

 FREE GUIDE

The amazon product detail page guide 2023

Quickly create Amazon product detail pages that drive conversions and boost sales

[Get started](#)

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Introduction

Amazon records over 2 billion site visitors every month. This means there is huge potential for all brands, whatever they are selling. So what's the main reason to be on Amazon?

If you don't have a strong Amazon presence, you are missing out on reach and on revenue. If you are on the platform, how do you know you are making the most of it?

Nearly two million small and medium-sized businesses are actively selling on Amazon. SMEs are defined as businesses with fewer than 1,000 employees and annual revenue of up to \$1 billion.

The Amazon app is one of the most popular shopping apps in the United States. With around 98 million users accessing it at least once a month. This puts it just behind Walmart's shopping app, which is used by around 120 million people every month.

In fact, Amazon is not only a marketplace but also a place where consumers start their buying journey. In a study¹ from Wunderman Thompson, 63% of consumers turn to Amazon when they are looking for places to shop or items to buy.

Additionally, crowd-sourced reviews constitute one of Amazon's strengths and they constitute one of the biggest motivators leading to purchase. With so many customers and clear appeals for customer reviews for the products they buy, Amazon can and should be your

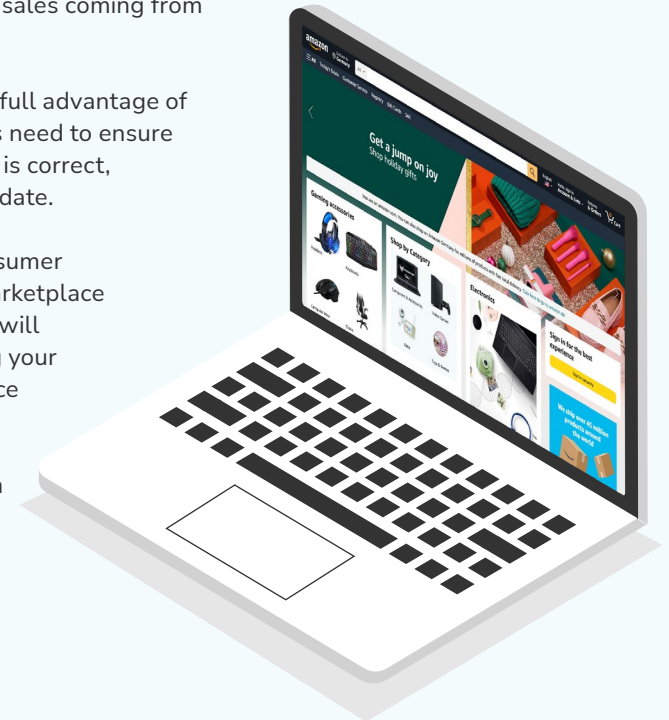
¹ <https://www.wundermanthompson.com/insight/the-future-shopper-report-2020>

biggest ally for generating brand and product trust.

For 85% of the brands selling on Amazon, the main reason for selling on the platform is customer acquisition. 72% say they want to "serve my customers where they are." As Amazon has grown, its third-party marketplace has become a key driver of growth with approximately 60% of Amazon's ecommerce sales coming from third-party sellers.

But to be successful and take full advantage of this huge marketplace, brands need to ensure that their product information is correct, consistent, and always up-to-date.

Productsup's Product-to-Consumer platform and its dedicated marketplace product – [Marketplaces PX](#) – will be your strongest ally, making your Amazon onboarding experience smooth and easy. This guide features all the tips and hacks you need to get the most from your Amazon campaigns.



