



## Get your listings in shape

When you're trying to convert consideration into sales, great content plus irresistible discounts can seal the deal.



### Getting started

Effective content combines information and customer experience. A strategy that's well planned and executed can drive short-term traffic and sales. This, in turn, can help improve search placement—and, ultimately, long-term sales.

- **Make your product pages attractive and persuasive**
- **If you were the customer, what would make you decide to buy?**

### Add descriptive titles

Using relevant keywords at the front of your titles can help customers find you. And with a 200-character title allowance, you have enough space to add brand and product line information, a descriptive phrase, and attributes like material, color, and size. Don't forget: Each word in your title is searchable on its own. This means each word in your title should be considered when choosing the keywords you target in your Sponsored Products campaign. Learn more about keywords in manual targeting campaigns by [watching our Seller University video](#).

### Have a great Prime Day!

Check for updates at [amazon.com/primedayfba](https://amazon.com/primedayfba)

### Write clear product descriptions

Make sure product descriptions are current, accurate, clear, and compelling. The same goes for your bullet points. They should include all the details and benefits customers need to make a purchase decision. While online shopping has become commonplace, it can still be hard for shoppers to understand what they're seeing online, so skip the tech-speak. And don't be afraid to make your product description engaging, even a little personal. Customers love a good brand story.

### Pick engaging photos

Bring your products to life with multiple, high-quality images at different ranges and angles that help customers visualize the products in use. Just like your descriptions, your photos can tell a story, especially for customers who just skim the text.

### Earn customer reviews

Reviews are a valuable addition to your listings. They can help differentiate you from competing sellers and increase customer confidence and conversions.