

Creative SOP: A+ Content Design

03/17/2025 8:42 am CDT



Who is this for?

- For those who need to create an A+ Content design for Amazon Listings
- For those who want to improve the A+ Content's layout & structure



Objective:

The purpose of this document is to present a sequential procedure for creating A+ content for product pages as well as choosing the best modules for a solid layout. The ultimate goal is to enhance product visibility, engagement, and sales performance on Amazon by adding images, infographics, crawlable text, and product comparison charts.

Summary of Process: Review the assets provided

- Gather color and/or font information from the task description or Design Brief
- View social media (*if linked*) or websites to obtain an idea of the style
- Use *Lorem Ipsum* to represent copy for key product features
- Review what ASINs will be included for a product grid (*seller provides details*)

A+ Creation Breakdown:

- Seller Central - A+ Content Manager
- Create New A+ Design - EBC Title
- Selecting Modules
- Approved Module Template Layout
- Saving As Draft
- Copywriting Stage
- Seller Edits
- Uploading Stage - Pending Amazon Approval
- Approved

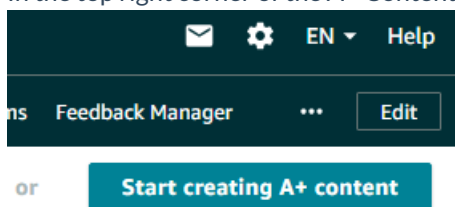
Logging into Seller Central

Log in to the correct seller central account. Then go to *Advertising > A+ Content Manager*

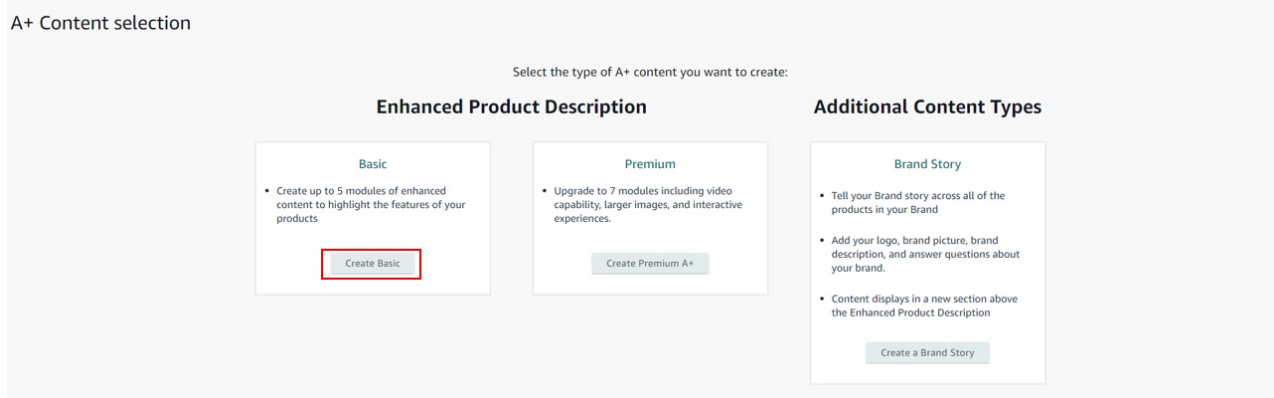
Advertising	>	Campaign Manager 	
Stores	>	A+ Content Manager	
Growth	>	Vine	
Reports	>	Deals	
Payments	>	Coupons	
Performance	>	Prime Exclusive Discounts	
Apps and Services	>	Promotions	
B2B	>	Brand Tailored Promotions	

Create New A+ Design - EBC Title

In the top right corner of the A+ Content Manager - Click “Start creating A+ content”



Select “Create Basic” for A+(EBC)



You can name your A+ Design according to the seller account name, ASIN, or Product Type.

