

search results.

Amazon product title content management

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1. Titles must follow the recommended length of your product category characters, including spaces. (Not more than 80 characters)
2. Titles must not contain promotional phrases, such as " free shipping "or " 100% quality guaranteed ".
3. Titles must not contain characters for decoration, such as ~ ! * \$? _ ~ { } # < > | * ; ^ ~ !
4. Titles must contain product-identifying information, such as " Face cream" or " Wind Cheater Jacket."

Product Description

Amazon has several rules to consider when creating a product description that sells.

- It doesn't allow HTML code, no inclusion of promotional materials, quotes, or offer reviews.
- The best word count is about 250 words
- Do not use special characters or URL

Amazon product description example content management

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Pro tip– Always provide factual information, and paint a clear image in your customers' minds. (Brand name, care instructions). Make good use of SEO-rich keywords but keep in mind their relevancy.

Bullet points

We all know bullet points are a great way to showcase your product's features and USPs. Here are some rules from Amazon to comply with-

- Make your customers visualize the product within 1000-1500 characters, i.e.,250char per bullet point.
- Highlight 5 features in 5 bullet points, and include keywords in phrases to define the product.
- Always include the competition's keywords.
- Describe the important features and highlight the benefits associated with them.
- Features should be self-explanatory.
- You cannot mention shipping details or special characters according to Amazon guidelines.

Amazon bullet points content management

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Pro Tip– Amazon allows up to five bullet points, and we suggest you use all of that space, as it is more opportunity to include relevant keywords and provide compelling details about your product.

Product Images

Your product images are among the most important aspects of your Amazon listing. Clear, high-quality images will help sell your products by showing potential customers exactly what they'll receive.

Product image content management Amazon

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Images must comply following requirements:

- Products must fill at least 85% of the image. Images must show only the product that is for sale, with few or no props, and with no logos, watermarks, or inset images. Images may only contain text that is a part of the product.
- Main images must have a pure white background, must be a photo (not a drawing), and must not contain excluded accessories.
- Images must be at least 1000 pixels on the longest side and at least 500 pixels on the shortest side to be zoomable.
- Images must not exceed 10000 pixels on the longest side.
- JPEG is the preferred image format, but you also may use TIFF and GIF files.

Pro Tip- Amazon allows you to upload seven images (six, plus your main photo); we strongly recommend using all seven slots. Even if you have a simple product, consider using high-quality mobile-optimized photos to maximize the zoom feature. Also, include multiple viewing angles and consumption shots to bring forth product awareness.

Amazon A+ Content

A+ content allows sellers to showcase their brand and product journey with a combination of visuals and text for engagement. As a result, sellers usually get benefits in the form of high conversion, reduced return rate, and an increase in good reviews. According to a [study conducted by Amazon](#), the average conversion rate *increase* when utilizing an A+ Content description is 5.6%

Amazon A+ content management

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Image size requirements to keep in mind:

- Logo: 600 x 180 Pixels
- Banner: 970 x 300 Pixels
- Comparison Chart: 150 x 300 Pixels
- Four-Image & Text Module: 220 x 220 Pixels
- Four-Image Quadrant: 135 x 135 Pixels
- All others: 300 x 300

Pro Tip: Avoid using blurry and low-quality images, any promotion references, or words such as “cheap,” “bonus,” “free,” etc. Do not use any links that redirect customers outside the Amazon Marketplace

Amazon Band store

Amazon brand store content management

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Store pages contain customizable sections of tiles. Each tile can include content such as text, images, videos, and products.

Every Store page has a header section built in and needs to have at least 1 additional content tile.

Each page can have up to 20 sections total, which can consist of a maximum of:

- 4 background video tiles
- 1 product grid tile
- 1 gallery tile
- 1 featured deals tile
- 1 recommended products tile

Pro Tip : Keep an eye on your store as if you were the customer. Ensure visible ASINs are always available for sale and products are easy to find. Adjust graphics and product placements as needed to improve the customer experience for both desktop and mobile.

Content Management Cheat sheet for Flipkart

Product Title

Flipkart doesn't allow you to enter title information during product listing. Flipkart generates the title with the attributes that you input. Flipkart has a formula for each category's title. Generally, category titles are generated from the model name plus other attributes such as size, color, material, and sales package.

Flipkart product tile content management

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You can change the title of a product if the new title fulfills the below criteria:

- a. You are the creator of the product
- b. The new title should be in accordance with the title logic defined for the vertical by Flipkart
- c. The new title should not result in changing the ID attributes* of the product
- d. The new title should not result in any changes to be made to the Brand name

Product Description and Highlights

Well-written product descriptions move prospects through your sales funnel. Adding creativity and benefits to your product description will help convert browsers into buyers.

Flipkart product description and highlights

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Subheadings include:

- Provide the general specifications of your product, including a brief description and relevant keywords.
- Be sure to include the product's height, width, depth, weight, and any other relevant measurements.
- Box – Mention the product name and the details about all the products that are in a single package.
- Additional Features – Specify other unique features of your product, such as approval from an authority, and more.

Product Image

First impressions are critical – good product photos ensure customers continue to explore or return to the site.

Flipkart Image optimization content management

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Here are some guidelines by Flipkart for product images:

- You can add up to thirteen images of your product
- Primary images should be white background/light grey uniform background/slightly dark background images in grey and other colors.
- For white products, gray background images can be used.
- Images/products that are offensive or objectionable are not accepted.
- Display the product with and without packaging.
- Solo product image without any props.
- Film shots & scenes are not allowed. Morphing celebrity faces is not acceptable.
- The same model has to be used for all shots of a product.
- The image can be aligned to the right or left.
- At least 500x500 pixels should be used in the image.

Win Digital shelf with enriched content

- Be sure your product detail pages comply with benchmark standards and are retail-ready. Assess your content against competitors and bestsellers.
- Ensure your product page includes hero images, lifestyle images, videos, relevant keywords in the content to capture users' attention, and marketplaces' algorithms as well.
- Perform regular [content audits](#) to identify quickly, compare, and address product display page content shortcomings. You can use it to generate scorecards that show if your product information is correct and complete to improve discoverability and buyability and to identify gaps that should be closed.
- Please ensure you follow all the content guidelines to prevent your SKU from being suppressed.

Accelerate your rich content management strategy with Paxcom's [digital shelf analytics solution](#) for a complete, dynamic view of the product, resulting in increased sales and customer satisfaction.