How to create Amazon product detail pages that engage consumers and drive sales

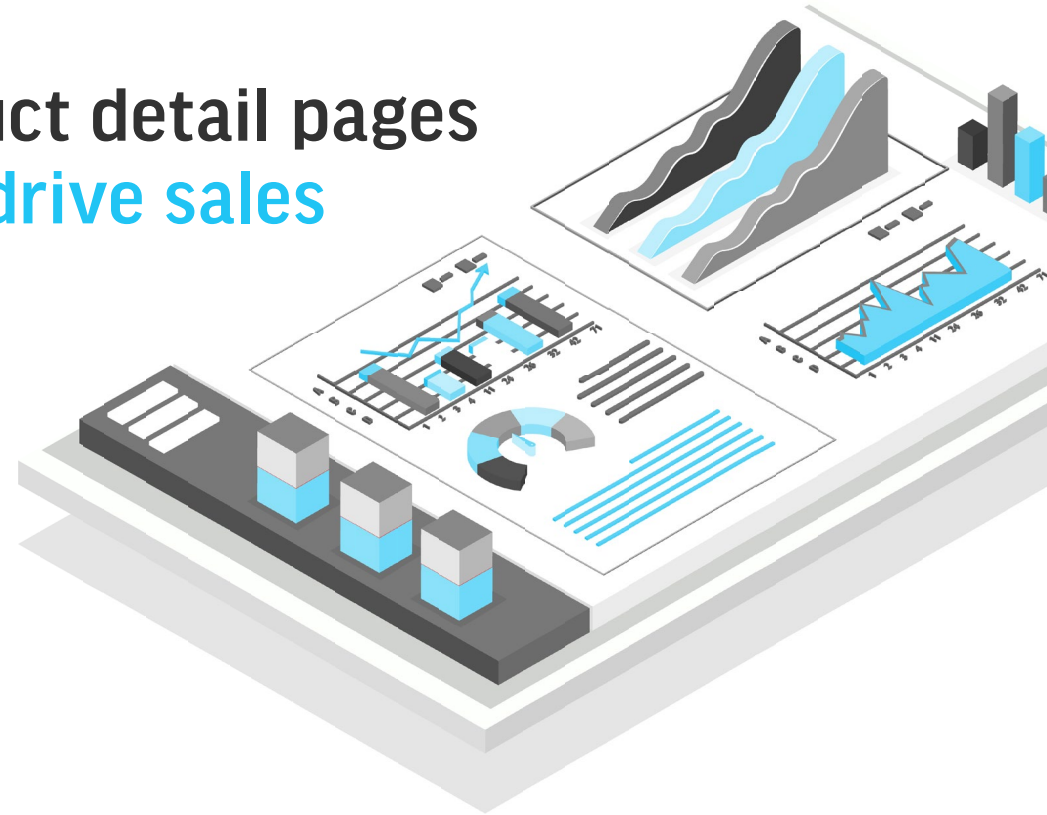
Imagine you have new products to offer your Amazon customers. It's already Q4 and you know that by increasing your offering, you have better chances to meet your yearly sales target.

You hope you can quickly list 100 new products and dedicate more time to strategic priorities. Following Amazon's instructions, you download the "New Listing Creation" template which has dozens of columns with lots of drop-down menus. You start working on it only to discover that what you initially imagined would take half a day, will probably take a week.

You then discover you are missing important information about products because the template keeps highlighting cells in red – which means you made errors – but you don't know which errors they are.

You need more time. But you also know that the time you are wasting on manual work could be used to execute your business strategy. You may miss your targets.

By the end of the week, you finally manage to list all 100 products. On Monday morning, however, you receive a call from the Brand Communications team with complaints about the typos in product descriptions and incorrect pricing on the best-selling products. How is this possible? You thought you checked everything carefully. You must have been so tired after all those hours of manual work and missed a line or two and copied inaccurate information to the template.

