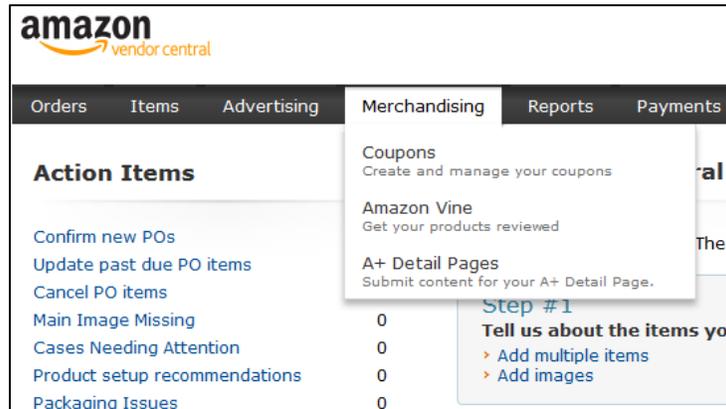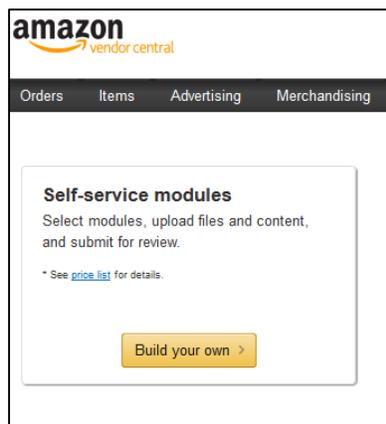# amazon a+detail pages

Welcome to the Vendor Central A+ v2.1 application! You are only minutes away from publishing great content to your product's Amazon detail page.

