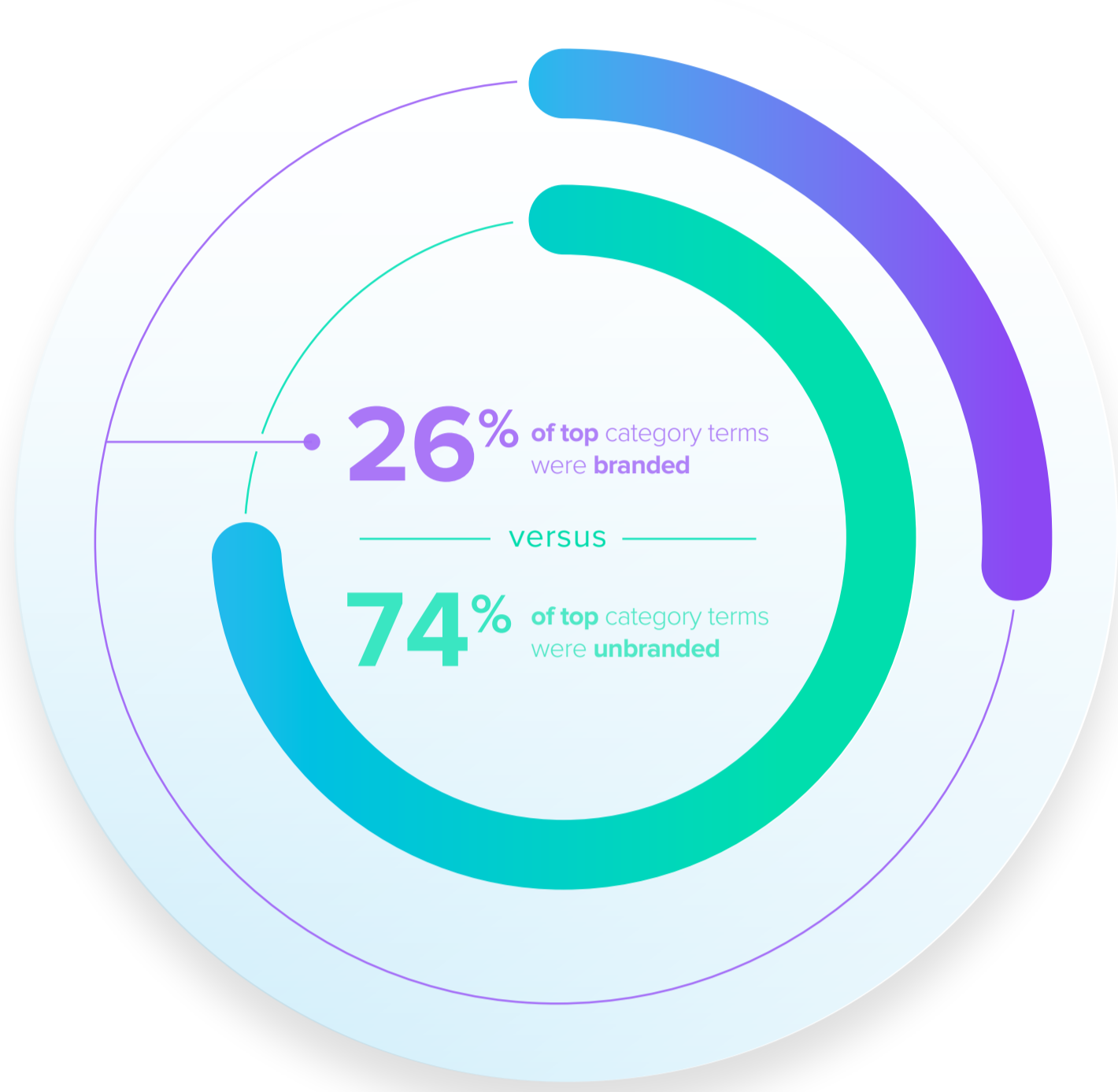


# Search Behavior and Content Metrics - Clothing, Shoes, and Jewelry

**15.2% of the top 100,000 terms** on Amazon are in the clothing category

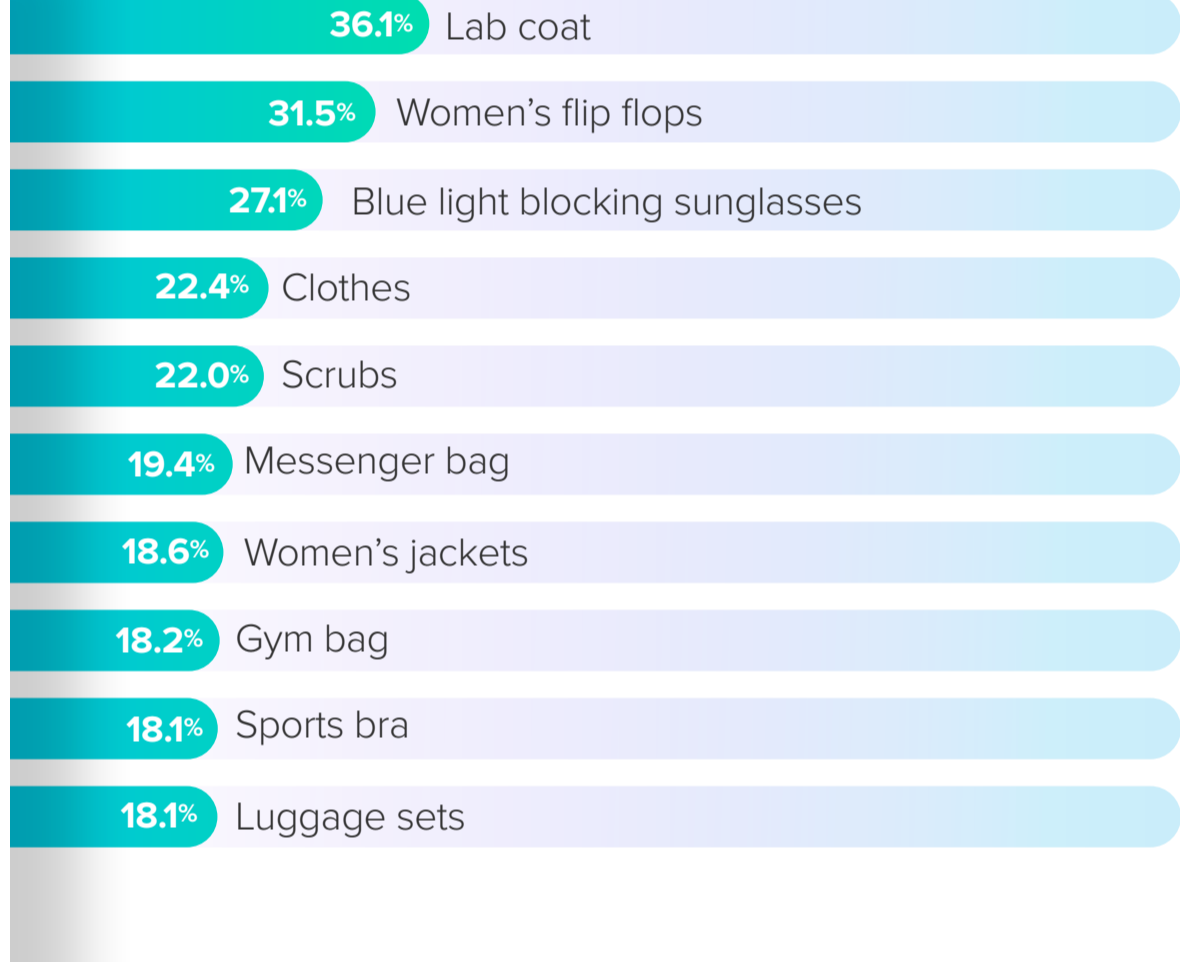
Clothing is a popular, but fragmented category on Amazon. Most clothing consumers on Amazon don't know which brand they want to buy from initially.

Of the **top 1000 category terms** searched on Amazon in Clothing, Shoes, and Jewelry **26% were branded** vs. **74% unbranded**.

