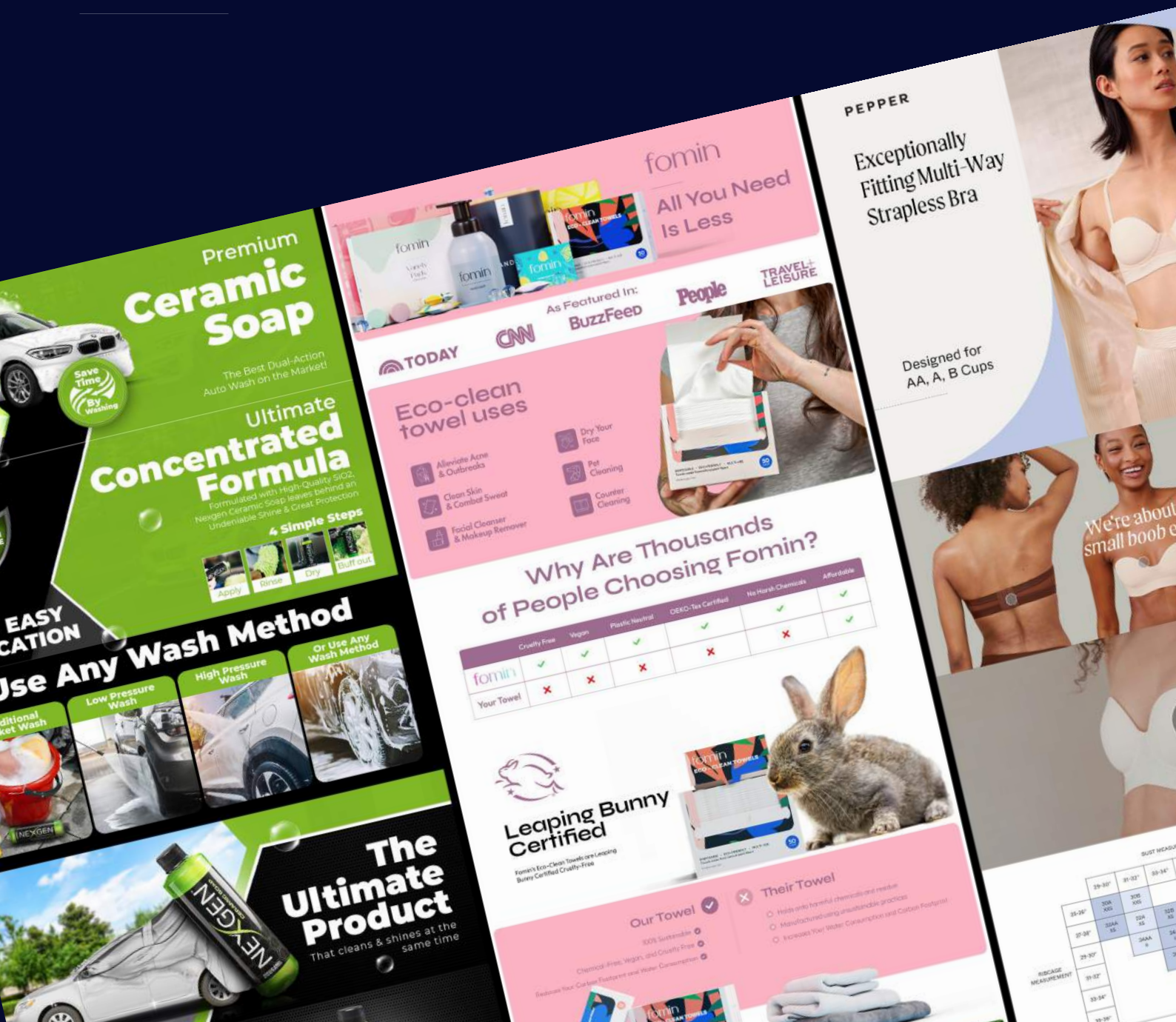


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HOW TO CREATE COMPELLING A+ CONTENT



