



Maximize your AWS Marketplace Listing

aws marketplace

has **Millions** of visitors

Buyer journey and challenges

Buyer personas

Executive	IT/Technical	Compliance	Operations	Go-To-Market
CEO, CTO	AWS Admin	Tax, legal	Sales, Finance	Marketing
To understand value to implement org-wide	To support AWS Account ID set up and permissions	To review Seller Terms and provide tax and banking information	To support transaction workflow from offer creation to disbursements	To drive traffic and visibility to your Marketplace listing



Key challenges across the buyer journey



Unstructured discovery

- Multiple discovery tools
- Conflicting information



Challenging product evaluation

- Limited information on product listings
- Lack of engaging media



Inaccessible pricing options

- Inconsistent pricing across products
- Lack of usage-based/free trials



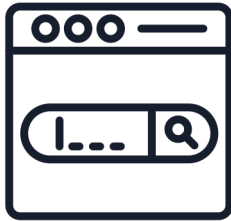
Friction in procurement

- Slow approval process
- Back and forth between buyer and seller

Best practices/tools to maximize listing potential

1. Improve discovery of listings
2. Optimized your product content
3. Provide multiple pricing options
4. Enable a smooth procurement experience
5. Cater to publish sector

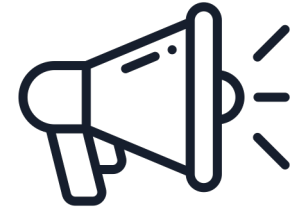
1. Improve discovery of listings



Search engine
optimization (SEO)



AWS Marketplace search
optimization



Go-to-market strategy



Improve your listing's SEO



Identify target keywords for your product



Optimize product listing for those keywords



Add backlinks to product listings

Amazon Linux 2 AMI (HVM), SSD Volume Type (64-bit x86)

By: [Amazon Web Services](#) Latest Version: 2.0.20231012.1

Linux/Unix ★★★★☆ 2 AWS reviews | 22 external reviews ⓘ

Continue to Subscribe

Save to List

Typical Total Price
\$0.038/hr
Total pricing per instance for services hosted on t3a.medium in US East (N. Virginia). [View Details](#)

Overview

Pricing

Usage

Support

Reviews

Product Overview

Amazon Linux 2 is a supported and maintained Linux image provided by Amazon Web Services for use on Amazon Elastic Compute Cloud (Amazon EC2). It is designed to provide a stable, secure, and high performance execution environment for applications running on Amazon EC2. It also includes packages that enable easy integration with AWS, including launch configuration tools and many popular AWS libraries and tools. Amazon Linux 2 is provided at no additional charge to Amazon EC2 users and comes with five years of support. It provides Linux kernel 4.14 tuned for optimal performance on Amazon EC2, systemd 219, GCC 7.3, Glibc 2.26, Binutils 2.29.1, and the latest software packages through extras.

Version	2.0.20231012.1
By	Amazon Web Services
Categories	Operating Systems
Operating System	Linux/Unix, Amazon Linux 2.0.20230307.0
Delivery Methods	Amazon Machine Image

Highlights

- AWS Integration - Amazon Linux 2 includes packages and configurations that provide tight integration with Amazon Web Services.
- Secure Configuration - The configuration of Amazon Linux 2 enhances security by focusing on two main security goals: limiting access and reducing software vulnerabilities.
- Package Repository Access - Amazon Linux 2 is designed to be used in conjunction with online package repositories hosted in each Amazon EC2 region

Usage Information

Fulfillment Options

64-bit (x86) Amazon Machine Image (AMI)
Amazon Machine Image

[View usage instructions](#)

End-user license agreement

By subscribing to this product you agree to terms and conditions outlined in the product [End User License Agreement \(EULA\)](#)

Additional Resources

- [Amazon Linux 2 User Guide](#)
- [Amazon Linux 2 FAQ](#)
- [Amazon Linux Security Center](#)

