

Version 2.2.0

Kaufland.de Ranking Guide

Thank you for your purchase. Attached you will find a report with tips for your product page. Through our years of experience with Kaufland.de product pages, we are able to provide you with advice that will help your product page to:

- Rank higher
- Receive more visitors
- Sell more products

Sincerely,

The Kaufrank.com Optimization Team



Index

| The Product Title

| Keywords

| Product Description and
Product Data

| Product Photos

| Product Reviews

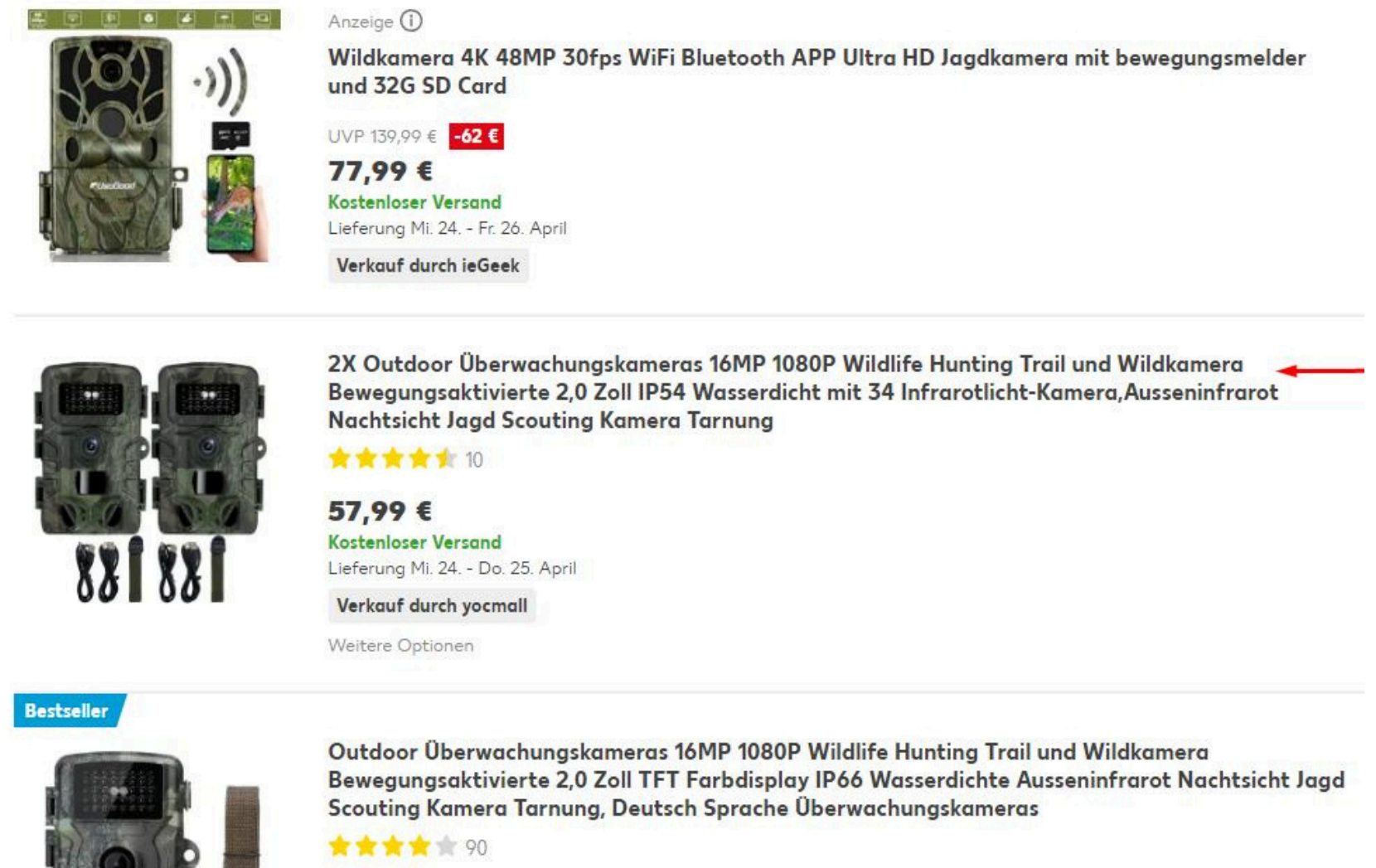


1 The Product Title

The title is perhaps the most important element for ranking your product well. Without a proper title, products can sometimes be totally unfindable on Kaufland.de