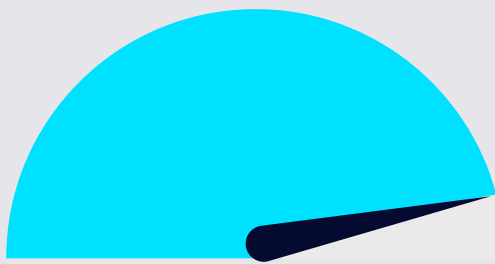
How to Create Compelling A+ Content and Win Over The Competition

If you're involved in selling on Amazon, you understand the significance of having top-notch product content. After all, this sets you apart from the competition and entices potential customers.

Moreover, in the fiercely competitive realm of e-commerce, where numerous products vie for consumer attention, establishing a unique brand presence is crucial for success. This is where Amazon A+ Content plays a vital role by providing brands an exceptional opportunity to enhance their product listings and captivate shoppers.

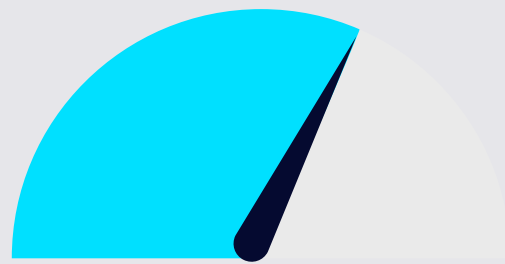
So, if you want your Amazon products to sell effectively, creating compelling A+ content that stands out from the crowd is essential. However, with the many factors to consider and documentation to manage, how can you make such compelling content? No worries, This guide will help you create top-notch A+ content and explore its advantages. So, let's commence our journey!

Mastering the Basics of Amazon A+ Content



94%

Content with relevant images gets **94% more views** than content without.



58%

Products with A+ content and video get **58% more sales** as compared to products without A+ content.

Before creating compelling A+ content, let's review the quick brief about what is Amazon A+ content. In today's social media-driven planet, customers desire customized service, unique content, and a seamless experience, even while shopping online. Recognizing this changing consumer landscape, Amazon has introduced A+ Content to assist shoppers in making more informed decisions.

Amazon A+ Content refers to customized product elements added to your Amazon product pages. It encompasses various features, such as high-quality pictures, comparative graphs, video content, FAQs, etc. Moreover, it'll serve as an extension of your website and social media presence, aiming to delight and connect with your customers.

Which Sellers Can Create A+ Content?

If you're a new Amazon seller and want to leverage the advantages of Amazon A+ Content, you must meet specific eligibility criteria and register your brand on Amazon. Here are the steps that you should follow to enroll your brand:

- 1) Sign in to Amazon Brand Registry using your current Seller credentials. You can also make a free-of-cost account if you don't have one.

Moreover, to learn more about registering process, read our detailed guide on [Amazon brand registry](#).

