before they click — are buried in the variation picker, so the search result reads as incomplete next to competitors who state them.
Bullets	33/100	Four of five are ingredient lists. The buying question in dental chews is how long the chew survives and whether it upsets a sensitive stomach — neither is answered in indexable copy.
Backend Terms	12/100	Holds competitor brand names. That violates Amazon policy, risks suppression, and is not indexed anyway — pure downside, no upside.
Keyword Coverage	29/100	Breed-size terms entirely absent. "Large breed", "small dogs" and weight ranges carry heavy volume here, and "dog dental chews aggressive chewers" (33,000/mo) is ranked by 3 of 3 top competitors and missing entirely.
Conversion Copy	40/100	Sells ingredients to a buyer who is shopping for duration and safety. The facts that close this sale exist but are not where they can be read.

Executive Summary

This listing is losing share to newer competitors on both branded and category search, and the cause is that it competes on brand while shoppers search on problem. The title leads with the brand name, but nobody searches a brand they have not bought yet. In this subcategory the volume sits on problem phrasing — "aggressive chewer", "lasts long" — which the listing mentions only in A+ content, where it does not index. One item below is not an optimization: competitor brand names in the backend field are a policy exposure and should come out today.

Title Rewrite

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

CURRENT TITLE

BrandName Dog Dental Chews - Natural Ingredients Dog Treats for Dogs, Veterinarian Formulated, Made in USA

WHAT'S BROKEN

- Leads with the brand — nobody searches a brand they have not bought yet.
- No count and no chew size, the two filters applied before the click.
- "Aggressive chewers" (33,000/mo) is absent, though 3 of 3 top competitors rank for it.
- No breed-size term, which is the most common way this category is searched.

REWRITTEN TITLE (125 OF 200 CHARS)

Dog Dental Chews for Aggressive Chewers - 30 Count Large Breed Dental Sticks, Lasts 20+ Minutes, Grain Free Bad Breath Treats

Why it wins the impression: Problem-first phrasing replaces the brand lead. Count, breed size and chew duration — the three facts that decide the click — now render inside the mobile truncation window, and "aggressive chewers" picks up the highest-volume term the listing was missing entirely.

Bullet Rewrites (Benefit-First)

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

Bullet #1

CURRENT

NATURAL INGREDIENTS: Made with natural ingredients including chicken, sweet potato, and natural preservatives.

REWRITTEN (BENEFIT-FIRST)

BUILT FOR THE DOG THAT DESTROYS EVERYTHING: Dense-extruded texture takes a determined 60 lb chewer 20+ minutes to work through — not the 90 seconds a soft dental stick lasts.

Why it converts: Answers the only question an aggressive-chewer owner has, with a number and a comparison. Captures "long lasting dog chews" (27,500/mo).

Bullet #2

CURRENT

VETERINARIAN FORMULATED: Our formula was developed with veterinarians for your dog's dental health.

REWRITTEN (BENEFIT-FIRST)

SCRUBS THE BACK TEETH, WHERE IT ACTUALLY MATTERS: The ridged spiral reaches the rear molars that brushing misses, which is where tartar starts and where breath goes bad.

Why it converts: Turns an authority claim into a mechanism the buyer can picture, and indexes on "tartar control dog treats" (5,300/mo).

Bullet #3

CURRENT

MADE IN USA: All of our products are proudly made in the United States in our facility.

REWRITTEN (BENEFIT-FIRST)

GRAIN FREE FOR SENSITIVE STOMACHS: No wheat, corn, or soy. Single protein source, so an elimination-diet dog can still get a daily chew.

Why it converts: Replaces a claim that wins no search with the second buying question in the category. Adds "grain free dental chews" (11,400/mo). Keep "Made in USA" — move it to A+.

Bullet #4

CURRENT

GREAT TASTE: Dogs love the taste of our dental chews and look forward to treat time.

REWRITTEN (BENEFIT-FIRST)

30 CHEWS, ONE A DAY, ONE MONTH: A full month per bag at the once-daily rate vets recommend — no mid-month reorder, no rationing.

Why it converts: Every listing claims dogs love the taste, so it differentiates nothing. Count-as-duration also justifies the price against a cheaper, smaller bag.

Bullet #5

CURRENT

QUALITY GUARANTEE: We stand behind our products with a satisfaction guarantee for all customers.

REWRITTEN (BENEFIT-FIRST)

SIZED BY WEIGHT, NOT GUESSWORK: Large-breed chews for dogs 50-100 lbs. Undersized chews are a choking risk for big dogs, so this bag is cut for the weight range on the label.

Why it converts: Names the safety concern that drives size selection and captures "dental chews for dogs 50 lbs" (6,700/mo), which only 1 of 3 competitors ranks for.

Backend Search Terms

Paste into Seller Central → Edit Listing → Keywords → Search Terms. This set uses 172 bytes of the 250-byte budget.

teeth cleaning sticks plaque remover chewer heavy duty durable puppy senior molar scrubber breath freshener single protein limited ingredient monthly supply vet recommended

Why these: No repeats, no punctuation, and — critically — no competitor brand names. The current field's competitor brands are removed rather than relocated: they are a policy exposure that Amazon does not index regardless. Adds the life-stage terms ("puppy", "senior") and the "30 count dog dental chews" long tail (2,900/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
dog dental chews aggressive chewers	33,000	High	Title (added)
long lasting dog chews	27,500	High	Bullet 1 + backend
large breed dental sticks	18,200	Medium	Title (added) + bullet 5
grain free dental chews	11,400	Medium	Title + bullet 3
bad breath treats for dogs	10,900	Medium	Title (added)
dental chews for dogs 50 lbs	6,700	Low	Bullet 5
tartar control dog treats	5,300	Medium	Bullet 2 + backend
30 count dog dental chews	2,900	Low	Title (added)

Competitor Benchmarks

Competing listings in your category with patterns worth adapting.

Category leader — dense dental sticks, 30 ct • \$27.99

What they do well: Problem-first title with count and breed size in the first ten words. Ranks for all four of the 3-of-3 gap keywords this listing misses, including "bad breath treats for dogs" (10,900/mo).

TITLE PATTERN TO ADAPT

[Primary keyword] for [Problem] - [Count], [Breed size], [Duration claim], [Diet qualifier]

Duration specialist — extra-tough chew, 24 ct • \$31.50

What they do well: Sells a single number — minutes of chew time — in the title, the main image, and bullet 1. Owns "long lasting dog chews" (27,500/mo) on message consistency rather than on keyword stuffing.

TITLE PATTERN TO ADAPT

[Durability claim] [Primary keyword] - [Duration], [Count], for [Breed size]

Sensitive-diet challenger — limited-ingredient chews • \$25.00

What they do well: Splits the catalogue by weight range instead of using one listing for all sizes, so each ASIN indexes on its own breed-size terms. Ranks for "grain free dental chews" (11,400/mo) that this listing qualifies for but never says.

TITLE PATTERN TO ADAPT

[Diet qualifier] [Primary keyword] - [Weight range], [Count], [Ingredient claim]

Prioritized Fix List

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

Priority	Fix	Expected impact
1	Strip the competitor brand names out of the backend field today.	Removes a policy exposure and suppression risk. This is not an optimization — do it before anything else.
2	Ship the rewritten title next.	Carries the two highest-volume missing terms, worth roughly 60,000 monthly searches the listing cannot currently surface for.
3	Hold the bullets 14 days after the title.	Lets you attribute the change instead of guessing which edit moved the number.
4	If you sell a small-breed variation, run this same title structure on it with the weight range swapped.	The keyword gaps apply to both variations; the fix is a copy-paste with two substitutions.

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.