

Amazon Creative BEST PRACTICES



Best Practices

A. Brand Focused Product Image



B. Product Focused Product Image



C. Product Line & Brand Focused A+ Page Header Banner



Product Images

Restrictions and Sizing

Main product images must be of the product with a plain white background. Generally, Amazon will reject all product images with logos, shipping, pricing, promotions, QR barcodes, personal information (phone number, address, email), competitors, time sensitive information (now, new, latest, the best yet, etc.), links to other websites, copyright and trademark symbols. Very few times they will accept product images with these included; most often they will either be rejected, or Amazon will edit the image and remove these attributes.

In most Amazon categories the best size for product images is 1200 pixels X 1200 pixels. Most recently another size has become acceptable for the grocery

General Focus

When designing creative content for Amazon there are three directions the strategy can focus on: the brand (example A), the product (example B), and the product line or category (examples C & D). Most times it is best to focus on one direction at a time, but there are situations when focusing on multiple is successful and/or necessary. Whichever direction is taken the goal is to highlight the most appealing qualities and attributes to cause the consumer to act and buy the product.

Breaking Barriers

Although Amazon provides modules that are square in nature it is important to think about utilizing the provided space in the most strategic way. Using shapes other than sharp right angles and utilizing the white space not only differentiates the product from other listings, but also brings more attention to the imagery within the product listing. (Examples C & D)

category at 650 pixels X 450 pixels (width x height) allowing for what appears as a much larger image when live on Amazon (example D).

Image Requirements:

General Size: 1200px X 1200px

Grocery Size: 650px X 450px

Color Mode: RGB

Resolution: 72-150ppi

D. Product Line Focused Product Image (650 X 450)



Product Images

E. Feature Callouts



F. Feature Callouts



Feature Callouts (Examples E & F)

According to Amazon 90% of consumers look at every image of the product they eventually purchase, while bullet points and product descriptions often go unread. With this in mind the most effective strategy involves calling out the best and most appealing qualities and features of the product, brand, and/or product category within the product image itself. This guarantees the consumer receives the top key points they need and in turn increases conversion rate.

G. Common Question

Customer questions & answers

Have a question? Search for answers

Question: Are these safe for "totally enclosed fixtures"?

9 votes

Answer: I emailed customer service and specifically asked about t approved for totally enclosed fixtures.
By Scott Ames on December 7, 2016

See more answers (3)



I. Simple Callout



Questions & Reviews

Reviewers or customers often ask the same questions or have the same critical feedback. Product images are a great area to answer common questions and/or avoid confusion in critical reviews, as this information is right at the top of the page.(Examples G & H)

Keep it Simple

Although it is important to callout features, keeping the text to a minimum will ensure the consumer reads the information. Large blocks of text are often overwhelming and cause the reader to skip over the information. Use bullet points or icons and keep each feature callout short and simple. Many times the feature may be something obvious to you, but not necessarily to the consumer. For example: Bellaportofino tuna calls out that their tuna is wild caught, making it seem of higher quality than other tunas when in fact all tuna is wild caught! (Example I)

A+ Pages

J. Hawaiian Punch Singles-to-Go A+ Page



1 Easy to make!
Take a sip from a full 16.9 fl oz bottle of water to make room for the powder.

2 Pour!
Fully pour the packet into your bottle of water.

3 Shake!
Shake until powder is fully dissolved, and enjoy!



Try all of Hawaiian Punch's Products!

From freezer bars to drink mixes, Hawaiian Punch is the gold standard of fruit punch drinks.

Refreshing freezer bars made with some of your favorite Hawaiian Punch flavors.

The liquid water enhancers are a great way to add a splash of flavor to ordinary water.

Perfect for families, large groups, and parties. Each drink mix packet makes 2 quarts.

Measure the amount needed to deliver the amazing taste of Hawaiian Punch for everyone in the family.

According to Amazon, utilizing A+ Page content to educate the consumer about your product and brand can increase sales on average 3-10%.

Restrictions and Sizing

Amazon allows A+ Pages to be heavily branded and include logos. Generally, Amazon will reject images including shipping, pricing, promotions, QR barcodes, personal information (phone number, address, email), competitors, time sensitive information (now, new, latest, the best yet, etc.), links to other websites, copyright and trademark symbols. In cases where they are not rejected, Amazon will edit the image and remove these attributes.

Highly Visual Content

A+ Pages allow for a total of 5 modules. (example J) Designing the A+ Page as a whole in a highly visual manner will break up your product detail page and grab the attention of consumers with beautifully branded images. Leverage the A+ Page banners, as they encourage the use of visual content. Make sure your images have the proper size and resolution requirements (otherwise they will be rejected), and always proofread prior to submission.