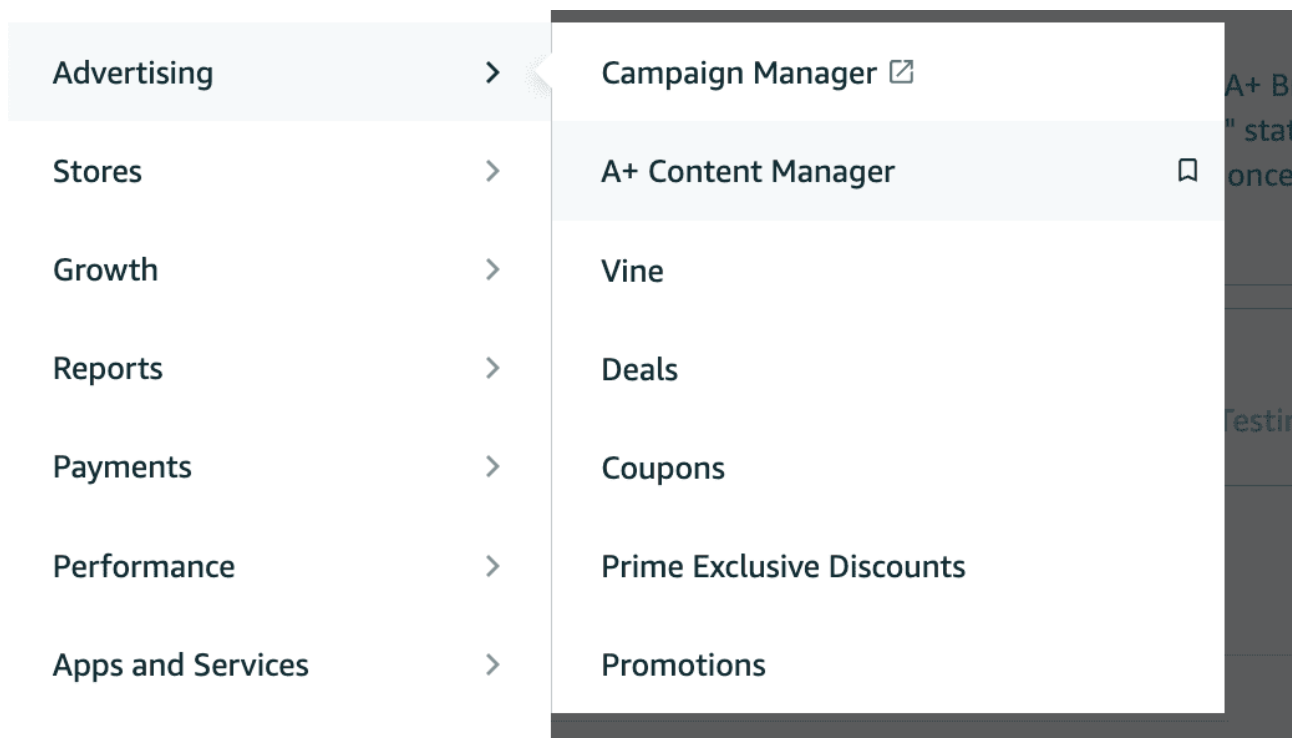
- 2) For brand enrollment, you have to provide the following details:
 - Brand name accompanied by an active registered or pending trademark.
 - Trademark registration number issued by the Intellectual Property office.
 - Products list categories such as clothing, sports items, and electronics, where you want to enlist your brand.
 - Amazon will confirm the trademark ownership after submitting the required details. You'll receive a verification code, which should be sent back to Amazon for completing enrollment.
- 3) Amazon will confirm the trademark ownership after submitting the required details. You'll receive a verification code, which should be sent back to Amazon for completing enrollment.
- 4) Once Amazon confirms the trademark details, sellers can access the brand registry and make A+ content for their product pages.

How to create Amazon A+ Content

Once you've completed the registration process, you can begin creating your A+ content.

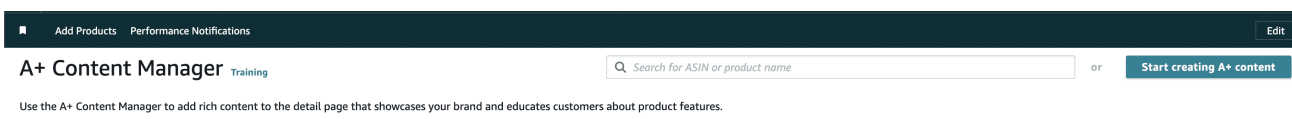
Step 1

In Seller Central, hover over Advertising > A+ Content Manager.



Step 2

Click 'Start creating A+ content'.



On the next page, you'll be able to select the [type of A+ Content](#) you would like to create. You have the option to create a basic "Enhanced Product Description" or a "Brand Story."

Select the type of A+ content you want to create:

Enhanced Product Description

Basic

Create up to 5 modules of enhanced content to highlight the features of your products

Create Basic

Additional Content Types

Brand Story

Tell your Brand story across all of the products in your Brand

Add your logo, brand picture, brand description, and answer questions about your brand.