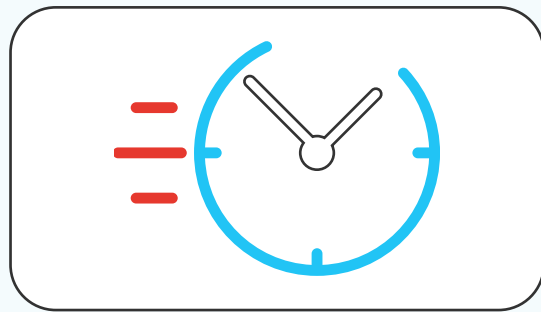


Manual work with data in spreadsheets is a painstaking and difficult task. It takes a lot of time because mistakes can be very costly, especially when stakes are high, so you have to ensure the work is done right. But no matter what you do, human errors are inevitable when working with large amounts of data.

But what if you could make sure that those mistakes never happen again? What if you could have Product Detail pages that would increase your conversions and sales rather than wasting time on unnecessary tasks? What if you could also create customer experiences aligned with your brand communication strategy every single time?

Productsup's P2C platform:

Marketplaces PX, the best ally for all businesses selling on Amazon



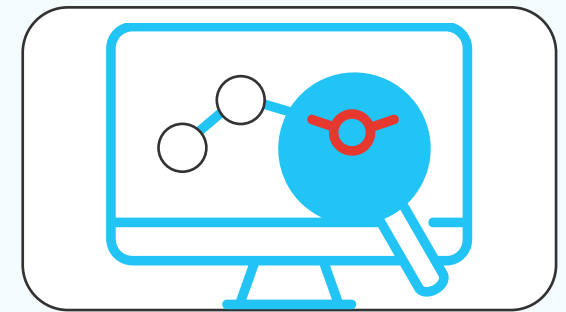
Grow your revenue fast

Quickly go live on any Amazon Marketplace and easily create product listings matching their latest requirements.



Unlock your team's efficiency

Benefit from collaboration tools, smart data automation and transformation to reduce your costs and achieve a faster time to market.

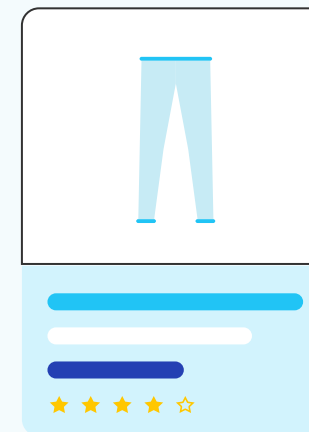
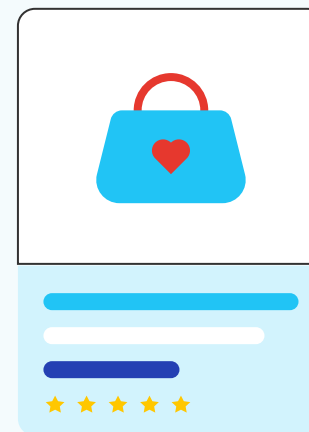
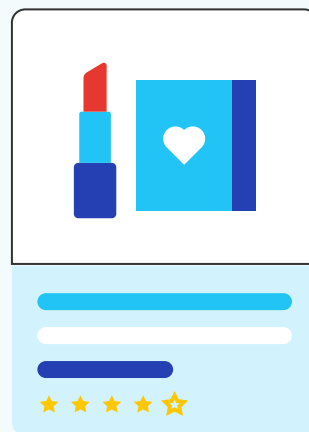
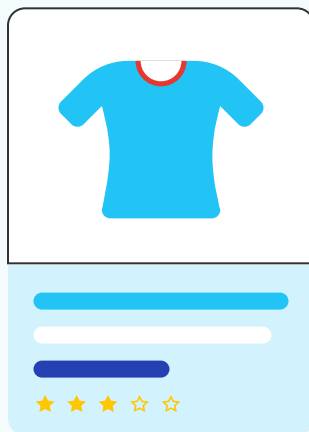


Boost your conversion rate

Publish error-free and high-quality product information, including A+ Content to increase your conversion rate and ranking within Amazon.

How to set up flawless product information flows

- Review the product information Amazon requires
- Together with your Product department, identify the silos where the information is stored.
 - ✓ Consult your Implementation Manager on the best way to set up your marketplace feeds. A typical strategy is to create the feeds according to category and geography.
 - ✓ Connect your data sources to the Productsup platform and start using Marketplaces PX.