1. Log into Vendor Central > Merchandising > A+ Detail Pages

2. From the A+ homepage, click "Build Your Own"


3. You have now entered into the A+ Project Editor pop-up.
    a. Enter the ASIN you want to build content for. This will return any variation ASINs associated with the ASIN you entered. In this example, I entered the ASIN for the black speaker and the A+ editor also found ASINs for additional colors.
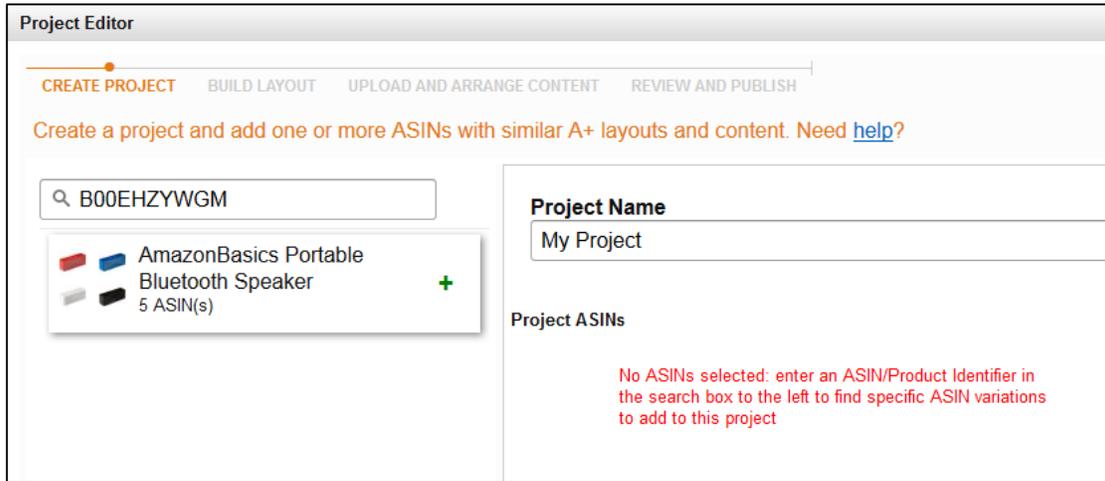
4. Add the ASIN family by clicking on the green + sign and add a Project Name. Click Continue.
   a. The Project Name can be used for the Submission History Search feature on the A+ homepage.
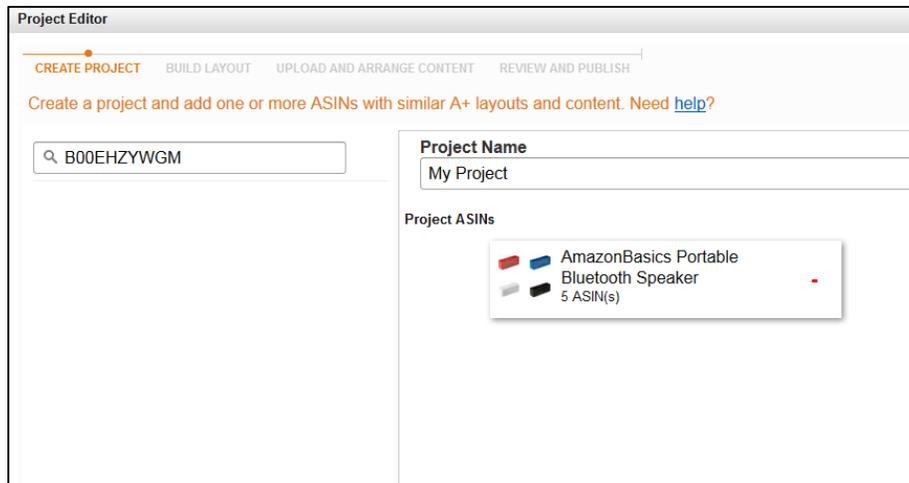
5. Add up to 5 modules into your project to create your custom A+ content layout. Add the modules by dragging them into the designated slots. Click continue when you are done selecting the modules.
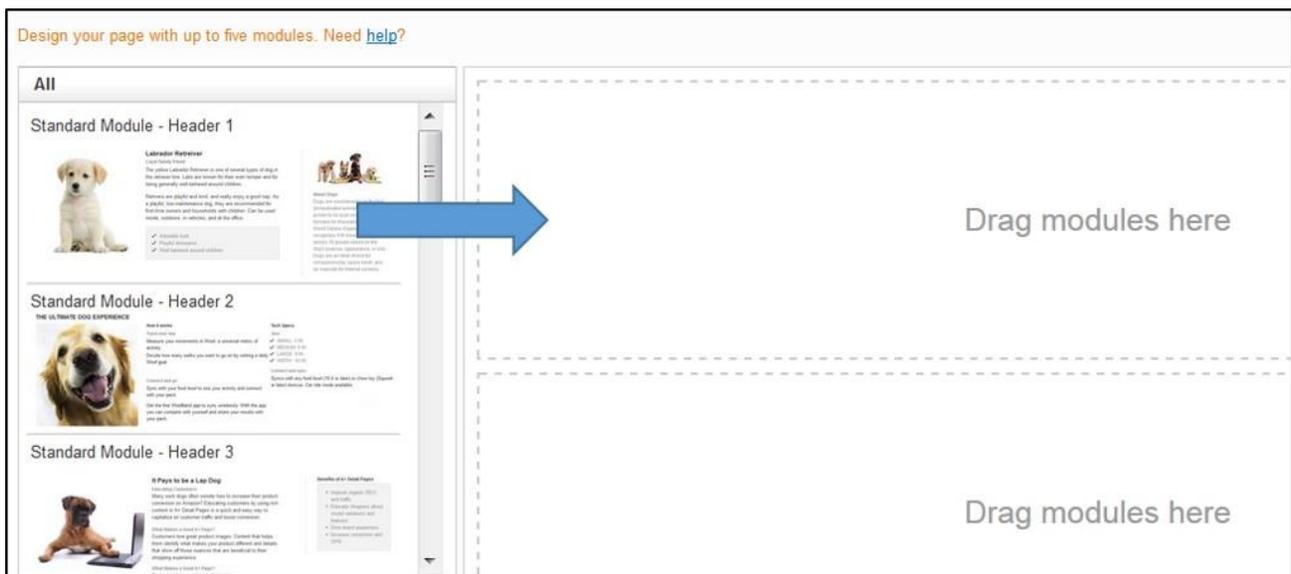
6. You are now able to add content to the modules.
   a. By default, the "group by" field is set to "none." This means that you have selected all of the ASINs in the family and any <u>content you add will be applied to all ASINs</u>. You'll noticed the box in the figure below is highlighted in orange.
   b. You can use the "group by" field to group the ASINs in your project by attribute (e.g. color, size, edition, etc). This allows you to quickly create individualized content in bulk by grouping all of the yellow products or size large products together.
   c. In most cases, you will only want to group by 1 attribute (e.g. color) but you can group across multiple attributes if you desire. E.g. upload images for color and then cater the text by size.
   d. When grouping by "ASIN," there may be a "Parent" or "default" ASIN – identified in this case as the ASIN without an image in the second figure below (B00K367Q6C). The Parent ASIN is the default landing page for detail pages where the customer needs to select an attribute like size or color. Loading content to the Parent ASIN ensures that the default landing page has A+ content on it.