Content displays in a new section above the Enhanced Product Description

Create a Brand Story

With Basic enhanced content, Amazon states you can add up to 5 modules to your A+ Content (though it still allows you to add 7).

With a Brand Story, you have the ability to tell your brand's story across all your brand-registered products on Amazon. You can add both a "Brand Story" and an "Enhanced Product Description." The Brand Story section will appear above your basic A+ Content.

Step 3

Add content name and language.

For this example, we're going to create a Basic A+ Content description.

Home > content > new > revision > draft > edit

Cancel Save as draft Next: Apply ASINs

Content details

Content name	Language	Content Type	Status	Applied Asins	Last activity
<input type="text"/>	<input type="text"/>	EBC	Draft	0	6/3/2020

Add Module


Step 4

Then, click 'Add Module'.


Add Module ✕

Search

Standard Company Logo




Standard Comparison Chart



Customer Reviews	★★★★★	★★★★	★★★★★	★★★★★	★★★★★
Price	\$1000	\$2000	\$5000	\$1000	\$5000
Management	Easy	Independent	Devote	Alert	Easy
Trainable	Training	Training	Training	Basic	Complex
Easy to train	✓	✓	✓	✓	✓
Breed	Fast	Medium	Slow	Very Fast	Medium

Standard Four Image & Text



Key Features

- Image 1:** This dog is the best of all dogs. It is the most popular dog in the world. It is the most popular dog in the world. It is the most popular dog in the world.
- Image 2:** This dog is the best of all dogs. It is the most popular dog in the world. It is the most popular dog in the world. It is the most popular dog in the world.
- Image 3:** This dog is the best of all dogs. It is the most popular dog in the world. It is the most popular dog in the world. It is the most popular dog in the world.
- Image 4:** This dog is the best of all dogs. It is the most popular dog in the world. It is the most popular dog in the world. It is the most popular dog in the world.

Step 5

Choose your modules

You are allowed to add up to seven modules for your A+ content.

Here is my preferred layout:

- Module 1: Logo
- Module 2:
Image Header With Text – Large 970 x 600-pixel image that talks about the brand, product, etc. You can also add text below the image to talk more about the brand story
- Module 3:
Standard Image & Dark Text Overlay – Create a 970 x 300-pixel banner graphic that stands out (text box is optional)
- Module 4:
Standard Single Image & Specs Detail – Add one 300 x 300-pixel image and important product info/specs
- Module 5: Standard Single Left Image – Talk about the main feature or benefit. You can add one 300 x 300-pixel image and text
- Module 6:
Standard Single Left Image – Talk about the second main feature or benefit. You can add one 300 x 300-pixel image and text
- Module 7:
Standard Three Images & Text – This is a great spot to talk about other features or benefits of your product

I like this layout because the images and text flow well; it's easy to read and doesn't look crowded, especially if you have a lot of features and benefits to talk about. Of course, this is just my preference, you can do whatever looks best for your brand.

You can choose a right-side image, four-image quadrant, multi-image module, and more. Customize however you'd like!

Note: The comparison chart is great if you have other products in your brand. The best part is, you can link directly to those product listings

Step 6

Apply to your ASIN(s)

Step 7

Review and submit for approval

Before you start writing your content, refer to [Amazon's A+ Content Guidelines](#) to ensure you do not violate any of their terms. If you include information that is not allowed, it will delay the approval process, which can take up to seven days.

- Do not include any special characters such as trademark or copyright symbols
- Do not include any language such as guarantee, best-selling product, etc.
- Proofread before submitting and make sure there are no spelling errors
- Do not mention your competitors or another brand name
- Do not repeat a word too many times
- Make sure the image resolution is clear
- Do not include any links or references to your own website

Image size requirements to keep in mind

- Logo: 600 x 180 Pixels
- Banner: 970 x 300 Pixels
- Comparison Chart: 150 x 300 Pixels
- Four-Image & Text Module: 220 x 220 Pixels
- Four-Image Quadrant: 135 x 135 Pixels
- All others: 300 x 300

Make sure to check each module before you create any images.