How to optimize product detail page elements for conversion

Title

Create a **Title** that gives prospects a good idea about your product and highlights any key features.

- 🔗 **General requirements!** Title character limits are from 150 to 200 characters. Include the most important information in
- 🔗 **80 characters** to ensure your title is visible on mobile devices.



Productsup bonus!

Use the smart rule boxes in [Marketplaces PX](#) like "Append" or "Prepend" to combine data across multiple columns and create effective titles in seconds.

Tips for success!

Put your brand name first in the title. Then use other attributes such as dimensions of materials if customers search for them. Remember, titles should be compelling and not just stuffed with keywords. According to Wordstream, you should stick to typing in your titles in the following order:
Brand Name>Product>Key features>Size>Color>Quantity

Bullet points

Bullet points can have a positive impact on your conversion rate. If done correctly, shoppers might not scroll down the page before they decide to buy. Use bullet points as, say, a “5 reasons to buy your product” teaser.

- Highlight your customers’ favorite features. Avoid capitals and abbreviations. Fabric, care instructions, and country of origin have their own dedicated fields, so don’t add them to the bullets unless they form part of your USP. For example, Egyptian cotton.
- Each bullet point has a recommended limit of 80 characters but can go up to 255 characters.
- Bullets are indexed in organic search results on Amazon. So, you will want to include as many good keywords as you can. But do it wisely. Always ensure your bullet points are concise, compelling, and appealing.
- Keywords should sound natural, include your USP, and address practical issues (e.g., foldable, rechargeable, replaceable).



Productsup bonus!

There are several rule boxes that will boost your bullet point efficacy.

- “*Split string*” helps you separate a long text into bullet points
- “*Text template*” helps you create text benchmarks for your bullet points and automatically insert related attributes, saving you time and money on copywriting

Tips for success!

Highlight any warranties and guarantees applicable to your product. This can have a positive effect on conversion because customers can feel more confident in acquiring your product.

Description

This is the part of the product detail page with the largest character count at your disposal – up to 2000 characters, roughly 300 words. This is where shoppers usually scroll down to after reading the title, bullet points, and product images. Take advantage of that space and include all the information that wasn't included in the bullet points section, such as features, dimensions, and all other relevant details. The product description is your chance to influence an indecisive buyer's purchasing decision.

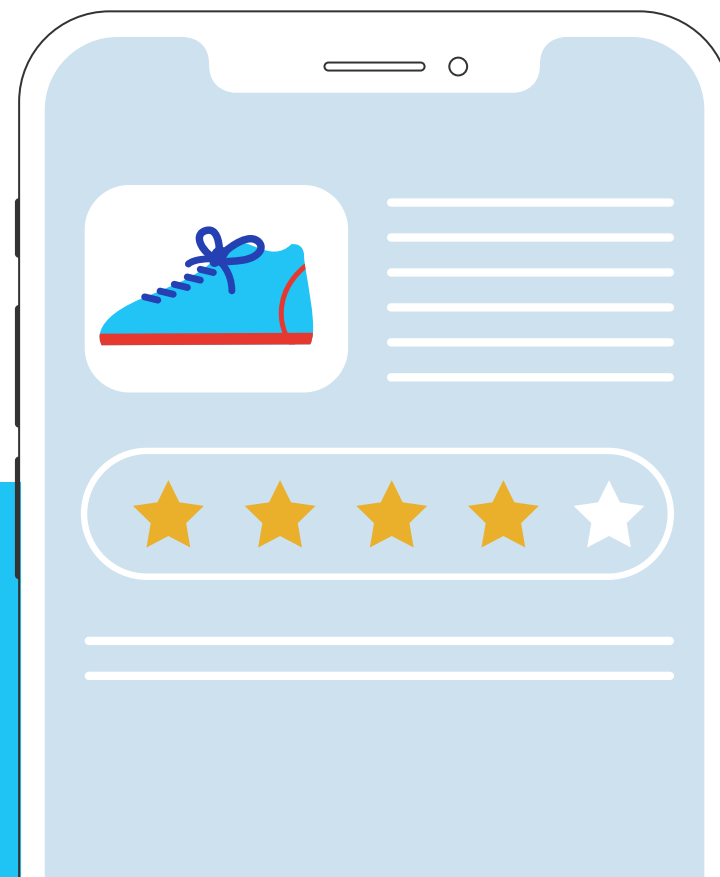
- We recommend you regularly update the keywords in your bullet points and descriptions to stay ahead of the competitors and ensure that campaign-specific keywords are included during key periods – specific keywords for particular sales periods or promotions e.g., holiday season.



