

PRODUCT DETAIL PAGES FOR BRAND OWNERS

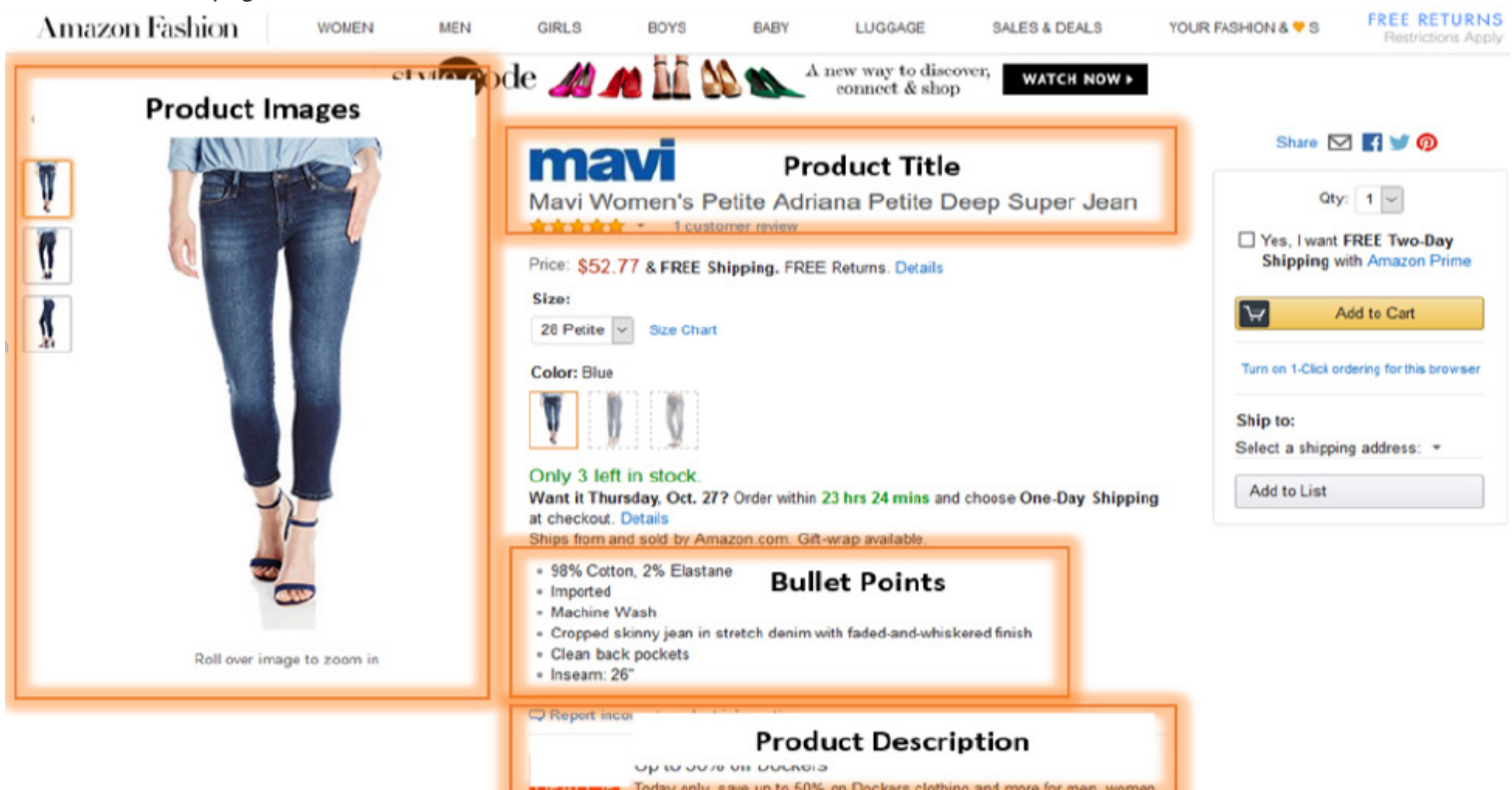
What you'll learn

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 brand image on Amazon and encourage customers make the decision to purchase your products.

What is a detail page?

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

Amazon detail page attributes



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.

3 Product Bullet-Points

Brief descriptive text regarding specific aspects of the product.