Figure: Group by is "none," orange highlighted box encompasses all ASINs in the family.
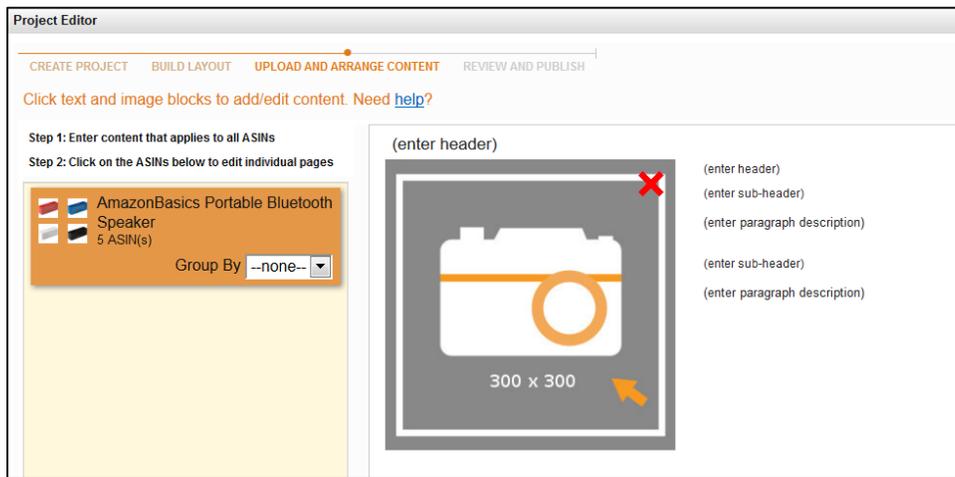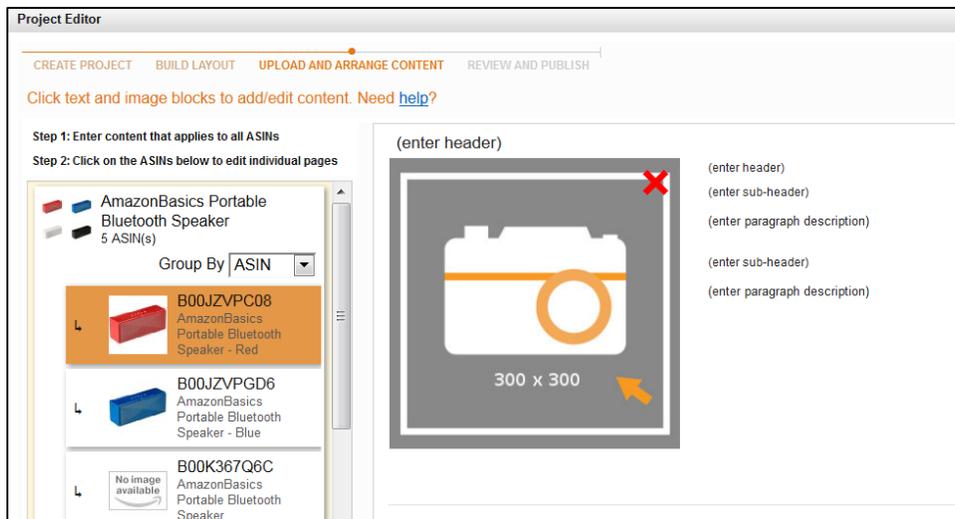

Figure: Group by is set to "ASIN," orange highlighted box is on the Red Speaker, therefore the user is editing content specific to the Red Speaker ASIN.

7. To add images, click on the camera icon > upload image > Browse your computer to find the jpg or png image (under 5 MB). Supported file types: Jpg, jpeg, bmp, and png in the RGB colorspace. CYMK colorspace is not currently supported (and is often an image upload error).
    a. Check "view larger" if appropriate
    b. Enter Image Keywords. Image Keywords are used in special browsers for vision impaired shoppers where it is read to the customer and also help with SEO search.
    c. Click anywhere outside of the grey image square and the uploaded image will now appear.

