PRODUCT DETAIL PAGE

What you will learn

When shopping on Amazon, Customers discover and learn about your products from your product's detail page. If your product's detail page is incomplete or incorrect, it can make it difficult for Customers to find your product and can impact your sales. In this section, we'll review how high-quality detail pages can help you build and manage your listings on Amazon and encourage Customers to make the decision of purchasing your products.

What is a Detail Page?

Amazon product detail pages are where Customers view products to make a buying decision.

A high quality detail page educates Customers with all relevant product information and converts browsing shoppers into satisfied Buyers. A detail page is composed of the following elements:

1. **Product Title**

   A short title for the product that identifies what is being sold.

2. **Product Images**

   Views of the product that are shown when the Customer clicks through to the detail page.

3. **Product Bullet-Points**

   Brief descriptive text regarding specific aspects of the product.

4. **Product Description**

   A text description that provides more detailed product information and details.

How do I create a Detail Page for my product?

To help you create compelling detail pages, we've created category style guides, which contain guidelines for images, descriptions, and much more. They are in PDF format for easy downloading and printing: Templates and Style Guides for Specific Categories. Once you're familiar with the listing requirements for the categories you want to sell in, the video tutorials linked below will help you create your listings on Amazon:

1. Using Add-a-Product
This tutorial reviews the Add a Product Tool as it is a great way to create a smaller number of listings using a simple web-based interface.

2. Bulk Inventory Uploads for New Sellers This tutorial reviews the process for building and uploading Excel-based data files in your Seller Central account.

T E S T I M O N I A L

"Amazon has simplified the listing experience and made it really easy to use. It allows us to get all of our important product information to surface on the detail page."

Seller: Impellar, October 2016, Automotive

What makes a great Detail Page?

As you begin creating product detail pages, follow these best practices to create a high-quality detail page on Amazon. For more information check this video: [What Makes a Quality Detail Page?](#)

Each element of the product detail page helps make the page stand out. **Providing relevant details can help your products appear in browse refinements,** hence leading to better discoverability. Here are some tips about how to create high quality titles, images, bullet points and product descriptions and examples to get you started:

Tip 1

Product Title

Your product title is the first thing Customers see when they visit your detail page. The words in the title also determine where the product shows up in search results. A concise and relevant title will drive the most traffic to your product.

Here are some examples of correctly formatted titles for a variety of categories:

Apparel Title Format:
[Brand] + [Department] + [Product Name] + [Size & Color (for products with variations)]

Apparel Example:
Next Level Men's Tri-Blend Crew Tee Large Blue

Consumer Electronics Title Format:
[Brand] + [Series Name] + [Model Name] + [Form Factor]

Consumer Electronics Example:
Sennheiser PXC 250 Noise Canceling Headphones

Grocery Title Format:
[Brand] + [Product Type] + [Size/Style/Flavor] + [Quantity (if applicable)]

Grocery Example:
Native Forest Organic Classic Coconut Milk, 13.5-oz. Cans (Count of 12)

Tip 2

Product Images

Product images are one of your most valuable marketing tools. When Customers browse Amazon, images are what capture their attention. With so many products to choose from, a high-quality, high-resolution image can set your product apart. To provide the best Customer experience, use Amazon's image-zoom functionality for images that have at least 1000x1000 pixels on the longest side of the image. Check out the product image requirements and guidelines set by Amazon for better understanding.

Here are some examples of detail pages with high-quality product images, in different categories:

Category: Baby
Example: *Petunia Pickle Bottom Downtown Diaper Bag*

Category: Home
Example: *Lifetime 60064 Adirondack Chair*

Tip 3

Bullet Points

The Key Product Features provide Customers with a snapshot view of the product. Use them to call out the most important information about your product that you want to make sure Customers read. Here is an example of informative product bullet points:

Example of a product in Home category:

- *Constructed of UV-Protected Polystyrene;*
- *Durable Weather-Resistant Polystyrene;*
- *Ideal for Beach, Deck, Yard;*
- *Quick and Easy Assembly;*
- *Classic Comfortable Design; Stain-Resistant and Easy to Clean*

Tip 4

Product Description

Well-written product descriptions help Customers imagine the experience of handling or owning the product. Put yourself in your Customers' shoes: what would they want to feel, touch, ask, or see? When writing your product description keep in mind that more is less: product descriptions should be limited to 2,000 characters so you don't lose the Customer's attention.

Here are some examples of effective product descriptions:

Automotive Example:
Heavy duty thick rubber polymer with our ridges and nibs design keeps dirt, mud, water and debris from creeping onto the carpet floor. These mats keep the front and entire rear flooring clean, leaving no gaps for the ultimate protection. Shaped to fit the contour flooring of most vehicles. Odorless and Non-Toxic, these mats are safe for even the smallest passengers in the car.

Health and Personal Care Example:
Aquaphor Healing Ointment is uniquely formulated to restore smooth, healthy skin. This multi-purpose ointment protects and soothes extremely dry skin, chapped lips, cracked hands and feet, minor cuts and burns, and many other skin irritations, so you can get on with your day comfortably.

