AMAZON LISTING AUDIT

ICAST Kids Lightweight Football Size 5

AUDIT DETAILS	SCOPE
Marketplace: Amazon UK ASIN: B097SX8LN3 Brand: ICAST Date: 8 November 2026	One product listing Public-facing screenshot assessment Three screenshot-based competitor comparisons Provisional editorial content score

Purpose

Identify opportunities to improve product clarity, shopper-intent coverage, search relevance, A+ communication and conversion messaging. Separate observable facts from recommendations and unverified hypotheses.

Evidence reviewed

• ICAST screenshots: title, eight visible bullets, image gallery, rating (3.9/5; 475 ratings), unavailable offer and Amazon-generated highlights.

• One ICAST A+ Content image showing three broad marketing claims.

• Competitor screenshots: Optimum Classico (B01CU6PVV4), Hy-Pro UEFA Champions League (B091Z48J81) and HENBRANDT (B0F2TN82K8), including selected listing text, pricing and visible ratings.

Not supplied

Seller Central search terms, keyword volumes, conversion or sales data, full review text, complete product specifications, full A+ modules, or verified current inventory.

Important: This is a sample, based on screenshots supplied for review. It is not a live performance diagnosis, a ranking prediction, or proof that copy changes will increase sales.

01 / Executive summary

Provisional editorial content score: 52/100. Internal judgement-based rubric, not an Amazon score. It measures visible content clarity, not commercial performance.

CATEGORY	SCORE	OBSERVATION
Title clarity	12/20	Product type and size identifiable; limited differentiation.
Bullet quality	10/20	Eight visible bullets; repetition and broad claims.
Shopper-intent coverage	9/20	Play and training covered; audience needs not consistently organised.
Product-information clarity	8/20	Weight, material and recommended age not independently verified.
Visual / A+ communication	13/20	Clear product image; supplied A+ panel uses generic claims.
TOTAL	52/100	Provisional; competitor pricing and availability excluded from score.

P0 — Availability

ICAST shows “Currently unavailable.” If the seller intends to resume selling this ASIN, investigate the offer and stock status before spending on copy improvements. Availability can materially affect purchasing, but the reason for unavailability is not known.

Competitor context

• Optimum and Hy-Pro show 4.2/5 ratings with more than 2,400 ratings each; ICAST shows 3.9/5 from 475 ratings. Rating differences do not establish their causes.

• Hy-Pro uses licensed branding and gift appeal; Optimum emphasises training versatility; HENBRANDT offers detailed specifications and lower-priced variants.

• These listings illustrate alternative customer motivations, not proof of superior keyword rankings or conversion rates.

Priority outcome

Clarify verified specifications and intended users, remove redundant claims, make the A+ content more informative, and differentiate ICAST around the customer needs it can substantiate.

02 / Search relevance & shopper intent

Observed ICAST title

“Kids Lightweight Football Size 5 | Kids Indoor-Outdoor Soccer Ball”

• Visible terms include kids, lightweight, football, size 5, indoor-outdoor and soccer ball.

• ICAST appears as the store/brand link but not in the visible title.

• No keyword volume, rank, search-query performance or share-of-voice evidence was supplied.

Intent-led content opportunities

SHOPPER MOTIVATION	ICAST COVERAGE	NEXT STEP
Child learning and control	Lightweight / easy control claimed	Verify measured weight and recommended age.
Indoor recreation	Repeated indoor claims	Confirm appropriate surfaces; avoid damage-free guarantees.
Outdoor football practice	Training and play referenced	Clarify actual environments and construction.
Gift purchase	Birthday / Christmas mentioned	Specify recipient suitability and what is included.
Value comparison	Not clearly quantified	Explain verified features without claiming superiority.

Proposed title — draft only

ICAST Lightweight Size 5 Football for Kids – Training Ball for Indoor & Outdoor Play, Football Practice and Beginners

Do not publish this draft until child suitability, indoor/outdoor use, beginner positioning and other implied claims are verified. Follow Amazon title and category requirements.

AI-assisted discovery: careful interpretation

Amazon-generated “Top highlights” appear on the ICAST page. This indicates that product information is summarised for shoppers, but does not show how this ASIN is ranked or selected for AI-assisted experiences. Consistent factual attributes may improve clarity; visibility effects are unverified.

03 / Listing content & AI-readiness

Bullet diagnosis

• Eight visible bullets repeat themes such as kids, indoor play and training.

• Some wording is inconsistent (for example, “indoor&Outdoor”).

• Claims about avoiding wall damage, grip and durability require evidence or more measured language.

