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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

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."
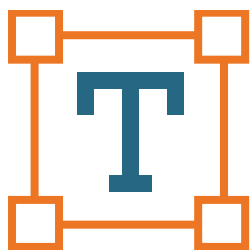- Do not reference off-Amazon customer service or provide contact details.

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

Image: 600px x 180px minimum
Text: None.

Standard Comparison Chart

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 paws 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 collars, 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 cased, 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 paws 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).
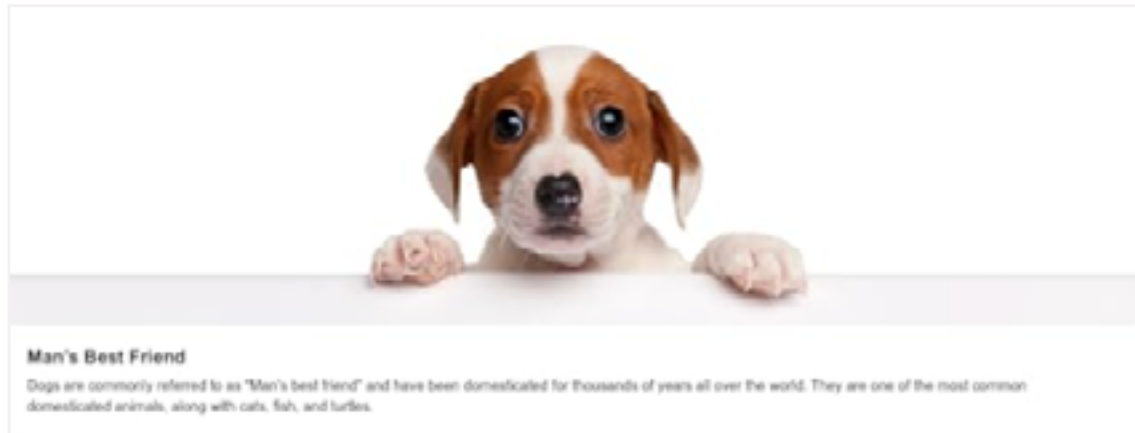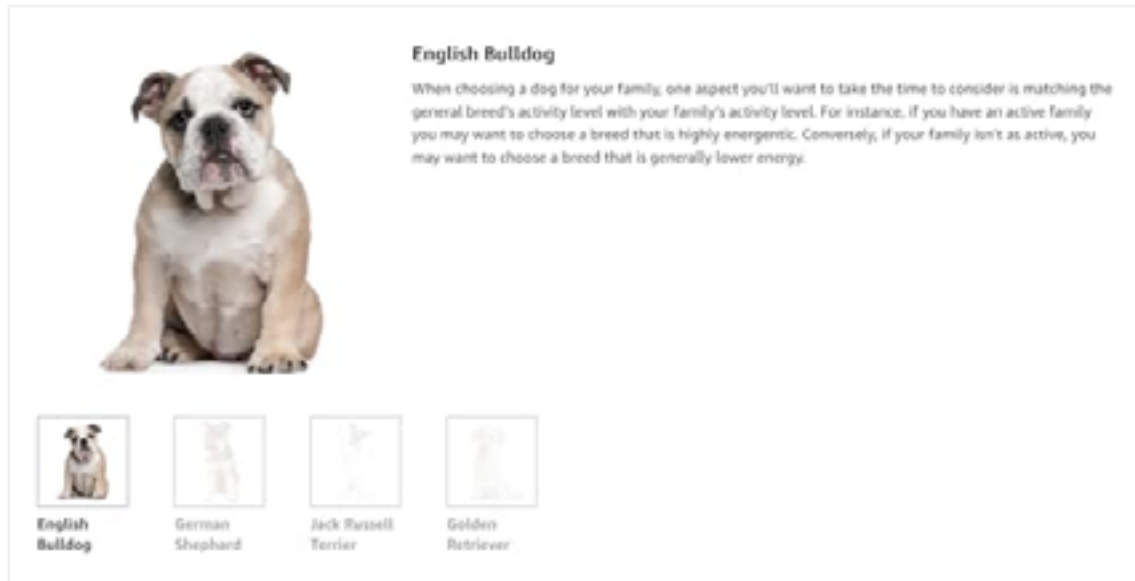
Standard Image & Light Text Overlay

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

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.