Watch Example:
This two-tone automatic watch, from the Pro Diver series, places a large round stainless steel case on a robust steel bracelet with gold-plated center links. The electric blue dial is designed for quick and easy read-off, even in low light conditions. The dial is capped with a resilient mineral crystal and framed by a blue unidirectional rotating steel bezel with gold-tone markings and coin edge detailing. It is rated water resistant to a full 200 meters.

For more tips on how to create an engaging detail page, watch this video:
Amazon Detail Page Overview

Quick Start Guide for Listing Creation

Bullet Points

❑ Capitalize the first letter of each word. Do not use ALL CAPS.

❑ Do not capitalize conjunctions (and, or, for), articles (the, a, an), or prepositions with fewer than five letters (in, on, over, with).

❑ Use numerals (2 instead of two).

❑ State the number of items in a bundled product (pack of 10).

❑ Keep it under 200 characters, but make sure to include critical information.

❑ Use only standard text, since special characters or symbols like © will not display in the title.

❑ Do not include price and quantity.

❑ Do not include information about yourself or your company. If you own the brand, put your brand information in the brand field.

❑ Do not include promotional messages, such as "sale" or "free ship".

❑ Use your seller name as the Brand or Manufacturer only if your product is Private Label.

❑ Do not include subjective commentary, such as "Hot Item," or "Best Seller."

Key Product Features

❑ Highlight the top five features that you want Customers to consider. For example:
  • Dimensions
  • Age appropriateness
  • Country of origin
  • Warranty information

❑ Begin each bullet point with a capital letter.

❑ Write in fragments and do not include ending punctuation.

❑ Write all numbers as numerals.

❑ Separate phrases in one bullet with semicolons.

❑ Spell out measurements, such as quart, inch, or feet.

❑ Do not use hyphens, symbols, periods, or exclamation points.

❑ Do not write vague statements; be as specific as possible with product features and attributes.

❑ Do not enter company-specific information; this section is for product features only.

❑ Do not include promotional and pricing information.

❑ Do not include shipping or company information. Amazon policy prohibits including seller, company, or shipping information.

Quick Start Guide for Listing Creation

Product Description

❑ Describe the major product features, such as size, style, and what the product can be used for.

❑ Include accurate dimensions, care instructions, and warranty information.

❑ Use correct grammar, punctuation, and complete sentences.

❑ Do not include any of the following types of information:
  - Seller name
  - E-mail address
  - Website URL
  - Company-specific information
  - Details about another product that you sell
  - Promotional language such as "SALE" or "free shipping".

Product Images

The best product images will:

❑ Have a pure white backgrounds.

❑ Have at least 1,000 dpi, so that it won't turn fuzzy when Customers zoom in on your image.

❑ Show the entire product, and have the product occupy at least 80 percent of the image area.

❑ Include only what the Customer will receive.

If your image includes any of the following elements, you may receive a quality alert on your listing:

❑ Borders, watermarks, text, or other decorations.

❑ Colored backgrounds or lifestyle pictures.

❑ Drawings or sketches of the product.

❑ Accessories or additional products not included in the offer.

❑ Image placeholders, such as "no image available" text. Amazon will provide a placeholder if you do not have an image for your product.

❑ Promotional text, such as "SALE" or "free shipping".

❑ Multiple colors of the same product.

Quick Start Guide for Listing Creation

Search Keywords

❑ Stay under length limit.
❑ Include synonyms.
❑ Include spelling variations, no need for misspellings.
❑ Include abbreviations and alternate names.
❑ You can use all lower case.
❑ You don't need punctuation, such as: ";", ":", "-".
❑ Separate words with spaces.
❑ Don't repeat words within the Search Terms field.
❑ Don't repeat words from other fields, such as Title or Brand Name.
❑ Don't include your brand or other brand names in Search Terms.
❑ Don't include ASINs in Search Terms.
❑ No need for stop words such as "a," "an," "and," "by," "for," "of," "the," "with," and so on.
❑ Use singular or plural, no need for both.
❑ No temporary statements such as "new," or "on sale now."
❑ Don't use subjective claims, such as "best," "cheapest," "amazing," and so on.
❑ Don't add abusive or offensive terms.
❑ There is no need to mix languages. For example, U.S. ASINs with English search terms are automatically translated into Spanish, if the Customers are browsing amazon.com in Spanish.

Brand

❑ A unique and identifiable, symbol, association, name or trademark which serves to differentiate competing products or services.
❑ A name used to distinguish one product from its competitors that can apply to a single product, an entire product line, or a company.
❑ A name or symbol used to identify a seller's goods or services, and to differentiate them from those of competitors.
 Example: *Sonicare*

Why put efforts into creating your detail page?

Amazon organizes its search around product details — It is pivotal to provide compelling and clear product information to increase the discoverability of your products.

You can use your product detail page to:

- Increase the discoverability of your products and brands on Amazon.
- Build and manage your listings' richness with the product information you provide.
- Draw attention to exciting and compelling product features.
- Make the purchasing decisions of buyers easier by including high-quality images that give Customers a clear understanding of your product.

Tip

Build a consistent brand image
Use detail page attributes that are consistent to help Customers associate products with your brand. When your brand is consistently represented throughout the Amazon shopping experience, it can lead to faster brand awareness and recognition.