A good title is:

- Clear and readable
- Contains the most important keyword on which the product wants to be found
- Includes the most relevant product description



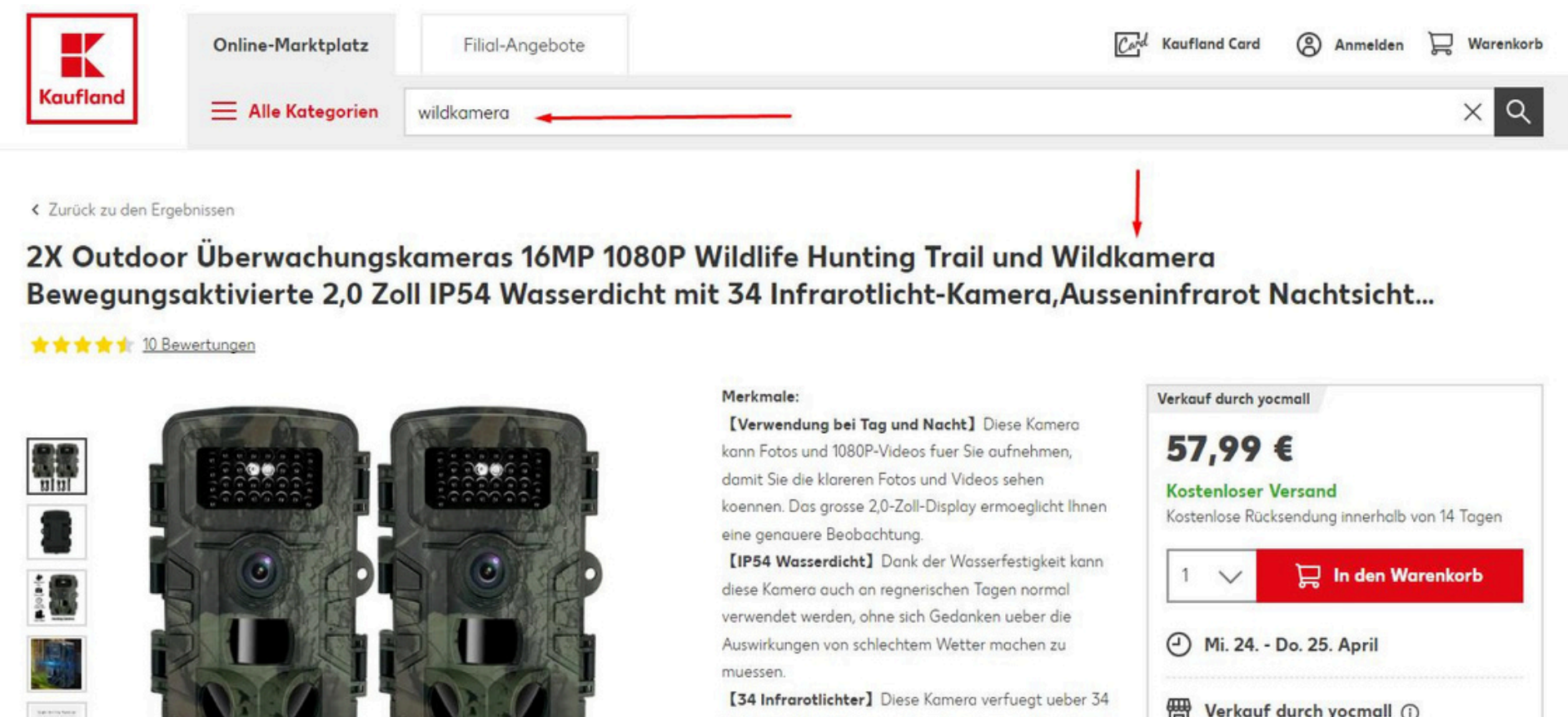
Product title is very important since it's shown on a search result.

