

The Ultimate Amazon A+ Content Guide

Customers can buy almost anything under the sun on Amazon and that means it's a highly competitive marketplace. How can your brand stand out? Enter **A+ Content** – your secret weapon for selling more products online.

What is Amazon A+ Content and why is it useful?

Amazon A+ Content is **enhanced product detail** for your Amazon product pages that can take many forms, including **high-quality images, comparison charts, video content, FAQs** and more. Whether you sell through Amazon Seller Central or Vendor Central, A+ Content puts your product in the spotlight and lets you connect with potential customers. You can use it as an extension of your website or social media to give customers a more memorable shopping experience.

According to data from Amazon, adding A+ Content to your page can [increase your Amazon sales by up to 10%](#). Considering how you can use A+ Content to incorporate visuals and copy in an attractive, easy-to-scan way, it's easy to see why it boosts conversion rates. After all, [65% of humans learn visually](#) and 90% of the information our brain processes is visual. Moreover, [text with imagery gets 94% more views](#) than text without imagery.

Who Can Use Amazon A+ Content?

A+ Content is available to all sellers and vendors whose brand is listed on Amazon's Brand Registry. If you haven't been approved through [Amazon Brand Registry](#), you'll have to apply with Amazon ([link here](#)). *Read our [guide on Amazon Brand Registry here](#).*

Amazon A+ content is free. Even better, Amazon makes it super easy to add this feature to your brand's listings. But **having an expert Amazon partner agency can help** you make compelling and effective content. It will be all worth your time and investment. At Amify, [we partner with brands](#) and help them create A+ Content that converts optimally.

What is Premium Amazon A+ Content?

Also known as A++ Content, Amazon A+ Premium Content expands a listing page with more extensive features and other capabilities but comes with a steep price tag. Its broad range of features include videos, interactive content modules, charts among others. Amazon A+ Premium Content is **ideal for major vendors** who have high revenue and big marketing budgets.

Guidelines and Restrictions

While you have a lot of creative freedom with A+ content, Amazon has rules regarding what types of content are allowed. Before creating A+ content, keep in mind that there are guidelines on terminologies, shipping details, warranties etc. that may not be permitted. Better yet, read over [category requirements](#) and [selling policies](#), Amazon A+ Content guidelines can vary by category. Images must be high quality and text must be readable.

Steps to Create Amazon A+ Content

There are two approaches to creating content. You can select “Self Service” or the “Amazon Builds for You”. Self-Service allows you to maintain control over the images. Amazon Builds for You, which is limited to select vendors, is convenient, but there are limitations when it comes to content customization and control. **We strongly recommend “Self Service.”**

1. To create A+ Content, check the step-by-step guide on [Amazon Seller Central](#).
2. From the Advertising menu, click A+ Content and then Start Creating A+ Content.
3. Choose from the various Amazon A+ Content templates and start building your content. Amazon has 15 available modules to build your template. This design flexibility enables you to best embody your brand’s voice and style. Make sure that you follow mandatory image requirements.

Tips for Creating Enhanced Brand Content

While A+ Content can benefit all of your products, start by focusing on the items most likely to result in bigger revenue gains – **your top-sellers** and **products with larger margins**. You should also prioritize any products you're currently supporting with marketing dollars, as A+ Content can help deliver a better ROI.

As you begin, keep these best practices in mind:

- Make sure content is easy to read and absorb.
- Include a variety of product images.
- Incorporate the most searched category keywords in your copy.
- Emphasize your product's unique selling point.
- Pair your descriptive text with images.
- Be consistent in design and copy.
- Read customer reviews.
- Share consumer comments.
- Leverage banners to grab the shopper's attention.
- Utilize charts.
- Study and learn from competitors
- Proofread and review as Amazon's approval process can take up to a week.
- Manage your experiments and optimize content based on [A/B testing](#) data.

Good Amazon A+ Content Examples

To see how A+ content can help your brand, look at some of our Amazon A+ Content examples below. **Think of how that sort of content could convince your customers to click "Add to Cart"**. The following Amazon A+ content example comes from Topo Athletic, a shoe company. Shoppers would find this content "below-the-fold" of an Amazon product page, usually beneath the section titled, "From the Manufacturer.

A lifestyle image, accompanied by concise text and informative graphics, highlights the benefits of these trail running shoes in a visually appealing way.

MTN RACER
Women's Trail Running Shoe

SPECS

Best For: Trail Running

Heel to Toe Drop: 5MM

Weight: 7.7 oz (W7)

Cushion: Soft (Firm)

Support: Neutral (Stability)

Pliability: Flexible (Stiff)

Brands can also use A+ Content to provide technical details and educate consumers on how to use the product.

Aquamira, a maker of water purification products, utilizes A+ Content space to alleviate customer concerns about how their product works.

Technical Information

Chlorine dioxide is generated when the Aquamira water treatment comes in contact with water. Chlorine dioxide is more effective than chlorine. The Aquamira formula works by releasing chlorine dioxide, a highly active form of oxygen, which is more effective than a standard germicidal agent. Chlorine dioxide also kills both the harmful waterborne pathogens to kill a variety of waterborne pathogens from the tap. Unlike free chlorine dioxide, it has no residual bleach or other harmful chemicals. Such as sodium, chlorine dioxide does not create potentially harmful byproducts.

Aquamira's key benefits are clearly evident when compared to the other common portable water treatment chemicals such as iodine. Chlorine dioxide is significantly stronger and more stable. Unlike iodine, chlorine dioxide maintains potent activity such as 0.5ppm/minute and lasts for up to 90 days. Iodine is only active for 10-15 minutes. Chlorine dioxide does not dissolve, evaporate, nor does it go into solution. Iodine is not, chlorine dioxide is often used to improve the taste of water by neutralizing unpleasant flavors.

TREATMENT INSTRUCTIONS

- Step One: Fill to treatment cap and distribute the water storage container and fill.
- Step Two: Place 7 drops Aquamira Water Treatment (Part A) and 7 drops Phosphoric Acid Anticorrosive (Part B) in a cap to get mix.
- Step Three: Let solution stand for 5 minutes to ensure full activation.
- Step Four: Fill container with 1 quart (1 liter) water. Add contents of mixing cap.
- Step Five: Shake or stir and let stand for 15 more minutes. If water is very cold or bottled let stand for 30 minutes.
- Step Six: Water is now ready for use. Enjoy!

HIGH VOLUME WATER STORAGE.
Aquamira 100 Gall.

Settle for Nothing Less than an A+

You deserve much more - more sales and more quality content for your brand store. Creating content is more than just a spark of creativity, it requires expert knowledge. To get the best results from your Amazon A+ Content, consider working with an [Amazon partner agency](#) like **Amify**. We can help you create content, manage, and build a strong brand presence that converts on Amazon.

[Maximize Sales and Profitability on Amazon](#)