Amazon Machine Image

An Amazon Machine Image (AMI) provides the information required to launch an instance, which is a virtual server in the cloud. You specify an AMI when you launch an instance, and you can launch as many instances from the AMI as you need. You can also launch instances from as many different AMIs as you need. [Learn more](#)

Support Information

Amazon Linux 2 AMI (HVM), SSD Volume Type (64-bit x86)

Support is available through forums, technical FAQs and the Service Help Dashboard. Paid support is available. <https://aws.amazon.com/premiumsupport/>

AWS Infrastructure

AWS Support is a one-on-one support channel that is staffed 24x7x365 with experienced support engineers. AWS Support offers four support plans: Basic, Developer, Business, and Enterprise. The Basic plan is free of charge and offers support for account and billing questions and service limit increases. The other plans offer an unlimited number of technical support cases with pay-by-the-month pricing and no long term contracts, providing the level of support that meets your needs. [Learn more](#)

Additional Resources

- [AWS Infrastructure Support](#)

Example - Keyword optimization

Product: Amazon Linux 2



Primary Keyword: Single word or phrase that represents the main topic of your page

Secondary Keywords: Highly relevant terms that are found within the remaining page content

Primary Keyword: **Amazon Linux 2** (Average monthly search volume: 1,000; Current rank: 6th)

Secondary Keywords:

Amazon Linux (Average monthly search volume: 1,600; Current rank: 18th)

Linux Operating System (Average monthly search volume: 14,800; Current rank: not ranked)

Linux OS (Average monthly search volume: 5,400; Current rank: not ranked)

Example - Optimized product page sections

Product page sections example	
Product title	Amazon Linux 2 AMI (HVM), SSD Volume Type (64-bit x86) Operating System AWS Marketplace
Short description	Amazon Linux 2 OS is a supported and maintained Linux image provided by Amazon Web Services for use on Amazon Elastic Compute Cloud (Amazon EC2).
Long description	Amazon Linux 2 is a supported and maintained Linux image provided by Amazon Web Services for use on Amazon Elastic Compute Cloud (Amazon EC2). It is designed to provide a stable, secure, and high-performance execution environment for applications running on Amazon EC2. This Linux OS also includes packages that enable easy integration with AWS, including launch configuration tools and many popular AWS libraries and tools. Amazon Linux 2 ...
Highlights	<ul style="list-style-type: none">AWS Integration - Amazon Linux 2 OS includes packages and configurations that provide tight integration with Amazon Web Services.Package Repository Access - Amazon Linux 2 Operating System is designed to be used in conjunction with online package repositories hosted in each Amazon EC2 region.



AWS Marketplace search optimization

Majority of clicks go to the first 5 search results

Fields relevant for AWS Marketplace search rankings:

- Product title
- Vendor name
- Keywords
- Highlights
- Short description
- Long description

* Additional criteria also used in determining search rankings

Product information

Product title

This is the name displayed to buyers at the top of the product listing page and in search results.

Enter a product title

The product title can have up to 72 characters.

SKU - optional

This is a unique identifier you can assign to your product. This information is for your own tracking purposes and is not visible to buyers.

Enter a SKU

The SKU can have up to 100 characters.

Product logo S3 URL

Provide a URL to the location of your logo image file in Amazon S3. This will be uploaded to AWS Marketplace and displayed to buyers at the top of the product listing page and in search results.

https://bucket_name.s3.amazonaws.com/product-logo.png

The S3 bucket in which your image file resides must be [publicly accessible](#).

i The image file for your product logo must be in .png or .jpg format with a white or transparent background, and must be between 120 and 640 pixels in size with a 1:1 or 2:1 (wide) ratio.

Short description

Describe your product in

Enter a brief description

Descriptions over 188 characters

Long description

Describe the features and results.

Product discoverability

Product categories

Choose up to 3 relevant categories. Adding categories helps buyers discover your product as they browse or search AWS Marketplace.

Choose up to 3 categories

Keywords for search results

Enter keywords (single words or phrases) that buyers might use to search for your product. Note that seller name, product title, and the product categories specified above are automatically included as keywords.

Enter your keywords

The list of keywords for your product can have up to 250 characters.