Examples of correct product titles

2025 Kaufrank.com

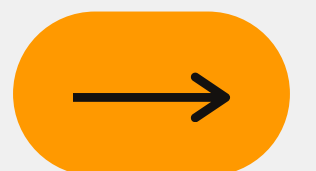
Targeted KW: **wildkamera**

- The title should be concise, informative, and contain the main keyword ("wildkamera"). **This is critical for ranking on Kaufland!**
- **Example 1:** "Wildkamera 4K, 20MP, Nachtsicht, Wasserdicht - Für die Jagd und Überwachung"
- **Example 2:** 2X Outdoor Überwachungskameras 16MP 1080P Wildlife Hunting Trail und Wildkamera Bewegungsaktivierte 2,0 Zoll IP54 Wasserdicht mit 34 Infrarotlicht-Kamera,Ausseninfrarot Nachtsicht



Things to avoid when writing product title:

- Avoid using emojis, or symbols
- Avoid using keyword sequences; instead, include synonyms in the product description section
- Avoid including advertising statements regarding the price or condition of the product (e.g., free shipping, best deal, etc).
- Avoid including information about the seller.





2 Keywords

Good keywords are essential for the visibility of your products. It is recommended that you conduct good keyword research before placing your products on Kaufland.de. Make sure you have both general keywords as well as specific keywords. This way, you as a seller will be found best with your products.

Please note: The keywords you provide must appear literally in the title. Ideally in the correct order, though this is not mandatory.

What is a good keyword?

A "good" keyword depends on the specific context and goals of your content. When optimizing titles and text on a platform like Kaufland, you typically want to focus on keywords related to the products that you're offering.

A good keyword should mirror what you provide and match what customers are likely to search for. It's important to keep it simple yet specific to draw in the right audience without losing visibility.

Here are some tips to help you find the right keywords:

- **Know Your Audience:** Think about who your target audience is and what they might be searching for.
- **Check Out the Competition:** See what keywords your competitors are using and consider if you can target those too or find similar ones.
- **Relevance and Intent:** Pick keywords that closely relate to your product or content.
- **Long-tail vs. Short Keywords:** It's often best to use long-tail keywords with high search volume.

Unfortunately, there isn't an app available to check search volume for specific keywords on Kaufland.

Product Description and Product Data

An optimized product description is crucial for your product to rank high in search results on Kaufland.de.

- The product description should be detailed and informative, providing potential customers with all the necessary information.
- Include the main keyword naturally in the description.
- Keep the description around 300-500 words.
- Include any certifications or awards the product has received.
- Highlight the solutions the product provides, rather than its features.
- Use paragraphs with bold headings

2X Outdoor Überwachungskameras 16MP 1080P Wildlife Hunting Trail und Wildk Bewegungssensierte 2,0 Zoll IP54 Wasserdicht mit 34 Infrarotlicht-Kamera,Ausse

★★★★★ 10 Bewertungen



Merkmale:

【Verwendung bei Tag und Nacht】 Diese Kamera kann Fotos und 1080P-Videos fuer Sie aufnehmen, damit Sie die klareren Fotos und Videos sehen koennen. Das grosse 2,0-Zoll-Display ermoeglicht Ihnen eine genauere Beobachtung.

【IP54 Wasserdicht】 Dank der Wasserfestigkeit kann diese Kamera auch an regnerischen Tagen normal verwendet werden, ohne sich Gedanken ueber die Auswirkungen von schlechtem Wetter machen zu muessen.

【34 Infrarotlichter】 Diese Kamera verfuegt ueber 34 940-nm-Infrarotlichter, sodass diese Kamera auch in einer vollstaendig schwarzen Umgebung normal verwendet werden kann.

【Breite Anwendungen】 Diese Kamera kann weit verbreitet fuer Outdoor-Lagaktivitaeten

[Alle Produktinfos](#)

Product specifications:

Kaufland.de provides a specific section where you can write the product specifications. This section allows you to provide detailed information about your product's specifications, such as material, dimensions, weight, included items, and other relevant technical details. Including this information helps potential customers make informed purchasing decisions.

Things to avoid in product descriptions: Avoid symbols in lists. Avoid uncommon special characters. Do not include links, pictures, or videos.

Spezifikationen:

Material: ABS

Modus: Foto/Video/Foto+Video

Objektiv: 1,30 MP CMOS

Bildschirm: 2,0-Zoll-LCD

Videoauflösung: 1080P/720P/VGA

Videoformat: AVI

Videolaenge: 10s/20s/30s/1min/2min/3,0min

Fotoauflösung: 16M/12M/8M/5M/3,0M

Bildformat: JPG

Serienaufnahmen: 1 Blatt/2 Blaetter/3 Blaetter

Ausloesezeit: 0,3 s-0,6 s

Infrarot-Entfernung: 1-20 m

PIR-Winkel: 120°

Linsenwinkel: 120°

ISO: Automatisch

Speicherkarte: 4G32GB (NICHT ENTHALTEN)

