

AMAZON A+ CONTENT CREATION GUIDELINES



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What is Amazon A+ Content?



Amazon A+ Content is your key to standing out on the world's largest online marketplace. It enhances your product listings with eye-catching visuals and engaging text, highlighting your brand's unique features.

Key Benefits:

- **Boosts Appeal:** Makes your products more attractive to shoppers.
- **Builds Trust:** Helps establish credibility with potential buyers.
- **Drives Sales:** Increases conversion rates by showcasing your brand effectively.

In this guide, we'll cover the essential guidelines and requirements to get you started!

General Content Guidelines for Amazon A+ Content



aA

Text and Grammar Standards

Spelling & Punctuation: Use Oxford commas and spell out numbers under 10.

Capitalization: Capitalize major words in headers.

Consistency: Avoid inconsistent punctuation, grammar mistakes, and excessive font styles like bold text.

Prohibited Content:

- No pricing, promotional information, or holiday references.
- Avoid mentioning shipping details or comparing competitors.
- Steer clear of time-sensitive terms like “latest” or “new.”
- Do not reference off-Amazon customer service or provide contact details.

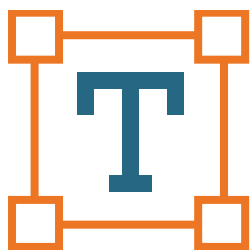


Image and Text Formatting

Image Quality Requirements:

File Types: Acceptable formats are .jpg, .bmp, .png (use RGB colorspace only).

Resolution: Minimum 72 dpi, file size under 2 MB. Ensure images are clear—avoid blurriness, watermarks, or unreadable text (especially for mobile users).

Unique Visuals for A+:

A+ images must be original and not reused from your main image gallery.



Accessibility and Alt-Text Requirements

Every image should include alt-text (maximum 100 characters) that accurately describes the image for screen readers. Make sure the alt-text is clear and useful for visually impaired users to prevent content rejection.



Brand Logos and Partner Symbols

Include one brand logo per A+ Content. Partner logos can be added if relevant but avoid cluttering with unnecessary symbols.



Claims, Certifications, and Awards

Awards: Only mention awards from the last two years, including the awarding body and date.

Certifications: Must be backed by evidence, specifying the certifying body and year.

Prohibited Claims:

- Avoid satisfaction guarantees or claims like “#1 rated” or “best-selling.”
- Environmental claims (e.g., “eco-friendly”) require full substantiation.



Content Restrictions and Policy Violations

Prohibited Content: No warranty information or claims to treat medical conditions, and no references to criminal activities.

Hyperlinks: Do not include links to external websites.

Trademark Usage: Keep TM and © symbols small and relevant to packaging or logos.



Submission and Review

Follow Amazon's content review process to ensure all text, images, and claims comply with their guidelines to avoid rejection.

These guidelines help ensure your A+ Content meets Amazon's standards and enhances your product's appeal, driving engagement and sales.



Module Options and Specifications

Amazon A+ offers up to **7 modules** per product page. Each module type has specific **image size** and **text limits**.

Module Descriptions






Standard Company Logo

600 × 180

Image: 600px x 180px minimum

Text: None.

Standard Comparison Chart

					
	Labrador Retriever	Shiba Inu	Bulldog	German Shepherd	Chihuahua
	Add to cart	Add to cart	Add to cart	Add to cart	Add to cart
Customer Reviews	★★★★☆ \$1,461	★★★★☆ \$1,461	★★★★☆ \$1,461	★★★★☆ \$1,461	★★★★☆ \$1,461
Price	\$99.95	\$99.95	\$99.95	\$99.95	\$99.95
Temperament	Kind	Independent	Docile	Active	Sassy
Job skills	Tracking	Hunting	Sleeping	Rescue	Commercials
Easy to train	✓	✓		✓	
Speed	Fast	Medium	Slow	Very fast	Medium

Images: 2-6 images, each 150px x 300px minimum.

Text: Title, ASIN, highlight options, review, price, and/or “Add to cart” button for each product. Minimum one and maximum 10 comparison metrics. Each metric can have a 250-character entry.

Standard Four Image & Text

Key Features



Sense of Smell

Dogs rely on their sense of smell to interpret the world. Their olfactory perception is orders of magnitude more acute than that of which a human is capable.



Paws

The soft pads on the bottom of their feet act as a cushion for their limbs and make walking comfortable. Puppy paws are also adept at leaving cute mud prints across carpets.



Sight

Dogs have two spectral types of cones photoreceptors, compared to our three. Their vision is equivalent to red-green color blindness found in humans.



Tongue

A dog's tongue is responsible for cooling, eating and drinking, and a host of other tasks. Their tongue is also used to show affection and melt hearts.