AWS Marketplace search recommendations



Know your customer

Think of the words a customer might use to find your product



Keep it short

Provide a concise description for your listing



Be specific

Choose words that uniquely qualify your product listing



Repeat keywords

Include keywords in all seven text fields of your product listing

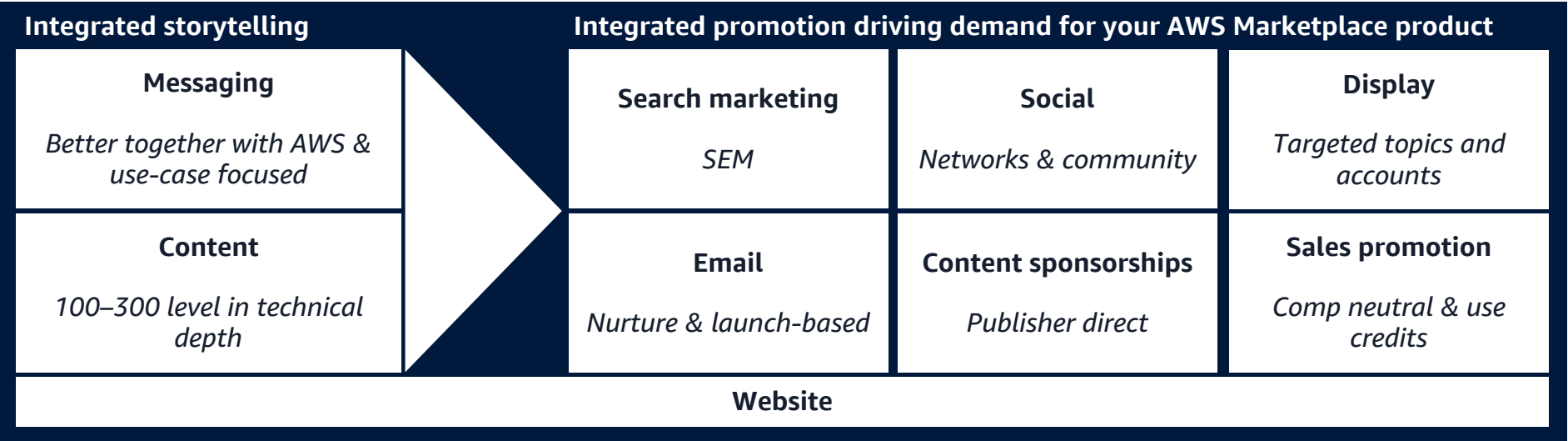


Get popular

Include features that get customers excited about your product, such as free trials

Have a focused go-to-market strategy

You need an **integrated go-to-market strategy** to help customers discover your products



2. Optimize your product listing content

Goal: Get visitors to *engage* with your product listing



Videos



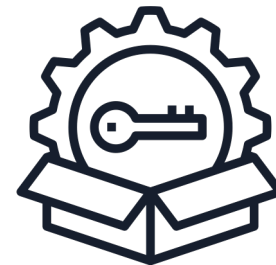
Use cases



Descriptions



Reviews



Resources

Note: These improvements also help with SEO!

Videos



20%

of visitors who interact with the product overview section engage with videos

OverviewPricingUsageSupportReviews

Overview

ion to teach the world to cloud, A Cloud Guru, a Pluralsight Company, s!-up their AWS skills, prep for certification exams, and progress through > become gurus in digital and cloud transformation. r in cloud learning with a recognized skill development platform that hands-on, and comprehensive learning for AWS cloud skills.

iness Basic Plan combines engaging content with powerful hands-on tools :ams learn faster, retain more, and build skills in real cloud environments. aller teams, this plan provides access to ACG's full hands-on learning y Cloud Playground and Hands-on Labs.

are included at no additional cost and give your team a safe place to learn lly functional AWS environments and pre-configured servers.

G's Business Plus plan combines engaging, learn-by-doing content with ss tools designed to promote a culture of continuous learning at scale.

