

Standard: Single Image & Sidebar



Labrador Retreiver

Loyal family friend

The yellow Labrador Retriever is one of several types of dog in the retriever line. Labs are known for their even temper and for being generally well-behaved around children.

Retrivers are playful and kind, and really enjoy a good nap. As a playful, low-maintenance dog, they are recommended for first-time owners and households with children. Can be used inside, outdoors, in vehicles, and at the office.

- ✓ Adorable look
- ✓ Playful demeanor
- ✓ Well-behaved around children



About Dogs

Dogs are considered to be the first domesticated animal and have proven to be loyal companions to humans for thousands of years. The World Canine Organization recognizes 339 breeds of dogs across 10 groups based on the dog's purpose, appearance, or size. Dogs are an ideal choice for companionship, space travel, and as mascots for Internet currency.

Fields:

Module	Component	Validation Rule
Single Image & Sidebar	Headline - Main	Required
	Subheadline - Main20	Required
	Body Text - Main	Required
	Bullet Point (1-X) - Main	Optional
	Add Image - 300x400	Required
	Image Keywords - 300x400	Optional
	Image Caption Text	Required
	Headline - Sidebar	Optional
	Body Text - Sidebar	Optional
	Bullet Point (1-X) - Sidebar	Optional
	Add Image - 350x175	Required
	Image Keywords - 350x175	Optional

A+ CONTENT – STANDARD MODULES

Use these modules to guide asset creation for standard modules



Standard: Single Left 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.

Fields:

Module	Component	Validation Rule
Single Left Image	Headline - Main	Optional
	Body Text - Main	Optional
	Add Image - 300x300	Required
	Image Keywords - 300x300	Optional

Standard: Single Right Image

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.



Fields:

Module	Component	Validation Rule
Single Right Image	Headline - Main	Optional
	Body Text - Main	Optional
	Add Image - 300x300	Required
	Image Keywords - 300x300	Optional

Standard: Four Images & 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.

Fields:

Module	Component	Validation Rule
Four Images & Text	Headline - Main (1-4)	Optional
	Body Text - Main (1-4)	Optional
	Add Image - 200x200 (1-4)	Required
	Image Keywords - 300x300 (1-4)	Optional

Standard: Comparison Chart

					
Breed	Labrador Retriever	Shiba Inu	Bulldog	German Shepherd	Chihuahua
Temperament	Kind	Independent	Docile	Active	Sassy
Job skills	Tracking	Hunting	Eating Candy	Rescue	Commercials
Easy to train	✓	✓	(click to edit)	✓	(click to edit)
Speed	Fast	Medium	Slow	Very Fast	Medium

Fields:

Module	Component	Validation Rule
Comparison Chart	Title (1-6)	Optional
	ASIN (1-6)	Optional
	Add Image - 150x300 (1-6)	Optional
	Image Keywords - 150x300 (1-6)	Optional
	Select Column	Optional
	Comparison Metric	Optional

Standard: Four Image Highlights



English Bulldog

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.



BULLDOG



CHIHUAHUA



LAB



SHIBA

Fields:

Module	Component	Validation Rule
Four Image Highlights	Headline Text - Main	Optional
	Body Text - Main	Optional
	Add Image - 400x400	Required
	Image Keywords - 400x400	Optional
	Caption Text	Optional
	Add Image - X00xX00	Required (1)
	Image Keywords - X00xX00	Optional

Standard: Single Image & Specs Detail

THE ULTIMATE DOG EXPERIENCE



How it works

Track your day

Measure your movements in Woof, a universal metric of activity.

Decide how many walks you want to go on by setting a daily Woof goal.

Connect and go

Sync with your food bowl to see your activity and connect with your pack.

Get the free Woofband app to sync wirelessly. With the app you can compete with yourself and share your results with your pack.

Tech Specs

Size

- ✓ SMALL: 5 IN
- ✓ MEDIUM: 6 IN
- ✓ LARGE: 8 IN
- ✓ WIDTH: .63 IN

Connect and sync

Syncs with any food bowl (10.4 or later) or chew toy (Squeek or later) devices. Car ride mode available.