Images: 4 images, each 220px x 220px minimum.

Text: Top headline (max 200 characters), four headlines below each image (max 160 characters each), and four body text placements (max 10 lines, 1,000 characters total).

Standard Four Image / Text Quadrant



Small Dogs

Small dogs make better icons, because they are used to small spaces. Small cottages, small bowls, small beds, small icons. It just fits. Big dogs don't always look good in small icons. Because they are used to bigger spaces. Be sure to you add appropriate images based on the space.



Sense of Smell

Dogs rely on their sense of smell to interpret the world. Their olfactory perception is orders of magnitude more acute than that of which a human is capable — humans have somewhere around 5 million scent receptors, whereas a Bloodhound can have closer to 300 million.



Big Dogs

You can still add big dogs to small icons, but make sure the customer can see the details you are trying to highlight in the image. In some cases, if the image doesn't have enough details and the customer might end up buying a cat rather than a dog.



Dog Paw

The soft pads on the bottom of their feet act as a cushion for their limbs and make walking comfortable. Puppy paws are also adept at leaving cute mud prints across carpets.

Images: 4 images, each 135px x 135px minimum.

Text: Four headlines (max 140 characters each) and four body text placements (max 10 lines, 1,000 characters total).

Standard Image & Dark Text Overlay



Images: Background image 970px x 300px minimum.

Text: Headline (max 70 characters) and body text (max five lines, 300 characters total).

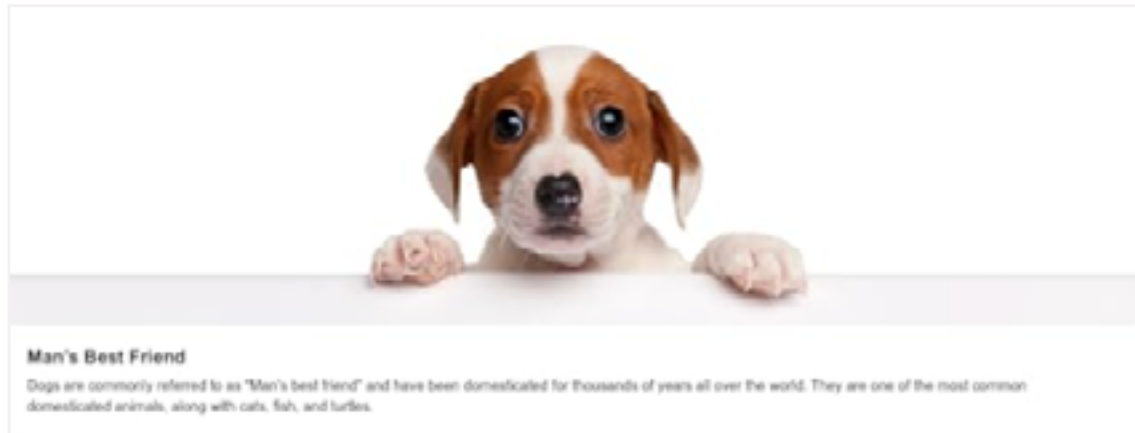
Standard Image & Light Text Overlay



Images: Background image 970px x 300px minimum.

Text: Headline (max 70 characters) and body text (max five lines, 300 characters total).