<https://aws.amazon.com/marketplace/pp/B07RR52XXV>

PR

NEXT



Use cases



60%

of visitors that engage do so with use cases and find them essential to evaluate and compare product features

Product Overview

As part of Cisco Cloud connect portfolio, vEdge Cloud is a software router platform that supports an entire range of capabilities available on the physical vEdge router platforms. The vEdge Cloud router is offered as a virtual machine that can be deployed in the variety of private, public, and hybrid cloud computing environments. It is supported on all major hypervisor platforms.

Cisco vEdge Cloud router uses the Intel DPDK infrastructure to help ensure the most optimal performance on x86 platforms. The software is also capable of using the AES-NI encryption offload technology available on most Intel platforms. AES-NI offers optimized IP security (IPSec) performance when using AES encryption algorithms.

Deployment Use Cases

Highlights

- Industry leading virtualized SD-WAN router with a centralized provisioning and management tool capable of managing on premise and cloud deployments.
- Full-mesh IPSec (AES-256) capability offering seamless access between branch and cloud without the hassle of centralized key management/distribution.
- Capable of scaling from 10Mbps to 2Gbps of IPSec encrypted throughput




Descriptions



Short and long descriptions are above the fold and are highly visible sections of your product listing

Make your description **informative** and **educational**, and include **keywords** your target customers would search for

 **databricks**

Databricks Lakehouse Platform

Sold by: [Databricks, Inc.](#)

[Free trial](#)

Databricks is the simple, open, and collaborative data lakehouse platform. Start today and get a 14 day free trial, cancel anytime.

★★★★★ [AWS review](#) | [254 external reviews](#)

[View purchase options](#)
[Request custom pricing](#)
[Save to list](#)

Overview

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Product Overview

The Databricks Lakehouse Platform unifies your data warehousing and AI use cases on a single platform. It combines the best elements of data lakes and data warehouses to deliver the reliability, strong governance and performance of data warehouses with the openness, flexibility and machine learning support of data lakes. Adopting a data lakehouse simplifies your modern data stack by eliminating the data silos that traditionally separate and complicate data engineering, analytics, BI, data science and machine learning. Databricks is built on open source and open standards to maximize flexibility. And, the platform's common approach to data management, security and governance helps you operate more efficiently and innovate faster across all analytics use cases.

Highlights

- Simple - Databricks provides a simplified data architecture by unifying data, analytics and AI workloads on one common platform running on Amazon S3.
- Open - Built on top of the world's most successful open source data projects, the Lakehouse Platform unifies your data ecosystem with open standards



Reviews




Reviews let customers make defensible purchase decisions and lead to improved subscription rates for your products

Encourage your customers to submit a product review in AWS Marketplace

Reviews from AWS Marketplace

★★★★★ 9 AWS reviews

External Reviews

 ★★★★★ 317 Reviews from G2 [G2](#)

External reviews are not included in the AWS star rating for the product.

Customer Reviews

- Harshad B.

A best platform to learn cloud computing services

★★★★☆ Jun 30, 2023

What do you like best about the product?A cloudguru provide different Courses which help you to upgrade yourself in the field of cloud computing and also give you all the knowledge required to crack the certification process. I got enrolled to the ... [Read More](#)

[Leave a Comment](#) [0 comments](#)
- Sumit D.

Better to update yourself

★★★★☆ Jun 3, 2023

What do you like best about the product?Most updated online training platform for people interested in Information Technology.What do you dislike about the product?Nothing as such; the platform is well designed and fulfills the nee... [Read More](#)

[Leave a Comment](#) [0 comments](#)
- Information Technology and Services

Best place for learning

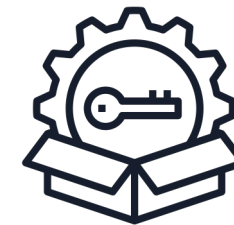
★★★★☆ Apr 2, 2023

What do you like best about the product?A Cloud guru has covered every aspect of the learning where anyone can learn anything from the scratch. It helps freshers to experienced professionals to learn the topics with a wide range of scope.W... [Read More](#)