A+ Titles: Brand - ASIN/Product Type - A+

- Ie. Brand - ASIN - A+
- Ie. Brand - Product Type - A+

Content details Best Practices

Create Content Apply ASINs

Content name

Brand - Product Type - A+

Language

US English

Content Type

EBC

Selecting Modules

Center Page - “Add Module” will allow you to start selecting your A+ Design Layout.

Refer to this SOP for Module details: [A+ Content / Brand Story Modules Specs Reference Sheet](#)

A+ Designs allow for a maximum of 7 modules per design.

A+ Content Manager > Enhanced Product Description > Edit

Cancel Save as draft Next: Apply ASINs

Add Module

Search

Standard Company Logo

600 × 180

Standard Four Image & 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 — humans have approximately 5 million scent receptors, whereas a bloodhound can have close to 300 million.

Paws
The soft pads on the bottom of their feet act as a cushion for their limbs and make walking comfortable. Doggy paws are also adept at leaving colorful prints across carpets.

Sight
Dogs have two specialized 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, wetting and drying, and a host of other tasks. Their tongue is also used to show affection and moisten food.

Standard Comparison Chart



Breed	Labrador Retriever	Shiba Inu	Bull Terrier	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

Standard Four Image/Text Quadrant

Small Dogs



Small dogs make better icons, because they are used to small spaces. Small colors, small backgrounds, small icons. It just fits. Big dogs don't always have good icons, because they are used to larger spaces. The icon to you all attention 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 approximately 5 million scent receptors, whereas a bloodhound can have close 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 pads on the bottom of their feet act as a cushion for their limbs and make walking comfortable. Doggy paws are also adept at leaving colorful prints across carpets.

Cancel

(Crawable text **must** be incorporated in each A+ design)

Crawable Text is the highlightable text separate from the photos. While Amazon can detect the words in infographic images they don't have any backend value. *Crawable text* is highly valuable as it is utilized in SEO/Indexing. For best practices, there should be **500 words** of crawlable text incorporated in each EBC design.

Approved Modules Template Layout

As the designer you have free creative liberty - Here is an excellent set of modules our sellers have reacted very positively towards. Each seller will not be the same but this is a safe layout to start with!

Approved Module Template Layout ([Visual Example Found Here](#))

- Standard Image & Dark Text Overlay

- Standard Image Header With Text
- Standard Single Image & Sidebar
- Standard Image Header With Text
- Standard Four Image & Text
- Standard Image Header With Text
- Standard Comparison Chart

The **Standard Image & Dark Text Overlay** module works great as a thinner/narrower header image. This Module is great for Logos, Brand Banners, and Graphic Headers (If you leave the text area blank, it won't block your image when previewed)

The **Standard Image Header With Text** module works great as large graphic images call out. Promote the product right away with a large clear graphic! This Module also has room for text directly beneath the image.

The **Standard Single Image & Sidebar** module works great when used for logo placement or smaller graphic images accompanied by informative text. Good practice for this module is Brand Information on the far right and product details and bullets in the center.

The **Standard Four Image & Text** module is the perfect solution for conveying product benefits, selling points, ingredients, uses, instructions, and much more! Create relevant graphic images or icons to relate to the text below.

The **Standard Comparison Chart** module should always be located at the bottom of the A+ design as the 7th module. The Comparison cart will consist of a maximum of 6 other products (from the seller's catalog) with the comparative metrics listed on the left. A maximum of 10 listed metrics can be featured. The columns can be highlighted, check-marked, or can have written text.

A+ Content Draft text areas can be filled in with "Lorem ipsum"

Standard Single Image & Sidebar

Our Story

Look your best

Enter subheadline text

B I U

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Enter image caption text

X

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

+ Add bullet point

CRAFTED BY HAND

Enter headline text

B I U

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur

X

Lorem ipsum dolor sit amet, cons

+ Add bullet point

The general guideline for A+ Content

Standard Image & Dark Text Overlay
(logo header)