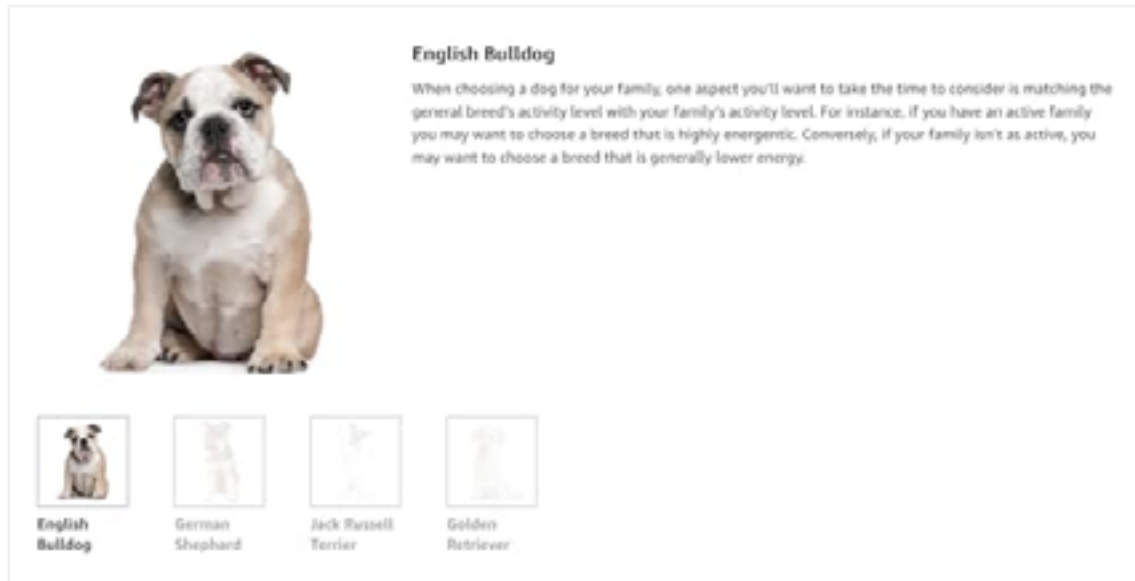
Standard Image Header with Text



Images: 970px x 600px minimum.

Text: Two headlines (max 150 characters each) and body text (max 15 lines, 6,000 characters total).

Standard Multiple Image Module A



Images: 4 thumbnails, each 300px x 300px minimum.

Text: Four captions (max 200 characters each), unique headlines (max 160 characters each), and descriptions (max five lines, 1,000 characters total).


Standard Product Description Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque volutpat elit nunc, et dictum lacus maximus ac. Maecenas mattis quam quis bibendum convallis. Fusce frugiat odio ante, vitae ornare purus sollicitudin sed. Morbi laculis euismod augue in consectetur. Fusce nec metus convallis, vestibulum sem vitae, egestas odio. Integer risus nisi, condimentum in eleifend quis, condimentum in dolor. Curabitur eu vestibulum ante.

Images: None.

Text: Body text (max 30 lines, 6,000 characters total).

Standard Single Image & Highlights



It Pays to be a Lap Dog
Educating Customers
Many work dogs often wonder how to increase their product conversion on Amazon? Educating customers by using rich content in A+ Detail Pages is a quick and easy way to capitalize on customer traffic and boost conversion.

What Makes a Good A+ Page?
Customers love great product images. Content that helps them identify what makes your product different and details that show off those nuances that are beneficial to their shopping experience.

What Makes a Good A+ Page?
Customers love great product images.

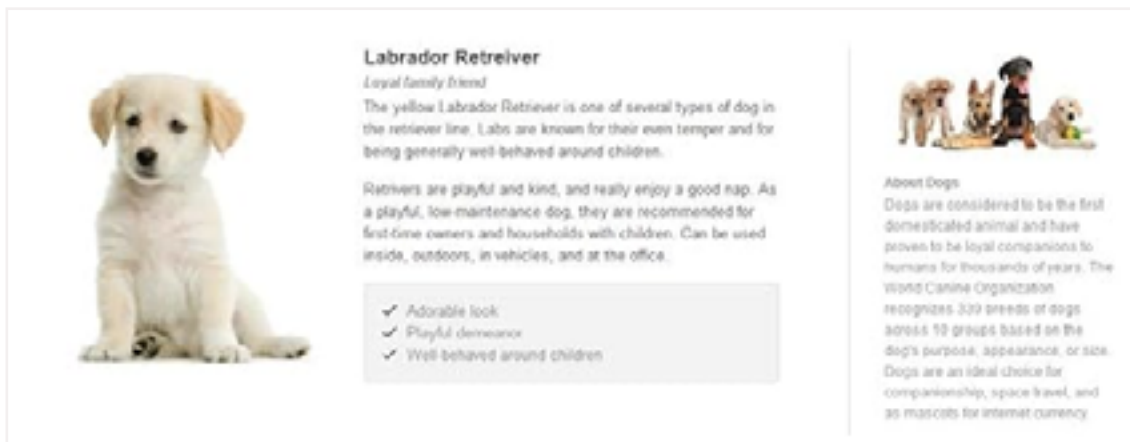
Benefits of A+ Detail Pages

- Improve organic SEO and traffic
- Educate shoppers about model variations and features
- Drive brand awareness
- Increase conversion and CPO

Images: 300px x 300px minimum.

Text: Center headline (max 160 characters), subheadlines (max 200 characters each), and body text (max 10 lines, 1,000 characters total).

Standard Single Image & Sidebar



Images: Main image (300px x 400px min) and sidebar image (350px x 175px min).

Text: Image caption, main headline (max 160 characters), body text (max 10 lines, 500 characters), and sidebar text.

