

Amazon A10 Algorithm – How Product Ranking Really Works

Amazon A10 is Amazon's latest and most refined **search ranking algorithm**. Its main goal is simple:

☞ **Show buyers the most relevant, trustworthy, and high-converting products.**

Unlike older systems, A10 strongly prioritizes **organic growth, customer trust, and seller credibility** over heavy dependence on paid advertisements.

Core Factors of Amazon A10 Algorithm

Amazon A10 evaluates products using a combination of **performance, relevance, and buyer behavior**:

1 Keyword Relevance & Listing Optimization

Amazon scans your:

- Product title
- Bullet points
- Description
- Backend search terms

Listings that are **clean, keyword-optimized, and buyer-focused** rank higher.

2 Organic Sales Velocity

A10 prefers **real organic sales** over ad-driven spikes.
Consistent daily sales signal product demand and stability.

3 Conversion Rate (CR)

If 100 people visit your listing and many buy, Amazon:

- Pushes your product higher
- Shows it on page 1 & recommended sections

Better images, reviews, and pricing = higher CR.

4 Click Through Rate (CTR)

Listings that receive **more clicks from search results** gain priority. Strong main image, title clarity, and star rating play a major role.

5 Ratings & Reviews Quality

Amazon values:

- Verified purchases
- Natural review patterns
- Genuine customer feedback
- Consistent rating growth

High-quality reviews directly improve **trust + conversion**.

6 Seller Performance & Account Health

Includes:

- On-time dispatch
- Low cancellation & return rate
- Good seller feedback
- Policy compliance

Healthy sellers are rewarded with better visibility.

7 Customer Engagement Signals

Amazon tracks:

- Time spent on listing
- Q&A activity
- Repeat purchases
- Wishlist adds

Higher engagement = stronger ranking signals.

How The Melfort Group Works According to Amazon A10 Algorithm

At **The Melfort Group**, we don't use shortcuts.
Our strategy is **100% aligned with Amazon A10 principles**, focusing on **safe, organic, and sustainable growth**.

◆ **Step 1: Listing & Keyword Audit**

We analyze:

- Keyword indexing
- Search term gaps
- Competitor positioning
- Conversion weaknesses

Then we optimize your listing for **maximum relevance + buyer appeal**.

◆ **Step 2: Controlled Organic Traffic**

We drive **real buyer behavior**, not bots:

- Natural search-based discovery
- Product page visits
- Genuine browsing patterns

This improves **CTR and engagement metrics**.

◆ **Step 3: Authentic Ratings & Reviews Growth**

We help generate:

- Verified purchase reviews
- Multiple buyer profiles
- Different locations & networks
- Natural timing patterns

This builds **trust, social proof, and conversion power**.

◆ **Step 4: Sales Velocity Stabilization**

Instead of sudden spikes, we focus on:

- Daily consistent orders
- Gradual volume increase
- Category-safe pacing

Amazon sees this as **healthy demand**, boosting rank safely.

◆ Step 5: Conversion Optimization

We improve:

- Buyer confidence
- Review-to-sale ratio
- Listing clarity

Result: **More sales from the same traffic.**

◆ Step 6: Long-Term Ranking & Brand Trust

Our approach ensures:

- Sustainable keyword ranking
 - Reduced dependency on ads
 - Strong brand authority
 - Account safety
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Why Choose The Melfort Group

- ✓ Algorithm-compliant strategy
- ✓ Real buyer behavior focus
- ✓ Organic visibility growth
- ✓ Safe for Amazon, Flipkart & Meesho
- ✓ Long-term ranking, not temporary boosts

M *We don't fight the algorithm — we work with it.*

🚀 Grow visibility. Build trust. Rank sustainably with The Melfort Group.