Recommended five-bullet architecture

BULLET	RECOMMENDED CONTENT
1 — Core specifications	Verified size, measured weight, intended age and variant.
2 — Construction	Verified materials, stitching, surface texture and feel.
3 — Suitable environments	Where it can be used, with any relevant limitations.
4 — Shopper benefits	Specific recreational or practice use cases, supported by facts.
5 — Pack contents	Quantity, colour, inflation status and accessories, if any.

Content consistency checklist

• Use the same verified weight, materials and suitability across title, bullets, product attributes and A+ Content.

• Answer likely buyer questions directly: size, weight, material, intended age, use environment and pack contents.

• Replace generic superlatives with measurable specifications or demonstrable product characteristics.

• Check all final copy and claims against Amazon marketplace policies.

A+ observations

Only one A+ image was supplied. It states “Highest Quality Material”, “Suitable for Adults and Kids”, and “Durable and Wear Resistant”. These statements do not provide sufficient specific evidence about materials, age guidance or construction.

Recommended A+ modules

A specifications panel, a verified use-case illustration, a construction close-up and a concise FAQ. Avoid inventing missing technical facts or making unsupported performance promises.

04 / Competitor comparison

Observed Amazon UK listing snapshots supplied for this audit. Selected variants and displayed prices may differ from other sizes, colours or future listings.

LISTING	VISIBLE PRICE	RATING	POSITIONING
ICAST B097SX8LN3	Unavailable	3.9 / 5 475 ratings	Lightweight children’s indoor/outdoor play.
Optimum Classico B01CU6PVV4	£9.49–£20.98 variation range	4.2 / 5 2,451 ratings	Training/match versatility; size and colour options.
Hy-Pro UEFA B091Z48J81	£15.99 incl. VAT selected variant	4.2 / 5 2,506 ratings	Official licensed identity, gifting and fan appeal.
HENBRANDT B0F2TN82K8	£7.98 incl. VAT selected variant	3.8 / 5 409 ratings	Affordable play, multiple designs, pack options.

Observed competitor strengths

• Optimum: machine-stitched seams and butyl rubber bladder are highlighted; variants cover sizes 3–5. Its visible title addresses indoor/outdoor training and matches.

• Hy-Pro: officially licensed Champions League branding and gift messaging create an identifiable purchase reason; screenshot shows 2K+ bought in the past month.

• HENBRANDT: bullets specify 32-panel stitched construction, 22.5cm diameter, 270g weight, PVC leather and age 14+. Its screenshot shows 100+ bought in the past month.

Implications for ICAST

ICAST should prioritise a clear, substantiated reason to choose its product: verified lightweight handling, appropriate age range, actual play environments and pack details. HENBRANDT’s 14+ recommendation is a potential point of distinction only if ICAST has documented suitability for younger users.

Ratings, purchase badges and pricing are observed display signals, not validated sales estimates. No competitor keyword rankings or conversion rates have been measured.

05 / Prioritised action plan

PRIORITY	ACTION	SUCCESS CHECK
P0 — Commercial	Confirm whether ICAST should be purchasable and investigate unavailable status.	Valid offer if sales resume.
P1 — Product facts	Verify weight, materials, ages, playing environments, contents and construction.	Approved product facts sheet.
P1 — Listing copy	Rewrite title and consolidate eight visible bullets into five differentiated points.	Clear benefits; no unsupported claims.
P1 — A+	Replace broad claims with evidence-led specifications and visuals.	Consistent product information.
P2 — Competitor position	Use Optimum, Hy-Pro and HENBRANDT comparison to define relevant positioning.	Clear target shopper and differentiated value proposition.
P2 — Customer feedback	Review recent and low-star reviews; identify recurring concerns.	Documented review themes.
P2 — Keyword validation	Validate candidate keywords using reliable seller/search data.	Evidence-backed keyword priorities.

Illustrative revised bullet — not publication-ready

Lightweight Size 5 football for practice: Designed for recreational football activities. Confirm the measured weight, age suitability and recommended playing surfaces before making handling or safety claims.

What the £49 audit provides

A structured review of visible listing content, three screenshot-based competitor benchmarks, shopper-intent and AI-readiness observations, A+ recommendations and a prioritised action plan. This audit does not include a complete done-for-you listing rewrite.

Limitations and verification

No Seller Central conversion data, search volume, search-query ranking, review-text analysis or product specification sheet was supplied. AI-search placement and ranking effects cannot be inferred from screenshots. Verify all product claims and refresh competitor snapshots before implementation.

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