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

English Bulldog

When choosing a dog for your family, one aspect you'll want to take the time to consider is matching the general breed's activity level with your family's activity level. For instance, if you have an active family you may want to choose a breed that is highly energetic. Conversely, if your family isn't as active, you may want to choose a breed that is generally lower energy.

English Bulldog   German Shephard   Jack Russell Terrier   Golden Retriever

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 feugiat odio ante, vitae ornare purus sollicitudin sed. Morbi iaculis euismod augue in consectetur. Fusce nec metus convallis, vestibulum sem vitae, egestas odio. Integer risus nisl, 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

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
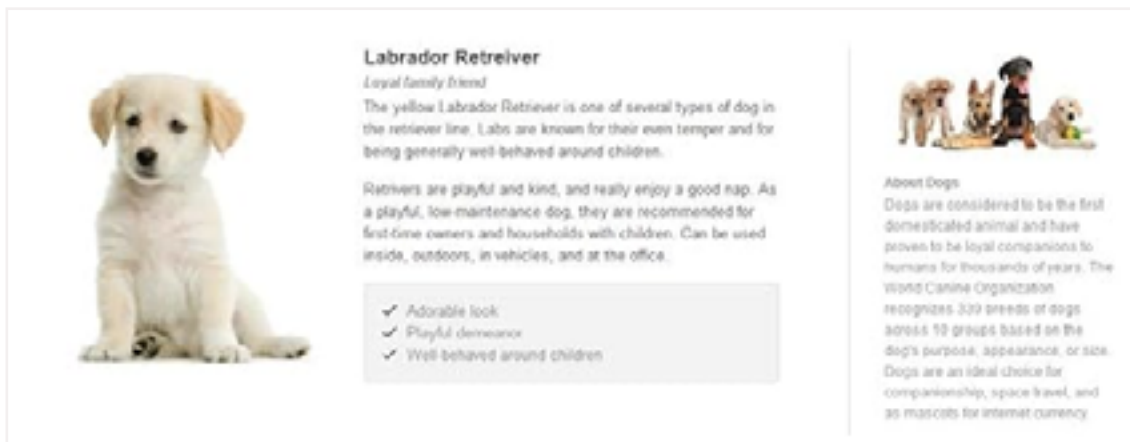
Images: Main image (300px x 400px min) and sidebar image (350px x 175px min).
Text: Image caption, main headline (max 160 characters), body text (max 10 lines, 500 characters), and sidebar text.

Standard Single Image & Specs Detail
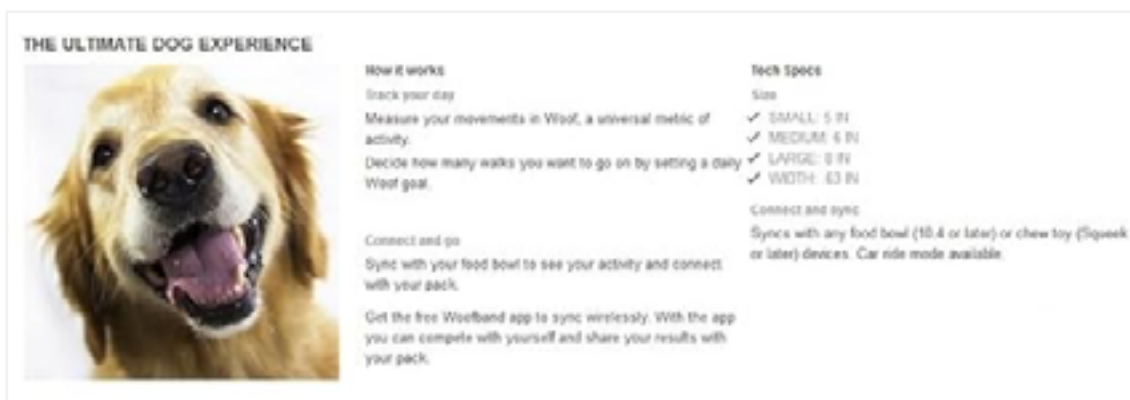
Image: 300px x 300px minimum.
Text: Top headline, center headline and body text, right headline, and specifications (4-16 specs, max 30 characters each).

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

Image: None.
Text: Headline (max 80 characters) and specifications (4-16, max 30 characters each, with definitions).

Standard Text

Image: None.
Text: Headline (max 160 characters) and body text (max 10 lines, 5,000 characters total).

Standard Three Images & Text

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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