

Amazon Consulting Experts for Listing, PPC & SEO

Case Study Powered by SpectrumBPO – Ecommerce Growth Agency in Richardson, TX

Scaling an Amazon business isn't just about having great products—it's about visibility, optimized listings, data-driven advertising, and smart keyword targeting. Sellers often struggle to get all of this right, especially in today's ultra-competitive marketplace. After 30 days of strategic restructuring, their [amazon ppc services](#) led to a **41% increase in ROAS (Return on Ad Spend)** and a **22% drop in ACoS (Advertising Cost of Sale)**.

This is where **Amazon consulting experts for listing, PPC & SEO** play a game-changing role. One such success story comes from SpectrumBPO, a results-driven **Ecommerce Growth Agency based in Richardson**, Texas, that has been helping sellers dominate Amazon with a full suite of tailored services.

Case Study: From Hidden Gem to Best-Seller — A Real Client Transformation

Client Overview

The client, a Texas-based health and wellness brand, launched its Amazon store in early 2023. Despite having premium-quality supplements, they were virtually invisible in search results and losing money on poorly optimized ad campaigns.

The brand reached out to SpectrumBPO for comprehensive Amazon consulting services, specifically looking to fix their listings, restructure PPC campaigns, and boost organic traffic through SEO. Their goal? Achieve visibility, conversion, and scalable ROI.

Step 1: Listing Audit and Optimization

SpectrumBPO assigned a dedicated [amazon listing expert](#) to analyze each product page. Within the first week, the team:

- Conducted an A+ Content audit
- Rewrote titles, bullet points, and descriptions based on high-volume keyword research
- Integrated persuasive copywriting that aligned with buyer psychology

By the end of week two, conversions increased by **32%**, and the client started seeing better click-through rates, even before major ad spend.

Step 2: PPC Optimization

The brand was initially running auto campaigns that drained budgets with low returns. SpectrumBPO's ad team stepped in and implemented:

- Manual keyword targeting for proven, high-converting terms
 - Negative keyword filters to eliminate wasteful spending
 - A/B tested Sponsored Product and Brand Ads
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Step 3: Organic Traffic Through SEO

To achieve long-term visibility, SpectrumBPO deployed their [amazon seo specialist](#) team. Through in-depth competitor analysis and backend keyword enhancements, they positioned the brand for sustained ranking improvements.

By the third month:

- 6 out of 10 core products ranked on page one for high-volume keywords
 - Organic sales outperformed paid sales for the first time
 - The brand saw a 54% overall increase in monthly revenue
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Why SpectrumBPO Stands Out

What makes SpectrumBPO different isn't just their technical know-how—it's their **in-house team of 400+ ecommerce specialists** working closely with sellers to create **data-driven, customized Amazon strategies**. Their services go beyond theory and are rooted in real execution that delivers results.

Whether you're launching a new brand or scaling an existing one, SpectrumBPO provides the depth of insight and execution that only true **Amazon consulting experts for listing, PPC & SEO** can offer.

Ready to grow your brand with proven Amazon strategies? SpectrumBPO is the partner you need.

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[amazon business vs seller account](#)