Stromversorgung: 8 * AA-Batterien (NICHT ENTHALTEN) oder Gleichstrom 5V

Wasserdicht: IP54

Artikelgewicht: 300 g / 10,6 Unzen

Artikelgrösse: 140 * 98 * 73,0 mm / 5,5 * 3,9 * 2,9 Zoll

Betriebstemperatur: -10°C/+60°C/-14°F/+120°F

Verpackungsgroesse: 160 * 118 * 100 mm / 6,3 * 4,6 * 3,9 Zoll

Paketgewicht: 400 g / 0,9 lb

Introducing Our Product Description Optimization Service:

Elevate your product listings with our expertly crafted descriptions. Submit your request today for tailored, results-driven content that boosts sales.

[Get Started](#)

4

Product Photos

Product photos are essential for many consumers when making a purchase decision. Photos give customers a glimpse of the product and help them decide if it is attractive and meets their needs. In fact, research shows that more people look at product photos than read product descriptions.

With high-resolution images, customers can get a better understanding of the product and make an informed decision.

Use captivating photos that capture the product's features and use the descriptions to help customers understand the product better.

The image that appears in the search results of Kaufland.de alongside the product title and the product price is the most important photo.

This thumbnail photo is the first visual impression potential customers get of your product, so it's important to choose a high-quality, attention-grabbing image that accurately represents your product.

This is the first image that Kaufland.de takes as a product image



This image is recommended to:

- Have a neutral background color.
- The product is shown completely in the first photo
- Contain no text.
- Be colorful in composition.
- Include only the product and accessories.

Benefits of using professional photos



What are professional photos?

50% increase in earnings

21% more sales

32% higher product price

Recommendations for the remaining 5-10 images:

We recommend always using sharp and bright photos at the highest resolution possible.

- Use your photos, photos from suppliers are often sub-optimal, not unique, and not taken by a professional.
- Only photos of products and accessories that are included in the scope of delivery
- Exclusively neutral product images without advertising character (e.g. with "Sale" inscription)

Recommended Photo Sizes:

- Standard size: Minimum of 1024px in height or width.
- Zoom function: Minimum of 2048px in height or width.
- Number of photos: Include 5 to a maximum of 10 photos from various perspectives or detail shots.

Things to avoid for product images:

- Collages from multiple pictures should be avoided.
- Avoid using mood pictures as the main image.
- Do not use placeholder photos.
- No promotional elements such as price, discount, free shipping, or service
- statements such as extended warranty
- Do not include delivery or price information
- Avoid using seals
- No border around the image

Sponsored Products – Should You Run Ads?

If you're wondering whether you should start running ads for your product on Kaufland, the short answer is yes. Sponsored Products can give your listings a serious boost, even if you're already ranking well organically.

One key advantage of Kaufland's search results is that both organic and paid listings appear together. This means that even if your product holds the #1 organic position, it can still show up as a Sponsored Product ad, doubling your visibility and increasing your chances of getting clicks and sales.

Running Sponsored Product ads is especially useful for:

- ✓ Launching a new product and getting initial traction.
- ✓ Increasing sales velocity, which can help improve your organic ranking.

Unlike Amazon, Kaufland doesn't have as many ad options, but Sponsored Products are still an effective way to drive traffic and boost your rankings. If you want to grow sales faster, running ads is definitely worth considering.



5 Product Reviews

It should come as no surprise that product reviews are very important for generating sales of a product. If a product has three or more positive reviews, conversion rates typically increase by 40% to 50%.w

Many people simply do not buy products that have no or very few reviews. If your product has no or few product reviews, or a rating lower than 4.2 out of 5.0, then we highly recommend that you arrange product reviews in some way or form.

Unfortunately, unlike Amazon, Kaufland.de does not offer any services for this.

Once your order is approved, rest assured that we'll kick-start the process within a maximum of 48 hours. To make the most out of our service, we highly recommend optimizing your listing as much as possible before initiating the order. This proactive approach ensures the best results for your listing's success.

We hope you enjoy our service and will tell others!

Contact us on

Email: contact@kaufrank.com

Video call: We're always open [for a call!](#)

Our Address: Laat 49, 1811 EB Alkmaar, Netherlands

Discover all our other marketplace ranking services!



[And many more! Find all here!](#)



Thank you!

v2.2.0 - 2025 - Kaufrank.com

Discover all our other marketplace ranking services!

[Find all here!](#)