Be Direct and Consistent

Keep the amount of text in your A+ Page modules to a minimum, making sure to communicate directly and simply. Develop these modules to highlight not only the best features of your product, but also the reliability of your brand. When planning and creating your A+ Pages, have your entire brand in mind. The design of your content should be consistent across the board and represent the tone of all your products and your brand.

There are times where modules that include text are necessary or will add to the overall experience. Some of the best modules to use for text are the "Standard Three (or Four) Images & Text", or the "Standard Single Image & Sidebar". Because Amazon crawls the copy in the A+ Page and indexes the keywords, it is important to include copy within some of the modules.

A+ Pages

K. Baggallini Everywhere Bagg A+ Page



- stylish
- sturdy
- lightweight
- durable
- organized



Thoughtfully designed pockets and compartments hold all of your essentials and leave room for adventure.

Super lightweight material won't weigh you down or hold you back, so you can carry on with your day, effortlessly.

Extremely durable water-resistant material made to last through all of life's journeys.

RFID Blocking technology helps protect your personal information within credit cards, passports, and more.



Stay Organized with More Great Styles from Baggallini	Whether you're a bohemian at heart or a traveler, this stylish and slouchy bag will satisfy your free-spirited ways. The hobo tote's roomy interior offers compartments for credit cards, cosmetics, your cell phone and more. Secure your belongings, sling it across your body and you're off on another aimless adventure!	Efficient and modern bag with a handsome square shape and cleverly organized pockets. It's a stylish travel purse that's not overly large or bulky, proving it's possible to look fashionable even when you're on the go. Removable wristlet doubles as a dainty evening clutch.	Daring and durable, the Sydney bag is accented with metal hardware and contains your things inside a strong, chic shape. Interior pockets hold your credit cards, cosmetics and a removable coin purse. Its hands-free design is essential for everyday travel or Australian excursions.	Discover a back-friendly way to carry your laptop, without sacrificing style. Our Brussels backpack has a padded laptop slot at the back, and a roomy forward compartment for other gear. Exterior pocket has credit card slots, so you can forgo a wallet. Padded shoulder straps have you commuting in comfort.	The low-maintenance and lovely horizon crossbody bag offers a sense of freedom within everyday hustle and bustle. Relax and stop to sniff the ripe fruits at the new farmers market up the street, or comfortably explore a faraway land while keeping essentials safely secured inside its multiple zippered pockets.
Available in Other Colors	✓	✓	✓	✓	✓



About baggallini
Life is a journey.

Just ask the two flight attendants who founded baggallini. They wanted a travel companion, something stylish with plenty of pockets to help them move from place to place. So on their next trip they found some people who could help them make exactly that. Soon the cabin crew all wanted to know where they got their bags, with the passengers not far behind. Before they knew it, they were sitting around their kitchen table, not just making bags but making a business.

Twenty years later, the bags they created are still working hard for the everyday traveler. Bags that are beautifully organized, to help their owners move from place to place. So whether your day takes you five blocks or five time zones...our bags are there to help you glide effortlessly through it. Welcome aboard!

baggallini
for life's journey

- Everywhere Bagg
- 52" adjustable crossbody strap
 - Lightweight, water-resistant nylon
 - Removable RFID wristlet included with updated silhouettes
 - Interior organization and multifunctional pockets
 - Sleeve for luggage handle
 - 13.5" (W) x 9" (H) x 5" (D) - 1 lb.

Modules and Example A+ Page Layout Approach each A+ Page like a story:

Module 1: The beginning header opens to your brand and its best qualities, enforcing reliability.

Modules 2-3: The following modules should bring further attention to the product/brand's features. These callouts may be additional features not yet mentioned in the product images or a repetition of the most key features previously mentioned.

Module 4: Cross sell additional products within the brand by using the "Standard Comparison Chart". This allows the consumer to be led directly to more of your products. (See Utilize Charts below.)

Module 5: Bring the consumer back to your brand with an about section. Two modules work well for this application, the "Standard Single Image & Sidebar", or the "Standard Single Left Image".

Utilize Charts

Utilizing a comparison chart to display related products gives the consumer a chance to discover more of your products without having to navigate away from the detail page and your brand. For example, these charts can display options within the same product line, items similar to that product, or complementary products.

Other modules of the A+ Page have the ability to be enlarged when clicking but the physical interaction ends there. Creating a cross sell section of the A+ Page is the only opportunity to lead the consumer to more of your brand's products. Be sure to utilize this module fully by linking to your ASIN's. Since the rest of the A+ Page does not have this capability, making each product's space look clickable will lead the consumer in the right direction. The comparison chart module allows you to add text to describe the products show, as well as check marks to signify relevant features.