Productsup bonus!

There are several rule boxes available to help you create winning descriptions.

"Text template" enables you to create text benchmarks for your bullet points and descriptions and automatically insert related attributes in an automated fashion, saving you time and money on copywriting.



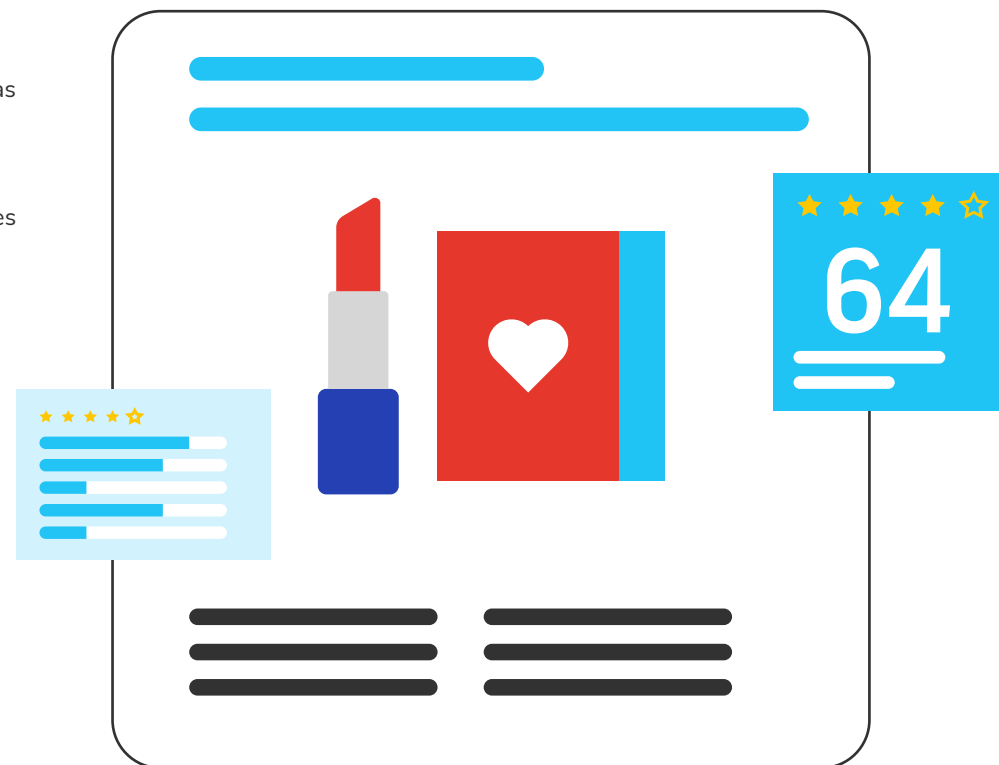
Images

Meet Image requirements and publish images with the top CTRs and conversions.

Images aren't mandatory when creating listings, so you can work on them later in the process. The images you display on the product page must be clear and informative. In fact, in Wunderman's study¹, when asked about which factors influenced customers to buy online, 93% of them mentioned product imagery as the next factor to price.

