SEMrush expands to Amazon with Sellerly for product page testing

SEMrush is a popular competitive intelligence platform used by search marketers. The company, recently infused with $40 million in funding to expand beyond Google, Bing and Yahoo insights, has launched a new product called Sellerly specifically for Amazon sellers.

What is Sellerly? Announced Monday, Sellerly designed to give Amazon sellers the ability to split test product detail pages.

“By introducing Sellerly as a seller’s buddy in Amazon marketing, we hope to improve hundreds of existing Amazon sellers’ strategies,” said SEMrush Chief Strategy Officer Eugene Levin in a statement. “Sellerly split testing is only the first step here. We’ve already started to build a community around the new product, which is very important to us. We believe that by combining feedback from users with our leading technology and 10 years of SEO software experience, we will be able to build something truly exceptional for Amazon sellers.”

How does it work? Sellerly is currently free to use. Amazon sellers connect their Amazon accounts to the tool in order to manage their product pages. Sellers can make changes to product detail pages to test against the controls. Sellerly collects data in real time and sellers can then choose winners based on views and conversions.

Sellers can run an unlimited number of tests.

Why we should care. Optimized product detail pages on Amazon is a critical aspect of success on the platform. As Amazon continues to generate an increasing share of e-commerce sales

for merchants big and small, and competition only increases, product page optimization becomes even more critical. Amazon does not support AB testing natively. Sellerly is not the first split test product for Amazon product pages to market. Splitly (paid), Listing Dojo (free) are two others that offer similar split testing services.

About The Author

Ginny Marvin is Third Door Media's Editor-in-Chief, managing day-to-day editorial operations across all of our publications. Ginny writes about paid online marketing topics including paid search, paid social, display and retargeting for Search Engine Land, Marketing Land and MarTech Today. With more than 15 years of marketing experience, she has held both in-house and agency management positions. She can be found on Twitter as @ginnymarvin.
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