

Pet Supplies SQP Search Diagnostic

A sample North Star deliverable showing how seeded SQP-style query data can turn search-performance rows into a practical merchandising and content decision.

Input level

Amazon SQP search-performance data

Confidence

85%

Evidence

128 rows

Smallest credible move

Create one calm-travel PDP variant for the highest-impression comfort queries, then monitor purchase-share movement before changing bids.

Synthetic sample. No customer records, seller data, or live marketplace records are included.

Executive summary

- The seller is visible on functional dog travel queries but loses purchase share when the query includes comfort or anxiety language. This points to a persuasion problem, not a pure ranking problem.
- The strongest move is to rewrite the PDP around calm travel proof: crate fit, washable liner, and dog comfort evidence should appear before generic durability claims.

Evidence footprint

- Seeded SQP-style weekly query rows for dog travel bag, pet carrier washable liner, and anxious dog car travel terms.
- PDP claim review for durability, comfort, size guidance, and care instructions.
- Synthetic review objections around fit, cleaning, and nervous pets.

Method notes

- Method: `sqp_query_diagnostics` + `share_gap` + `evidence_support`
- Source mix: Seeded SQP query rows
- North Star compares seller share across impressions, clicks, cart adds, and purchases to locate where the query breaks down.
- This sample uses seeded synthetic SQP data only. It is not connected to Seller Central.

Risks to watch

- SQP-style data identifies where the seller leaks demand, but it does not prove which creative change will fix the leak.
 - If competitor price gaps widen, PDP improvements may protect conversion but not fully recover purchase share.
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Evidence excerpts

- Comfort-led queries hold impressions, but brand purchase share drops after cart add.
 - Reviews mention that nervous dogs settle faster when the liner is soft and easy to wash.
 - Competitor pages answer size and cleaning questions earlier than the seeded seller page.
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North Star synthetic sample

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