Note that your product listing will remain inactive until you have provided images. Amazon might delete your listing if it's inactive and doesn't have images for a long period of time.

- 🔗 General requirements: You can include up to 7 images. Video format is also supported.
- 🔗 Main Image must comply with the following guidelines
 - ✓ Content: only the listed product
 - ✓ Scale: product covers 85% of the surface
 - ✓ Size: zoomable, ca. 1,000 pixels (min. 500)
 - ✓ Format: JPEG (.jpg), TIFF (.tif), or GIF (.gif)
 - ✓ Background: pure white (RGB: 255,255,255)
 - ✓ Text, logos, and watermarks are forbidden



¹ <https://www.wundermanthompson.com/insight/the-future-shopper-report-2020>



Productsup bonus!

We have all the tools and features you need to create high-performing Product Detail pages:

- Problem with the background color? □ Use our Image Designer to clear the backgrounds
- Don't have image URLs? □ Use our Web Crawler to identify them
- Do your images need more editing? Use our Image Designer tool for all your editing needs. The Image Designer is a quick and effective way to create and save customized image templates by providing multiple optimization options. You can shift, resize and rotate fields by pulling, dragging and changing color, transparency, font, etc., with specially designed editing tools.

Tips for success!

The first image and title are elements that directly impact your CTR. If the customer doesn't find them appealing and convincing, they might go elsewhere. Therefore, your first image is clear and showcases the product well. Remember to provide different views of the product and close-up shots of important details. Help the consumers imagine your product in their space – for home products – or wearing them – for fashion. If possible, provide images that give an idea about your product's dimensions, and ensure the resolution is high enough for the customer to zoom.

Price and BuyBox

Amazon has a special algorithm to determine who wins the BuyBox. We know that price plays a big role in that algorithm.

- 🔗 Make sure all the necessary price updates are uploaded to the Amazon system on time



Productsup bonus!

Use our platform's Scheduling feature to take care of updating info with ease, giving you time in advance to concentrate on your campaign kick-off.

Keywords

This attribute is not mandatory but very valuable for raising your listing's visibility. Remember that search terms – generic_keywords – shouldn't exceed 250 characters in length. Try to provide search terms that make it easy for your customers to find your products. It's sometimes good to consider specific keywords if the search volume is high enough.

Also, consider search terms outside of those in your title and description. These are usually referred to as "hidden keywords" or "backend keywords". Use synonyms of your primary keywords and other words in their family tree.

Tips for success!

We recommend updating keywords regularly prior to key campaign launches to secure the best and most relevant keywords for that item at that time.

A+ content

A+ Content is a curated collection of multimedia elements that appear in the “From the manufacturer” section of a product details page on Amazon. The collection is designed to influence more educated purchasing decisions by enabling brands to share more detailed product and brand information. When creating A+ content, you can select different modules for your page layout, like images.

Tips for success!

Make sure you have a variety of high-quality images and videos that visualize and represent our product's USPs and associate them with a short and simple value proposition.

Use A+ to promote complementary products as well to leverage cross-selling opportunities. Analyze the most commonly asked questions related to your product and use A+ content to give your customers answers on the topics they are looking for. For example, details on your product certifications.



Productsup bonus!

If you need to update A+ Content for key selling campaigns by product family and collection but you feel that publishing A+ Content takes too much time, use Marketplaces PX to automate the process by uploading A+ Content with our API.