[Leave a Comment](#) [0 comments](#)



Resources



Customers use multiple sources for product evaluation and compare numerous products

Make sure to add learning resources and support articles to keep customers within your ecosystem

Support Information

Elastic Cloud (Elasticsearch Service)

Please reach out via the link below for support, or via the Elastic Cloud portal.
<https://www.elastic.co/support>

AWS Infrastructure

AWS Support is a one-on-one, fast-response support channel that is staffed 24x7x365 with experienced and technical support engineers. The service helps customers of all sizes and technical abilities to successfully utilize the products and features provided by Amazon Web Services. [Learn more about this product](#)

Refund Policy

See EULA above.

Additional Support

[Documentation](#)

[New Feature Announcements](#)

[Free Elastic Training](#)



3. Provide multiple pricing options to target a wide customer base

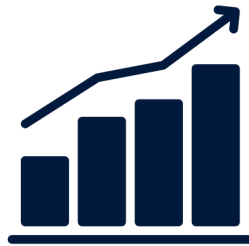
Subscribing customers engage with the pricing section multiple times before making a purchase

Create a pricing strategy that offers something for all potential customer segments (e.g., enterprises/SMBs)



Benefits of offering a free trial

Free trials offer customers a low-risk way to experience products



Product-led growth



Quality leads

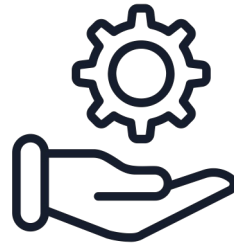
Accelerate sales by reducing friction between customer and value

Pricing strategy

Your product's pricing is a tool to help you expand your target customer base



Free trial



Pay as you go



Contract-based

Goal: Transition customers through the above pricing options as they get more comfortable with your product and as you build relationships with them