2 Product Images

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

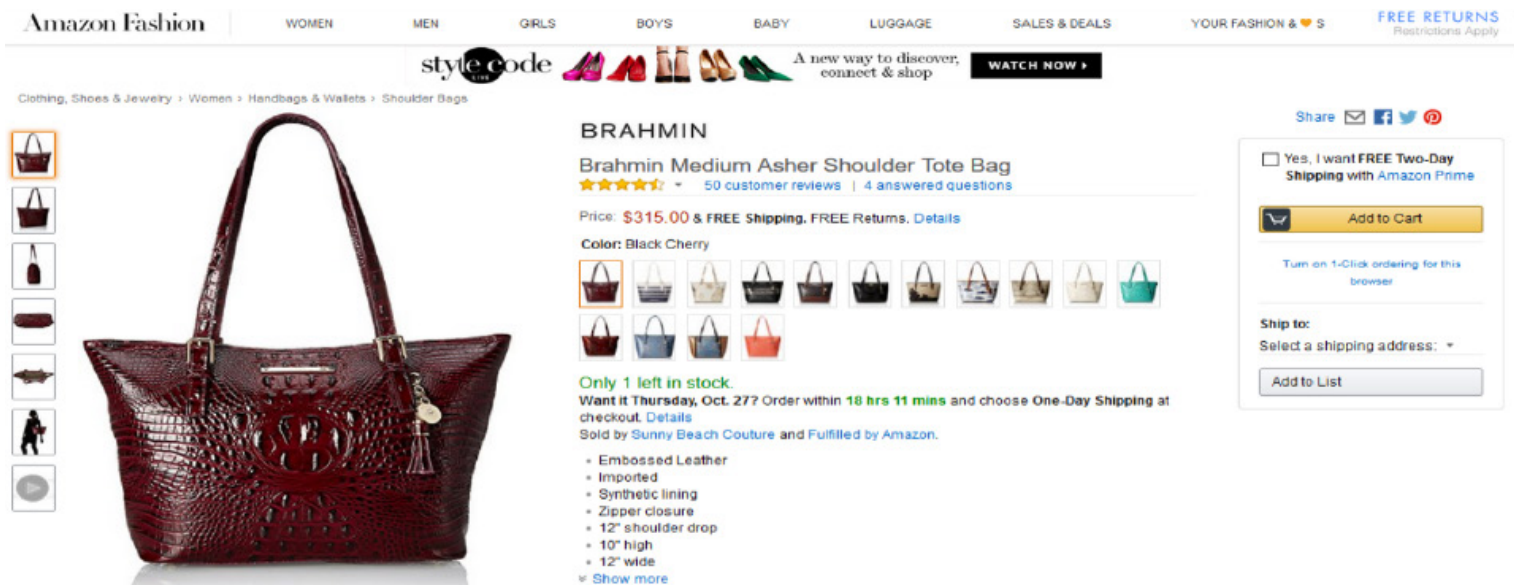
4 Product Description

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

Why

should you put effort into creating your detail pages?

After customers find your products, you need to present them with compelling images and clear product information to convince them to buy your product.



As a brand owner, you can use your product detail page to:

- Build and manage your brand image with the information and images you provide.
- Draw attention to exciting and compelling product features.
- Include high-quality images that give customers a clear understanding of your product features.
- Increase the discoverability of your products in search and browse.

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.

Tip

Make your product and brand stand out

A unique and tailored detail page will help generate brand interest. When customers understand the product features that make your brand unique and recognizable it can mean the difference between a sale and no sale.

How

do I create a Detail Page for my products?

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 [Add-a-Product Video Tutorial](#)

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 [Matching to an Existing Listing Video Tutorial](#)

This tutorial explains how to attach to an existing Amazon listing when the listing is already being sold by other sellers.

3 [Inventory File Templates Video Tutorial](#)

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

Detail Pages

As you begin creating product detail pages, follow these best practices to create a high-quality detail page on Amazon. For more information check out this video overview:

[Detail Pages: What Makes a Quality Detail Page?](#)

Each element of the product detail page helps make the page stand out. 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.** Check out the [Category Style Guides](#) for more information on product titles that make a good first impression. Each category requires a unique title structure so be sure to reference the category-specific style guide. 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)

Detail Pages

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 1,001 pixels on the longest side of the image. Here are some examples of detail pages with high-quality product images:



Home Example: [Lifetime 60064 Adirondack Chair](#)



Baby Example: [Petunia Pickle Bottom Downtown Diaper Bag](#)



Luggage Example: [Travelpro Inflight 2 Piece Spinner Luggage Set](#)

Detail Pages

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 are some examples of informative product bullet points:

Beauty Example:

Vitamin E nourishes and fights visible signs of aging, including vertical lines.

Shoes Example:

Smooth, suede oxford with contrasting laces and welt stitches.

Sports Example:

Butyl bladder for best air retention to keep the ball's shape and stay inflated longer.

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, view this video: [Amazon Detail Page Overview](#)

Quick Start Guide for Listing Creation

Product Title

- ☐ Capitalize the first letter of each word.
- ☐ 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 use ALL CAPS.
- ☐ 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.” Follow these instructions on how to set up promotions (sign in required).
- ☐ 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.”

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

Key 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.

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

High Quality detail page example



Coaster Home Furnishings Casual Accent Chair, Light Brown/White

by Coaster Home Furnishings

★★★★☆ 155 customer reviews | 22 answered questions

List Price: \$200.00

Price: **\$163.62 & FREE Shipping.** [Details](#)

You Save: **\$36.38 (18%)**

Only 7 left in stock (more on the way).

Want it Tuesday, Nov. 15? Order within **5 hrs 32 mins** and choose **Standard Shipping** at checkout. [Details](#)

Ships from and sold by Amazon.com in [easy-to-open packaging](#).

Color: **Light Brown/White**



- Elegant, traditional designs are demonstrated throughout this dining side chair
- Exquisite crafted detail enhances the stunning styling of this piece
- Classic cabriole legs compliment the beautiful upholstered seat and seat back
- This item is eligible for free replacement parts. Contact Amazon Customer Service for more information.

[See more product details](#)

[Compare with similar items](#)

New (12)

[Report incorrect product information.](#)

This item's packaging will indicate what is inside and cannot be hidden.

Mobile Selling

Amazon's Mobile Seller App, Amazon Seller, allows Sellers to monitor and control their selling account conveniently from any location. The app offers a suite of mobile tools that allow sellers to search and scan barcodes of items, check prices, review sales, list items, and communicate with customers. You can start using Amazon's Seller App today by downloading the application on your phone and using your existing login credentials to sign into your Seller account.