After you create your content, the next step is to apply [ASINs](#). After you choose which ASIN(s) this A+ page is going to be applied to, you will need to submit it for approval.

Again, this process can take up to seven days and if something is incorrect, you will have to fix the error and resubmit your listing for approval.

9 Tips for Creating Compelling A+ Content

Here are 9 tips for creating engaging A+ Content that increases conversion rates and product sales growth.

1. Highlight the Key Selling Points Visually

When crafting A+ Content, it is crucial to explore different effective ways of visually showcasing the core selling points of your product. Choose options that are not only impactful but also visually appealing. Consider whether icons and illustrations can effectively convey your selling points. Alternatively, close-up images or annotated photography might be more suitable. On Amazon, shoppers respond better to visual demonstrations of what sets your product apart rather than just reading about it.

Custom paragraph headers and images



Highlight key features




Unique image and text layouts



2) Convey Information Quickly and Clearly

High Resolution Image



PADDLETEK

BANTAM SERIES

POWER AND PERFORMANCE

Drive the ball across the court with paddles designed for maximum pop and a dynamic sweet spot. The legendary Bantam series delivers unbeatable power without sacrificing control.

Bantam EX-L Pro
BEST STAND BACK.

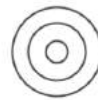
The Bantam series has dominated championship courts since 2012, and this game-winning performance reaches its pinnacle in the EX-L Pro. Smart Response Technology delivers the driving force behind its explosive, yet controlled hits, while a velvet textured polycarbonate surface gives you lasting spin.

WHY PADDLETEK?



MORE POWER

Featuring high-tech polymer honeycomb cores, our paddles let you hit harder and faster.



MORE CONTROL

Our focus on advanced surface coatings benefits your game with precision touch for incredible accuracy.



MORE FORGIVENESS

Engineered to exacting standards, PaddleTek paddles are more forgiving without sacrificing performance.

Detailed feature information

BANTAM EX-L PRO

POWER RATING	9.5 / 10
CONTROL RATING	8 / 10
FORGIVENESS RATING	9 / 10
WEIGHT	8.3 - 8.7 oz
GRIP LENGTH	4 3/4"
SURFACE	Velvet textured Polycarbonate
CORE	Bantam SRT Core
CORE MATERIAL	Advanced High Grade Polymer Composite Honeycomb
TOTAL LENGTH	16"
WIDTH	7 7/8"



EDGE GUARD
All paddles are equipped with 1/8" edged shock guard.

PERFORMANCE GRIP
All standard grip paddles are equipped with our Ultra Cushion High Tack Performance Grip. All thin grip paddles are equipped with our High Tack Performance Grip.

It's important to acknowledge that Amazon shoppers typically have limited time and attention spans. Expecting them to spend several minutes reading lengthy paragraphs of A+ Content is unrealistic. Instead, focus on concise and impactful value propositions.

Include only the most relevant details consumers want about your product. With limited space available for A+ Content, effectively communicate the most important concepts within the restricted time frame before the shopper moves on.

3) Set Your Product Apart from the Competition

Competition on Amazon is fierce, with multiple products vying for attention. That's why making your [Amazon listings](#) stand out is crucial. Remember that most consumers will explore other options available in the market.

To prevent them from leaving your listing midway through their decision-making process, highlight the key differentiators of your product.

4) Address Frequently Asked Questions

Invest time in researching and understanding the common questions your customers have. By addressing these questions proactively, you can provide upfront answers and alleviate potential concerns. For instance, a mobile phone brand should cover manufacturing processes, high-quality materials that ensure durability, and highlight features that enhance safety.

5) Optimize for Mobile Devices






According to [Statista](#), Amazon attracts an average of 264 million monthly unique visitors through mobile channels. Therefore, ensuring that your A+ Content is visually attractive on both desktop and mobile platforms is crucial.

To achieve this, use large text sizes and leverage Amazon's responsive module designs, such as "three images across" or "four images across" for callouts. Doing so guarantees that your content remains legible regardless of the screen size.