4. Enable a smooth procurement experience



Self-service procurement

Customers prefer end-to-end low-touch engagement

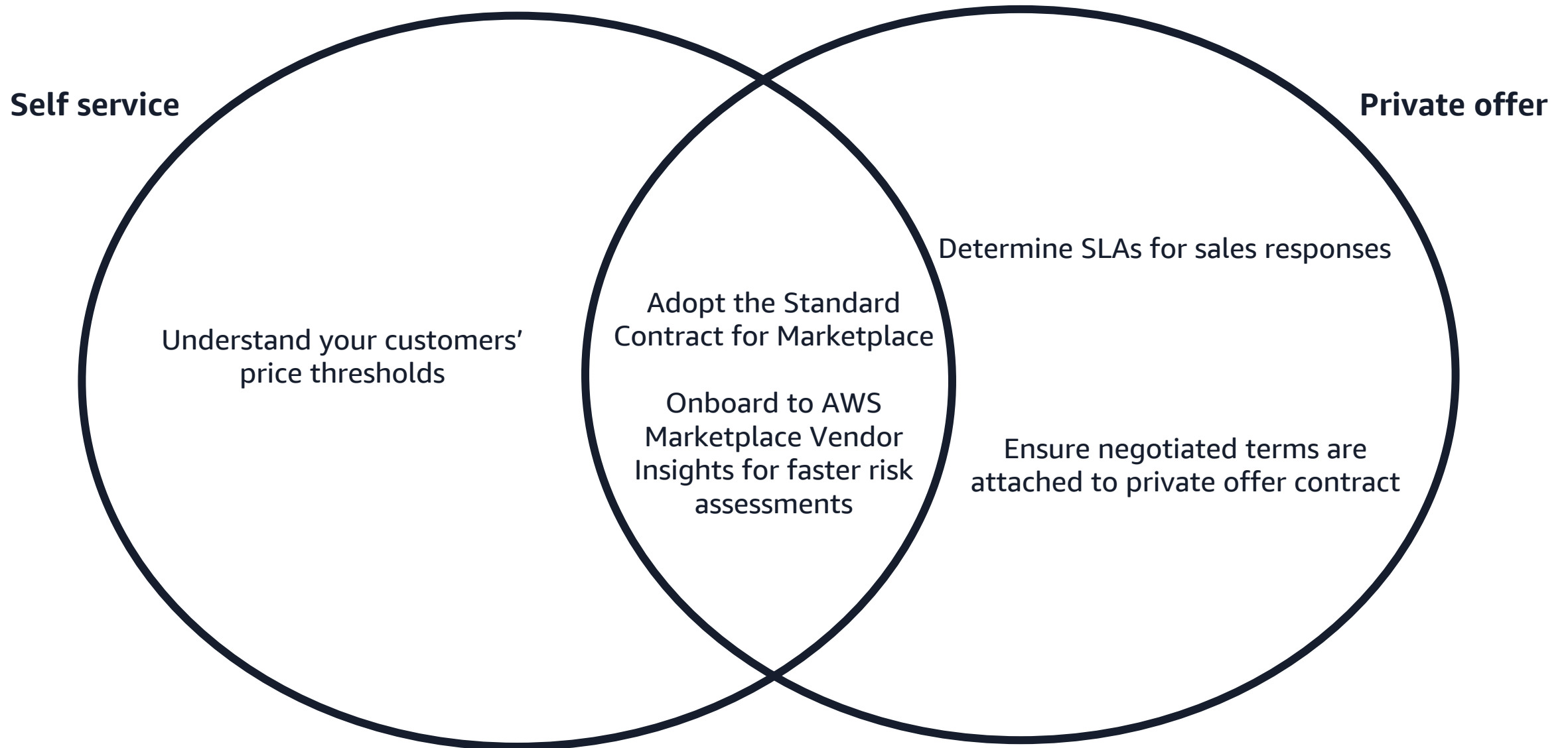


Private offer procurement

Customers prefer high-touch engagement with quick responses



Procurement recommendations



Simplify risk assessments with AWS Marketplace Vendor Insights

Vendor risk assessments can delay procurement by 8–10 weeks!