Product detail page rules by Amazon

The following terms are banned from product detail page titles, descriptions, bullet points, and images:

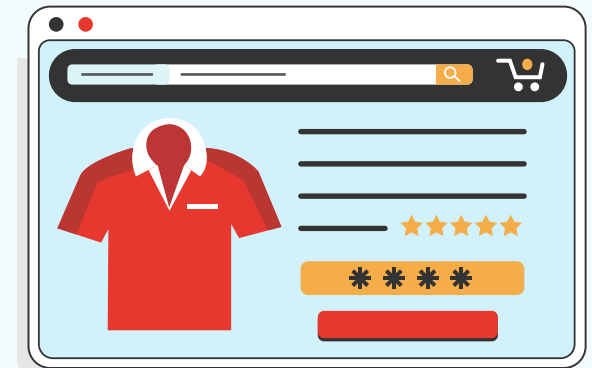
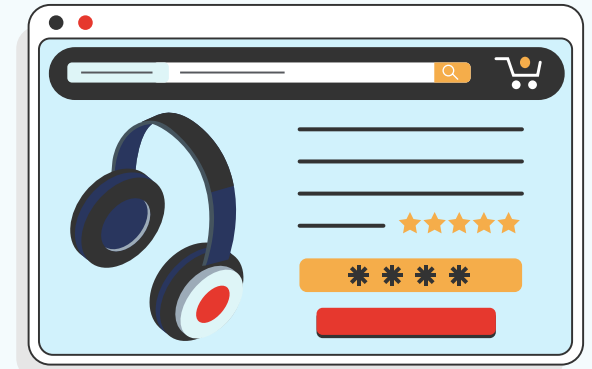
- Pornographic, obscene, or offensive content
- Phone numbers, addresses, e-mail addresses, or website URLs
- Details of availability, price, or condition
- Use capital letters only for the beginning of each word. Do not use all caps for the section. This applies to product titles, bullet points and/or product descriptions.
- Links to other websites for placing orders, or alternative shipping offers, such as free shipping
- Spoilers on books, music, and video or DVD (BMVD) listings. This includes giving away plot details crucial to the suspense or surprise ending of a story.
- Reviews, quotes, or testimonials
- Requests for positive customer reviews
- Adverts, promotional material, or watermarks on images, photos, or videos
- Time-sensitive information, such as dates of tours, seminars, or lectures

Maximum number of characters for common fields

- Product Name - 200 characters
- Product Description - 2000 characters
- Key Product Features (Bullets) - 100 characters
- Brand Name - 50 characters
- Model Name - 50 characters
- Model Number - 40 characters
- Manufacturer Part Number - 40 characters

Amazon's strategy for success

- Create a marketing **calendar** for your key selling campaigns
- Select the **assortment** for Amazon. Be sure to include discountable products for Amazon Deals and Exclusive Prime discounts. When choosing the assortment, it would be great to take into account:
 - **Price Factor**
 - ❑ Entry price segment – Amazon is all about value for money
 - ❑ Mid price segment
 - ❑ High value (optional)
 - **Product Dimensions**
- Carry out **demand planning** for a 12-month period, and update it regularly in accordance with sales dynamics. Secure enough stock for items with high rotation, especially during key selling campaigns.
- Plan ahead **marketing campaigns** to build up traffic to your products prior to the campaign kickstart
- Provide clients with all relevant information on your products. For example, information on how this product can be used and great visual content showcasing your product in the best possible manner (see the tips above for more).
- Watch out for competition and see what ads are appearing on your Product detail pages. Make sure you have a good **defense strategy** in place, so your page is populated with as much of your content as possible.
- Set up regular monitoring of your **product ranking** to understand better how your products are trending. Which factors could influence your organic ranking? The factors listed below play a big role in the visibility of your products on Amazon.



Amazon algorithm factors

Amazon's algorithm and SEO work similarly to the Google search engine algorithm, with the main difference between the two being that Amazon has its entire focus on the purchasing experience, in contrast to Google, which is centered on research. But just like with Google, most customers won't scroll past the 2nd or 3rd pages in the search results. As mentioned above, more than 63% of customers begin their product research journey on Amazon.