8. Add text by clicking into the text fields and either Typing or Copying/Pasting the text.
9. For the comparison table:
    a. Click on the camera icon to reveal the following fields:
        i. Upload image – click to select your image
        ii. Image Keywords
        iii. Header Text – Used for the product name, shows up between the image and the table.
        iv. Linked ASIN – Enter the ASIN to link to. Do not enter the entire URL.
        v. Selected Column – Check this box for the ASIN the customer is currently on.
    b. You have 3 options for each table field: 1) a checkbox, 2) text, and 3) leave empty.
    c. The comparison table can be expanded to encompass 6 products and 10 attributes by clicking on the + signs.
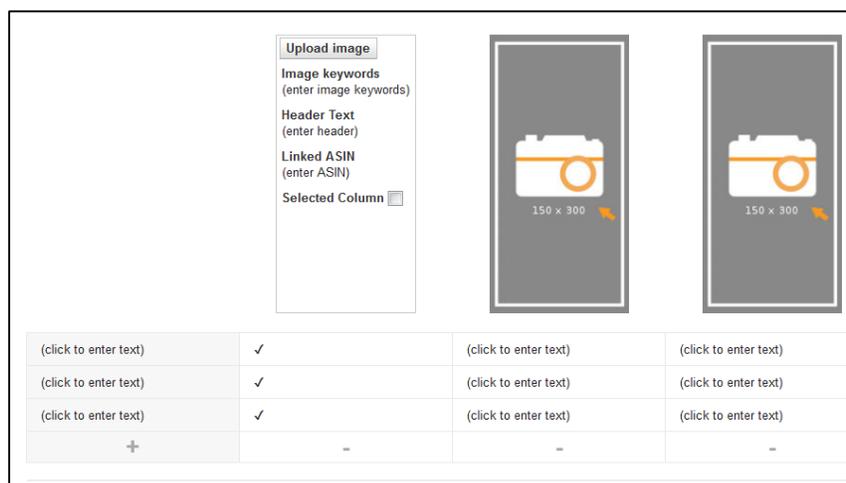
10. Click "Preview" to preview your content. On the left, you can switch between ASINs to preview your content by ASIN / "group by" attribute.
    a. If you want to preview your content in a new window or share with others for review:
        i. Click "Save for Later." This will save your project, close it, and take you back to the Vendor Central A+ Homepage.
        ii. Find your project in your submission history or search for it by entering the ASIN in the search.
        iii. Click continue to move forward within the Project Editor until you get back to the preview screen.
        iv. There is now a link at the top of the previewer "Click here to preview in a new window." This will open up your content in a new window so you can see all of your content at once. Additionally, you can share the URL with others.
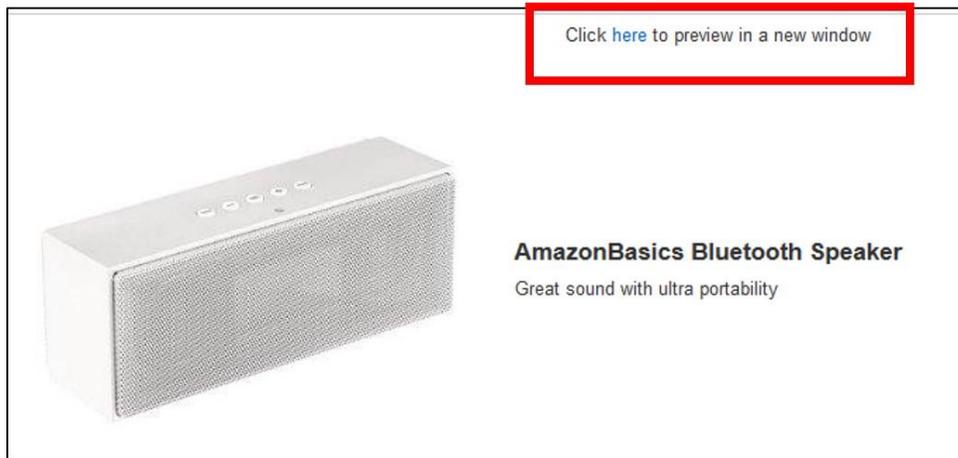
11. Click "Add to Cart" to begin checkout of your project. Any pricing discounts or credits will be applied at checkout. Click "Place your Order" to finish your project. Your project is now ready to be audited by Amazon content editors and will be published if no issues are found.