Both buyer and vendor challenges



Time



Effort



Validation

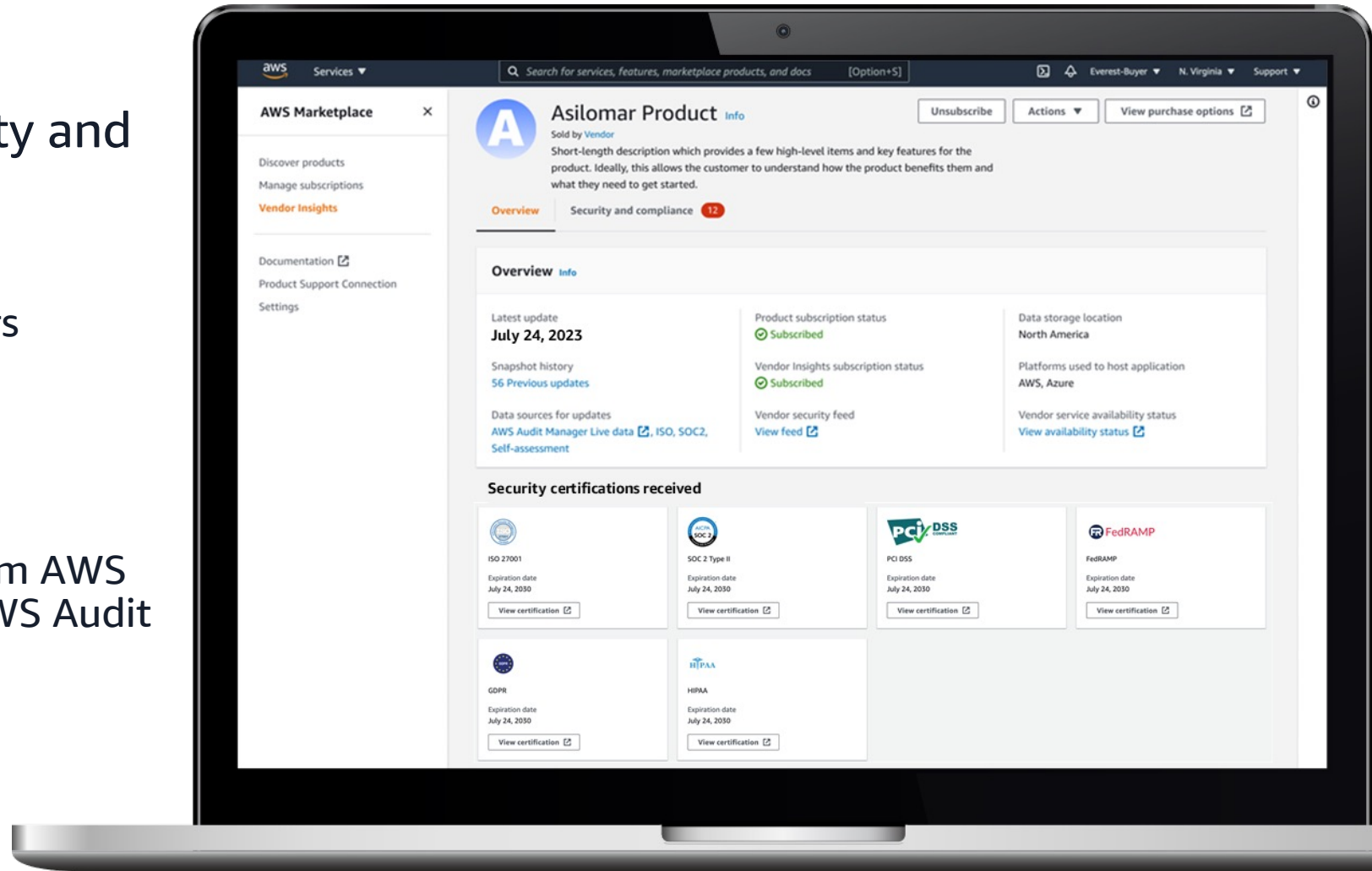


Monitoring

AWS Marketplace Vendor Insights dashboard

Dashboard with 125 key security and compliance controls, from up to three sources:

1. Self-attested answers from vendors
2. Certs and audit reports, including: SOC 2 Type 2, ISO 27001, PCI DSS, FedRAMP, HIPAA, GDPR
3. Automated evidence refreshed from AWS accounts using AWS Config and AWS Audit Manager



5. Cater to public sector customers



Procurement contracts

Contracts such as OMNIA, NASPO, GSA, SEWP are required by public sector customers



FedRAMP certification

Customers look for products on AWS GovCloud, which often require a FedRAMP certification

List supported government contracts

aws marketplace

Sign in or Create a new account

AboutCategoriesDelivery MethodsSolutionsAWS IQResourcesYour Saved ListPartnersSell in AWS MarketplaceAmazon Web Services HomeHelp

THUNDERCAT TECHNOLOGY

Cloud Security Assessment

Continue

Overview

Enabling the right security features to meet AWS Best Practices and to meet the needs of an agencies InfoSec team can be daunting and an evaluation can reveal a multitude of options. ThunderCat's Cloud & Cyber Security SME's can provide security auditing for your AWS cloud environment with expert recommendations to secure your data from threats. This analysis will provide detailed documentation on any current vulnerabilities and remediation measures, including:

*** Cloud Security Services

- AWS Security Best Practices Review for all active services
- Shared Responsibility Gaps
- External Network/Firewall Configuration
- AWS Out of the Box tools
- AWS Marketplace 3rd party tools
- CIS Benchmark OS recommendations
- Security Documentation and Expert Recommendations

Deploy ThunderCat cloud security engineers as part of our 4 week Basic package for testing, reporting and recommendations to remediate your environment, audit for compliance, prepare

Highlights

- Compliance readiness and defense to the latest AWS Security Best Practices
- Shared Responsibility ATO Security Control mapping. FedRAMP Moderate, FedRAMP High, IL2 thru IL5.
- US Federal Contract Vehicles: NASA SEWP, CIO-CS, FirstSource, VITA, OMNIA, ITES



Available contracts



Negotiate private offer



Streamline acquisition