6) Leverage Comparison Charts

Utilize comparison charts in your A+ design to curate a selection of different products and create direct links to other ASINs within your catalog. This allows for subtle upselling by showcasing different versions of the current product, offering choices that meet the shopper's needs.

Product Comparison Charts

					
	Ceramic Car Wash Soap See Details	Quick Detail Spray Add to Cart	Interior Ceramic Spray Add to Cart	Ceramic Spray Add to Cart	Wet Look Tin See Details
Customer Reviews	★★★★☆ 548	★★★★☆ 416	★★★★☆ 157	★★★★☆ 8,555	★★★★☆ 78
Price	—	\$23 ⁹⁵	\$27 ⁹⁵	\$34 ⁹⁷	—
Designed For	Wash & Restore Ceramic Coating	Instant Detailing	Hydrophobic Protection & Shine	Ceramic Coating	Restoring Tin
Benefits	Glass Like Gloss & Protection	Keeps Paint Scratch&Swirl Free	Protects from Wear and Tear	Protects From Scratches	Protect Surfaces F
Interior / Exterior	Exterior	Exterior	Interior	Exterior	Exterior
Surfaces	Used on Any Exterior Surface	Used on Any Exterior Surface	Leather, Vinyl, and Plastic	Used on Any Exterior Surface	Rubber Vinyl Plas
Offers Sun Protection	X	X	✓	X	✓
Made in the USA	✓	✓	✓	✓	✓

7) Establish Your Brand and Product Legitimacy

Given the prevalence of low-quality products, counterfeits, and imitations on the Amazon marketplace, it's essential to address shopper skepticism. Incorporate information about your brand or product through a module, sharing details about your company's history, accreditations, awards, or health and safety considerations related to your products. This infuses confidence in Amazon shoppers, assuring them they purchase from a trusted and reputable source.

8) Reflect Brand Identity

Your brand's recognition and trustworthiness are invaluable assets on Amazon. When designing A+ Content, create a seamless experience that aligns with your existing digital channels. Utilize your brand's typography, logo, colors, and photography to reinforce your branding on the Amazon marketplace.

