

Let Us Make Your Listing Better, So You Can Sell More

In a crowded Amazon marketplace, your product listing isn't just a description — it's your pitch, your branding, and your first impression all rolled into one. A great product deserves a great listing — and at **SpectrumBPO**, we specialize in helping Amazon sellers make every word and image count.

As a leading [ecommerce agency](#) based in Richardson, SpectrumBPO has helped hundreds of Amazon sellers optimize their listings for better visibility, higher conversion rates, and ultimately — more sales. Here's how we helped one fast-growing supplement brand go from struggling to standout through expert listing transformation.

Case Study: How SpectrumBPO Rebuilt a Listing That Tripled Sales in 60 Days

Client: NaturalCore Supplements

Category: Health & Wellness

Challenge: Despite offering a premium immunity-boosting supplement, NaturalCore saw stagnant sales and high bounce rates. Their listing lacked SEO-optimized content, high-quality imagery, and A+ content.

Solution by SpectrumBPO Experts:

After a detailed listing audit, our **amazon product listing services** team developed a custom upgrade plan focused on four key areas:

- **Keyword-Driven Copywriting:** We rewrote titles, bullet points, and descriptions based on high-volume keywords using in-depth competitor and SERP analysis.
- **Visual Overhaul:** Our graphics team designed new lifestyle images, infographics, and an engaging main image aligned with Amazon's latest CTR trends.
- **A+ Content Integration:** We created visually branded modules showcasing benefits, usage, and ingredients in a mobile-first layout.
- **Backend Optimization:** Our team optimized the back-end search terms, subject matter, and product targeting to increase organic reach.

Results After 60 Days:

- Sales grew by **312%**
- Conversion rate increased by **29%**

- Organic search visibility improved significantly, with the product ranking on **Page 1 for 9 target keywords**

Why SpectrumBPO?

With over a decade of experience helping sellers scale across Amazon, Walmart, and eBay, SpectrumBPO isn't just another agency. We're an **ecommerce growth partner** built to deliver data-driven results. Our listing experts, SEO strategists, graphic designers, and catalog specialists work together to ensure that your product not only looks great but sells better.

Whether you're launching a new product or trying to revive a stagnant one, our [amazon product listing services](#) are designed to improve every inch of your product detail page — from SEO to imagery to backend optimization.

Ready to Sell More? Let's Get Started

Your product deserves better than a generic listing. With SpectrumBPO, you'll have a team of experts who understand Amazon inside and out. Let us upgrade your listing, so you can focus on what matters most — growing your brand and selling more.

Useful resources :

[what is the best platform for dropshipping as a college student](#)