20

products appear on each page of search results

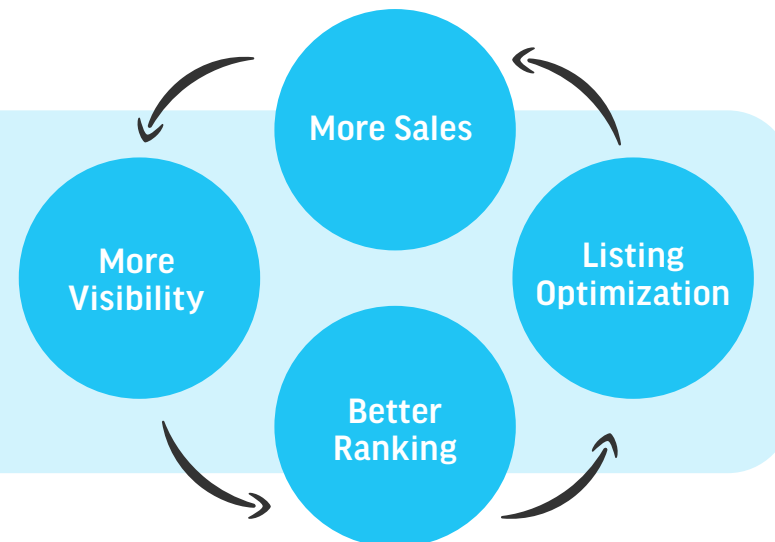
70%

of users stick to the first page or search results

2/3

of product clicks happen on the first page of search results

It then comes as no surprise that Amazon wants to privilege products that sell more, thereby improving their ranking, which will eventually lead to even better sales. It's a cycle that feeds itself.



1

2

3

4

5



So, if your products aren't ranking well, your marketing and product optimization efforts could all be in vain. Here's a list of some of the most important elements within Amazon's algorithm that dictate how high your listings will show on results pages

- **Relevance (keywords)** – Most important, Amazon's algorithm boosts products with keywords that best match the consumer's search terms.
- **Performance (CTR, CR, Sales)** – The better your products perform – click-through-rate (CTR), conversions (CR) – the higher ranking they receive in Amazon's search engine algorithm. CTR is becoming more important for Amazon's algorithm, so images and titles have become very important. To improve CTR and CR, it's important to use engaging and clever product content. Especially on the main image and in the product title.
- **Other factors:**
 - ✓ **Customer service (Questions on PDP)**
 - ✓ **Return rate** – The number of returned orders on the total amount of orders
 - ✓ **Sales history** – Amazon's algorithm privileges product listings that generated sales in the past.

Note! Sales from organically generated clicks also have a more significant impact on product ranking than sales from advertising.



**Productsup
bonus!**

If your products aren't ranking well, you are missing out on opportunities to drive more organic traffic to your products. Marketplaces PX provides you with the tools to enable easy optimization of your product information flows which will impact your organic sales on the platform.

- **Customer reviews** – For Amazon product reviews are hugely important for Amazon. Large numbers of positive reviews give Amazon a reason to rank that product high in the results.
- **Seller ratings** – Seller Rating consists of a numerical score between 0-100. 0 is the worst score and 100 signifies perfection. Each order you or Amazon fulfills is scored according to the following criteria
 - Shipping time: The shipping time you advertise for an item should be reflected in reality.
 - Order cancellations: Points are lost if a buyer places an order, and then cancels it.
 - Chargebacks: This is when a buyer contacts their credit card company and claims the card was used fraudulently.
 - Customer inquiries: The longer you wait to answer customers' questions, the likelier it is that your rating will suffer.
 - Feedback: Sellers who receive consistently bad reviews have low Seller Rating.
 - A-to-Z Claims: When a buyer feels any of the above isn't to their liking, they can make an A-to-Z claim which triggers an Amazon investigation.
- **Inventory levels** – If your products are often out of stock, the algorithm automatically lowers ranking.
- **Fulfillment method** – The Amazon algorithm ranks products fulfilled by Amazon higher than products shipped by other methods.
- **A+ Content** – Having [A+ content](#) will have a positive effect on your Amazon ranking.



Productsup³

Empowering commerce

Get in touch today!

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