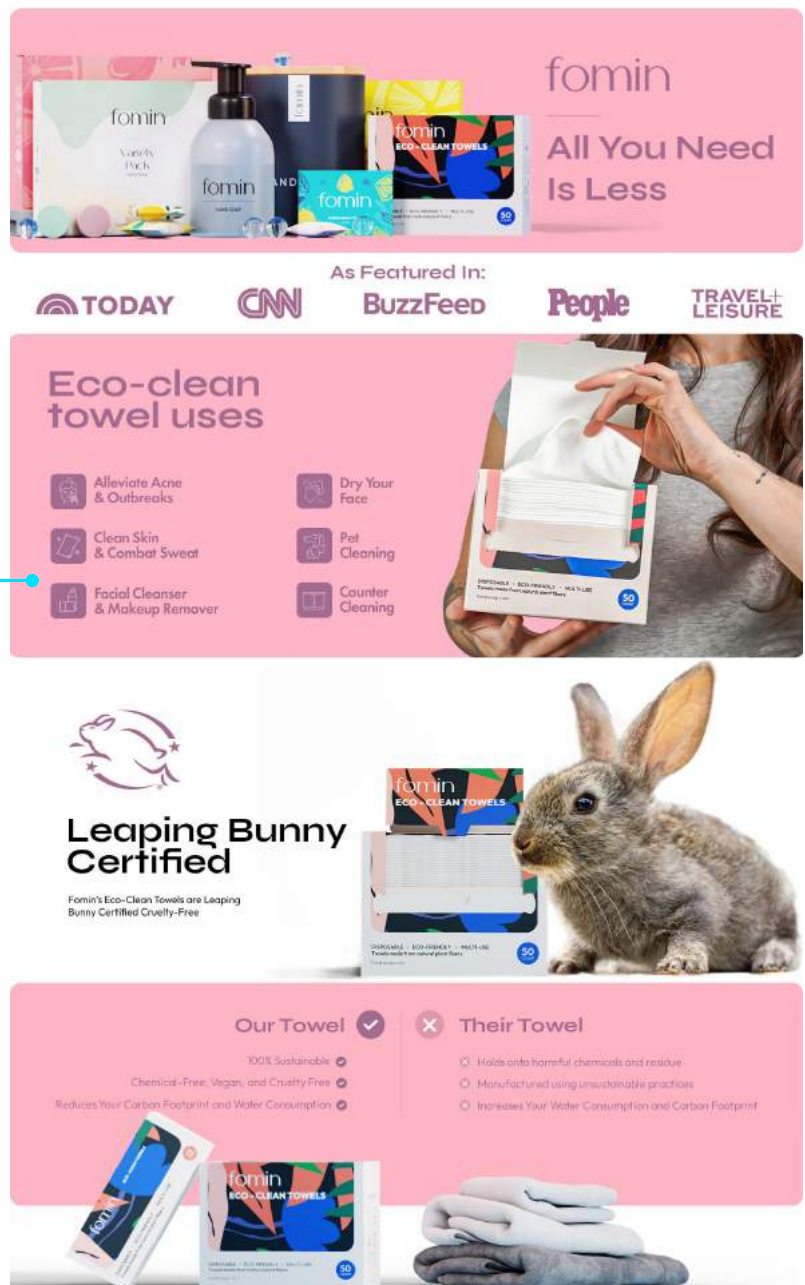


Image shows product in use and presents the brand's identity and values

9) Design Easily Digestible Content

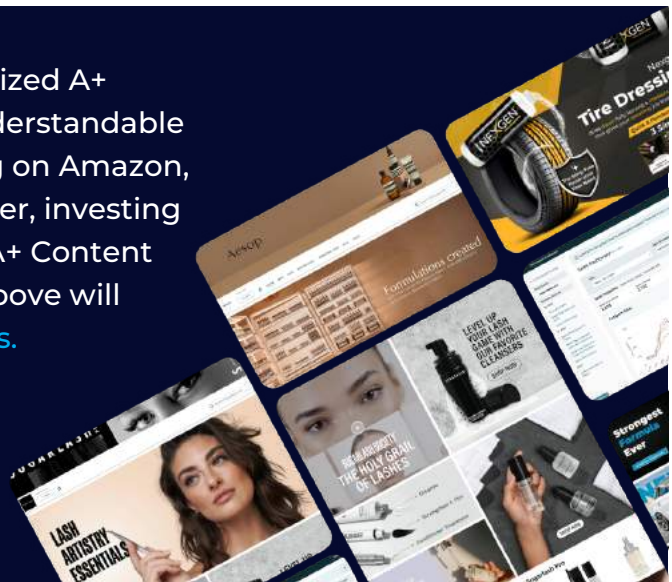
Amazon's generic A+ Content can be unfriendly and cumbersome for consumers. Therefore, create your templates and upload them as images whenever possible instead of relying on generic A+ modules.

Focus on designing custom templates with a strong hierarchy highlighting the most crucial information, maintaining balance and repetition. For example, feature four images in a row highlighting key product features. These designs help them to quickly discover, process, and understand essential information, ultimately increasing the likelihood of a purchase.

Moreover, to make compelling content for your Amazon products, read our guide on [Amazon listing optimization](#).

Conclusion

Planning, iterating, and executing optimized A+ Content can be time-consuming. It's understandable that amidst the various aspects of selling on Amazon, A+ Content often gets neglected. However, investing time and effort into creating influential A+ Content by incorporating the 9 tips mentioned above will increase conversion rates and [boost sales](#). So, why you're waiting? Start today and witness the positive influence of A+ content on your business.



Moreover, if you want to elevate your branding strategy to the next level, get a free consultation with our team at [SwiftStart](#). Our premium branding and design services will assist you in creating a cohesive brand identity. Contact us today to discover how we can help you [succeed on Amazon](#) and beyond.