Standard Single Image & Specs Detail

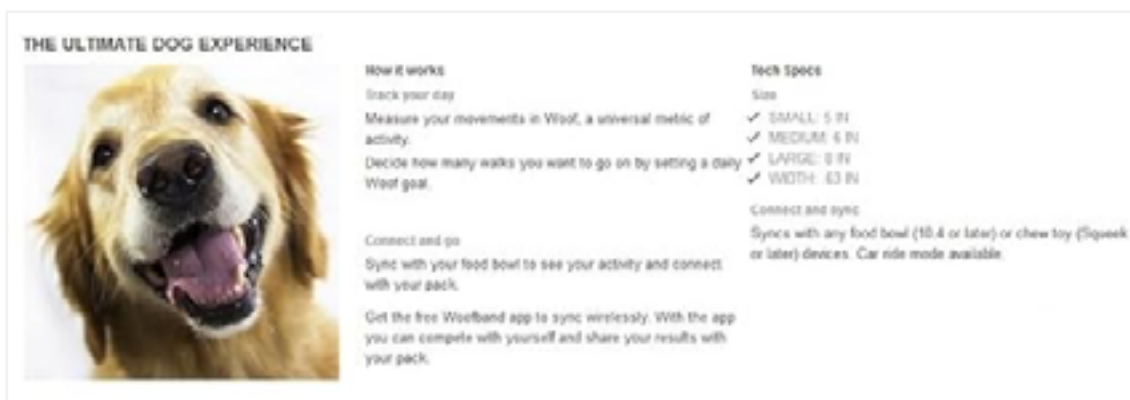



Image: 300px x 300px minimum.

Text: Top headline, center headline and body text, right headline, and specifications (4-16 specs, max 30 characters each).

Standard Single Left/Right Image



Man's Best Friend

Dogs are commonly referred to as "Man's best friend" and have been domesticated for thousands of years all over the world. They are one of the most common domesticated animals, along with cats, fish, and turtles.

When dogs are not chasing their tails or chewing on household items they tend to nap so they can be 100% rested and ready to play when you come home from a long day at work.

Dogs at Work

At Amazon, employees are encouraged to bring their well-behaved pups to work with them. Approximately 95.7% of company work is performed by dogs. On the Internet, nobody knows you're a dog. Nobody.




Image: 300px x 300px minimum.

Text: Headline (max 160 characters) and body text (max 10 lines, 1,000 characters total).

Standard Technical Specifications

Size	Medium	Demeanor	Excellent demeanor, very welcoming of people. For this reason this breed would not make an ideal guard dog. Known to be protective of smaller children.
Energy Level	High energy, needs plenty of exercise	Lifespan	12-14 years
Shedding	Sheds highly depending on season, requires brushing several times a year. Not the right fit for a family with allergies or one that's neat, this breed will likely shed on all types of upholstered furniture.	Average Weight	40-60 lbs full grown
Bark Level	Low	Intelligence	Average
Friendliness	Very friendly	Learnability	Can learn basic commands quickly
Independence	Not independent, would do best with a family that's typically home all day	Common Health Issues	Propensity for hip dysplasia as they age

Image: None.

Text: Headline (max 80 characters) and specifications (4-16, max 30 characters each, with definitions).

Standard Text

Lorem ipsum dolor sit amet, eu magna similique his, ei usu citta cetero ponderum. Semper corpora deserunt no duo, no nonumy aperian tractatos nec. Vel eu sint ornatus patrioque, ex vim civibus ancillae delicata. Quod torquatos cu ius. Dolore quaestio delicata at vis, ius posse medicrem at. Libris numquam voluptua in quo, duo at etiam percussit. Mea aiterum scaevota probatus. Lorem ipsum dolor sit amet, eu magna similique his, ei usu citta cetero ponderum. Semper corpora deserunt no duo, no nonumy aperian tractatos nec. Vel eu sint ornatus patrioque, ex vim civibus ancillae delicata. Quod torquatos cu ius. Dolore quaestio delicata at vis, ius posse medicrem at. Libris numquam voluptua id quo, duo at etiam percussit. Mea aiterum scaevota probatus.

Image: None.

Text: Headline (max 160 characters) and body text (max 10 lines, 5,000 characters total).

Standard Three Images & Text

Three Types of Dogs



Dog 1: St. Bernard
 The St. Bernard breed is a massive dog that in early days were the livestock guardians dedicated to protecting herds. They are also well known for search and rescue activities in the European Alps.

Dog 2: Terrier
 Small terriers are always the center of attention. Known for fox hunting and abundance of energy, this dog can do all kinds of neat party tricks. Balancing apple sends make the other dogs very jealous.

Dog 3: German Shepherd
 German Shepherds are big dogs, though when young they have floppy ears. Originating from Germany, these shepherds are working dogs used originally for herding sheep.

Image: 3 images, each 300px x 300px minimum.

Text: Top headline (max 200 characters), three headlines (max 160 characters each), and body text (max 10 lines, 1,000 characters total).

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