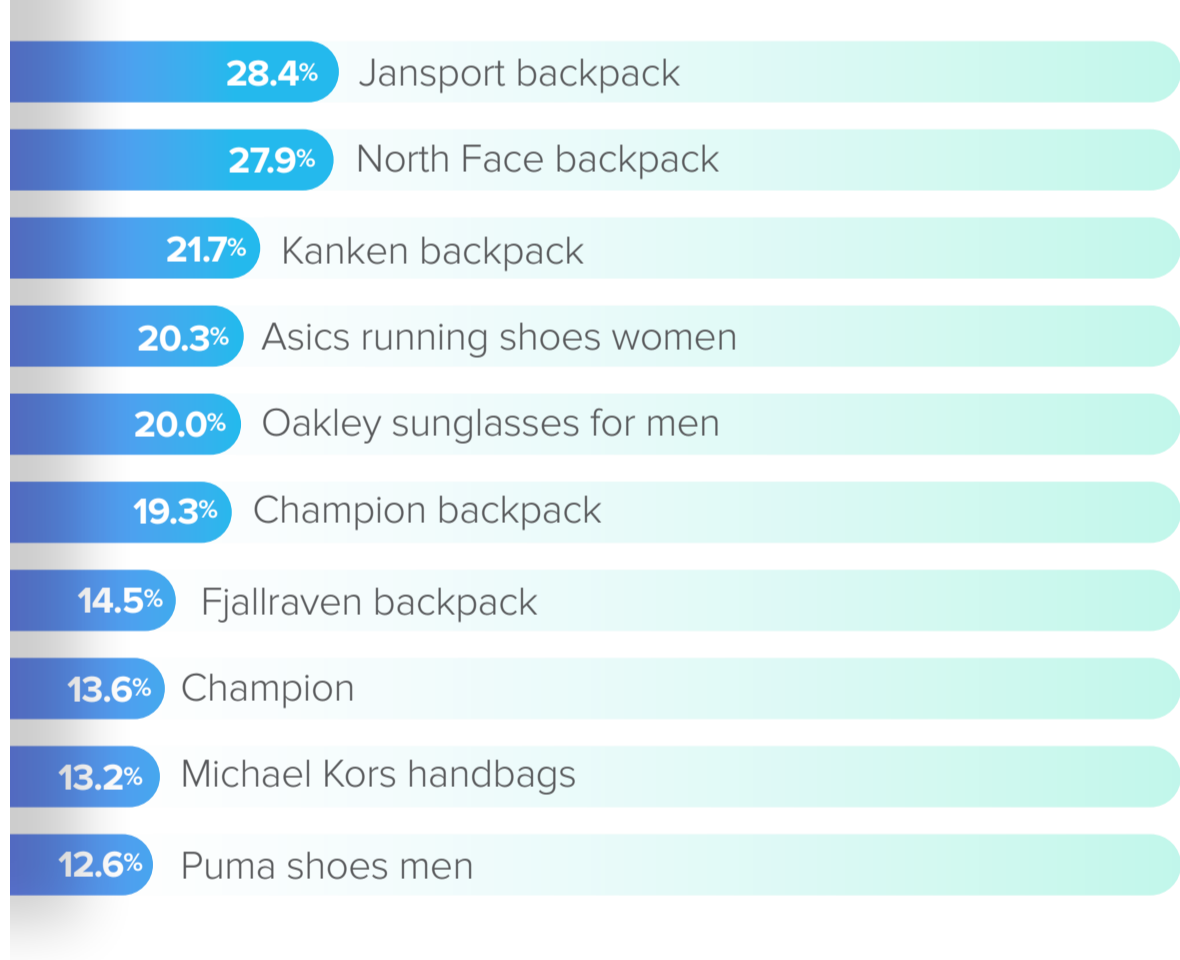


## Most Popular Search Terms

**Top 10 Unbranded** Search Terms with Conversion Share of Top Product



**Top 10 Branded** Search Terms with Conversion Share of Top Product



The average minimum sales rank to make the first page of search results between **branded** and **unbranded** items based off of **the top 1000 category terms**:



## Content Best Practices: Across the Top-Selling Clothing Product Pages

The top 10% of products in the clothing shoes and jewelry category **use product pages and A+ content to their advantage**.