Fields:

Module	Component	Validation Rule
Single Image & Specs Detail	Headline Text - Module	Optional
	Headline Text - Main	Optional
	Subheadline - Main	Optional
	Body Text - Main	Required
	Subheadline - 2	Optional
	Body Text - 2	Optional
	Headline Text - 3	Optional
	Subheadline - 3	Optional
	Bullet Point - 3	Optional
	Subheadline - 4	Optional
	Body Text - 4	Required
	Add Image - 300x300	Required

Standard: Single Image & Highlights



It Pays to be a Lap Dog

Educating Customers

Many work dogs often wonder how to increase their product conversion on Amazon? Educating customers by using rich content in A+ Detail Pages is a quick and easy way to capitalize on customer traffic and boost conversion.

What Makes a Good A+ Page?

Customers love great product images. Content that helps them identify what makes your product different and details that show off those nuances that are beneficial to their shopping experience.

What Makes a Good A+ Page?

Customers love great product images.

Benefits of A+ Detail Pages

- Improve organic SEO and traffic
- Educate shoppers about model variations and features
- Drive brand awareness
- Increase conversion and OPS

Fields:

Module	Component	Validation Rule
Single Image & Highlights	Headline Text - Main	Optional
	Subheadline - Main	Optional
	Body Text - Main	Optional
	Subheadline - 2	Required
	Body Text - 2	Required
	Subheadline - 3	Required
	Body Text - 3	Required
	Headline Text - 2	Required
	Bullet Point - 2	Required
	Add Image - 300x300	Required
	Image Keywords - 300x300	Optional

Standard: Three Images & Text

Three Types of Dogs



Dog 1: St. Bernard

The St. Bernard breed is a massive dog that in early days were the livestock guardians dedicated to protecting herds. They are also well known for search and rescue activities in the European Alps.



Dog 2: Terrier

Small terriers are always the center of attention. Known for fox hunting and abundance of energy, this dog can do all kinds of neat party tricks. Balancing apple tends to make the other dogs very jealous.



Dog 3: German Shepherd

German Shepherds are big dogs, though when young they have floppy ears. Originating from Germany, these shepherds are working dogs used originally for herding sheep.

Fields:

Module	Component	Validation Rule
Three Images & Text	Headline Text - Module	Required
	Headline Text - 1	Required
	Body Text - 1	Required
	Add Image 1 - 300x300	Required
	Image Keywords 1 - 300x300	Optional
	Headline Text - 2	Required
	Body Text - 2	Optional
	Add Image 2 - 300x300	Required
	Image Keywords 2 - 300x300	Optional
	Headline Text - 3	Required
	Body Text - 3	Required
	Add Image 3 - 300x300	Required
	Image Keywords 3 - 300x300	Optional

Standard: Four Images / 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 cases, 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.

Fields:

Module	Component	Validation Rule
Four Images / Text Quadrant	Headline Text - 1	Required
	Body Text - 1	Required
	Add Image 1 - 135x135	Required
	Image Keywords 1 - 135x135	Optional
	Headline Text - 2	Required
	Body Text - 2	Required
	Add Image 2 - 135x135	Required
	Image Keywords 2 - 135x135	Optional
	Headline Text - 3	Required
	Body Text - 3	Required
	Add Image 3 - 135x135	Required
	Image Keywords 3 - 135x135	Optional
	Headline Text - 4	Required
	Body Text - 4	Required
	Add Image 4 - 135x135	Required
	Image Keywords 4 - 135x135	Optional

A+ CONTENT – STANDARD MODULES

Use these modules to guide asset creation for standard modules



Standard: Image & Dark Text Overlay



Fields:

Module	Component	Validation Rule
Image & Dark Text Overlay	Headline - Main	Optional
	Body Text - Main	Optional
	Add Image - 970x300	Required
	Image Keywords - 970x300	Optional

Standard: Image & Light Text Overlay



Fields:

Module	Component	Validation Rule
Image & Light Text Overlay	Headline - Main	Optional
	Body Text - Main	Optional
	Add Image - 970x300	Required
	Image Keywords - 970x300	Optional

Standard: All Text

Lorem ipsum dolor sit amet, cu magna similique his, ei usu clita cetero ponderum. Semper corpora deserunt no duo, no nonumy apeirian tractatos nec. Vel eu sint ornatus patrioque, ex vim civibus ancillae delicata. Quod torquatos cu ius. Dolore quaestio delicata at vis, ius posse mediocrem at. Libris numquam voluptua id quo, duo at etiam periculis. Mea alterum scaevola probatus. Lorem ipsum dolor sit amet, cu magna similique his, ei usu clita cetero ponderum. Semper corpora deserunt no duo, no nonumy apeirian tractatos nec. Vel eu sint ornatus patrioque, ex vim civibus ancillae delicata. Quod torquatos cu ius. Dolore quaestio delicata at vis, ius posse mediocrem at. Libris numquam voluptua id quo, duo at etiam periculis. Mea alterum scaevola probatus.

Fields:

Module	Component	Validation Rule
All Text	Headline - Main	Optional
	Body Text - Main	Optional

Standard: Technical Specifications

<table><tr><td>Size</td><td>Medium</td></tr><tr><td>Energy Level</td><td>High energy; needs plenty of exercise</td></tr><tr><td>Shedding</td><td>Sheds highly depending on season; requires brushing several times a year. Not the right fit for a family with allergies or one that's neat; this breed will likely shed on all types of upholstered furniture</td></tr><tr><td>Bark Level</td><td>Low</td></tr><tr><td>Friendliness</td><td>Very friendly</td></tr><tr><td>Independence</td><td>Not independent; would do best with a family that's typically home all day</td></tr></table>	Size	Medium	Energy Level	High energy; needs plenty of exercise	Shedding	Sheds highly depending on season; requires brushing several times a year. Not the right fit for a family with allergies or one that's neat; this breed will likely shed on all types of upholstered furniture	Bark Level	Low	Friendliness	Very friendly	Independence	Not independent; would do best with a family that's typically home all day	<table><tr><td>Demeanor</td><td>Excellent demeanor, very welcoming of people. For this reason this breed would not make an ideal guard dog. Known to be protective of smaller children</td></tr><tr><td>Lifespan</td><td>12-14 years</td></tr><tr><td>Average Weight</td><td>65-90lbs full grown</td></tr><tr><td>Intelligence</td><td>Average</td></tr><tr><td>Learnability</td><td>Can learn basic commands quickly</td></tr><tr><td>Common Health Issues</td><td>P propensity for hip dysplasia as they age</td></tr></table>	Demeanor	Excellent demeanor, very welcoming of people. For this reason this breed would not make an ideal guard dog. Known to be protective of smaller children	Lifespan	12-14 years	Average Weight	65-90lbs full grown	Intelligence	Average	Learnability	Can learn basic commands quickly	Common Health Issues	P propensity for hip dysplasia as they age
Size	Medium																								
Energy Level	High energy; needs plenty of exercise																								
Shedding	Sheds highly depending on season; requires brushing several times a year. Not the right fit for a family with allergies or one that's neat; this breed will likely shed on all types of upholstered furniture																								
Bark Level	Low																								
Friendliness	Very friendly																								
Independence	Not independent; would do best with a family that's typically home all day																								
Demeanor	Excellent demeanor, very welcoming of people. For this reason this breed would not make an ideal guard dog. Known to be protective of smaller children																								
Lifespan	12-14 years																								
Average Weight	65-90lbs full grown																								
Intelligence	Average																								
Learnability	Can learn basic commands quickly																								
Common Health Issues	P propensity for hip dysplasia as they age																								
Module	Component	Validation Rule																							
Technical Specifications	Headline - Main	Required																							
	Spec Name (Min 4/ Max 16)	Optional																							
	Spec Definition (Min 4 / Max 16)	Optional																							