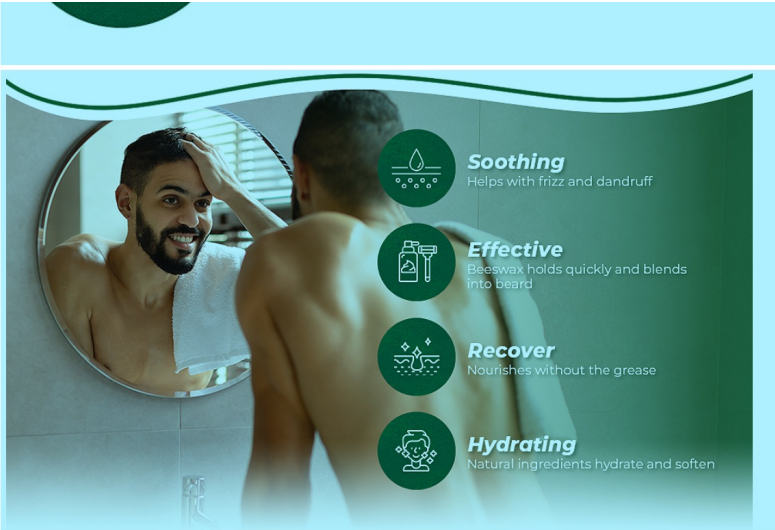
Standard Image Header With Text
Main Hero Image
(big product shot and headings)

Standard Single Image & Sidebar

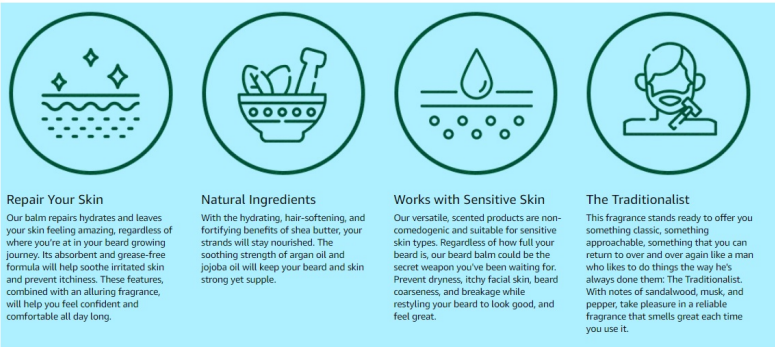
The image displays three distinct content layouts for a brand named "CRAFTED BY HAND".

- Top Layout (Standard Image & Dark Text Overlay):** Features a light blue background with a dark green silhouette logo and the text "LOGO HERE".
- Middle Layout (Standard Image Header With Text):** A large hero image showing a man with a beard smiling and holding a towel. Overlaid text reads: "Promote Healthy Facial Hair and Skin" and "Beard Balm leaves a lustrous glow while soothing the skin". A product shot of a jar of balm is also visible.
- Bottom Layout (Standard Single Image & Sidebar):** A light blue sidebar layout. On the left is a dark green circle with the text "Our Story". To its right is a text block titled "Look your best" followed by a paragraph about the brand's commitment to quality and natural ingredients. Below this is a list of bullet points stating that all products are free of harmful chemicals and contain natural oils for protection. On the right side of the sidebar is the "CRAFTED BY HAND" logo and a short paragraph about the brand's mission to provide healthier skin-care routines.

Standard Image Header With Text
Infographics



Standard Four Image & Text



Standard Image Header With Text
More infographics/visuals
or what's in the box



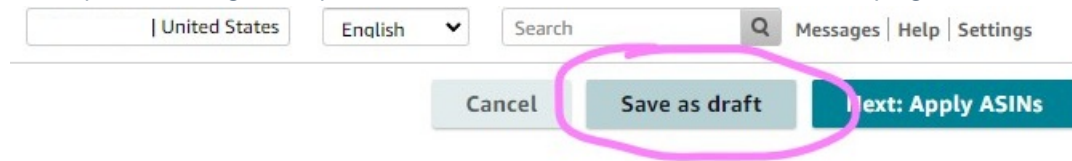
Standard Comparison Chart



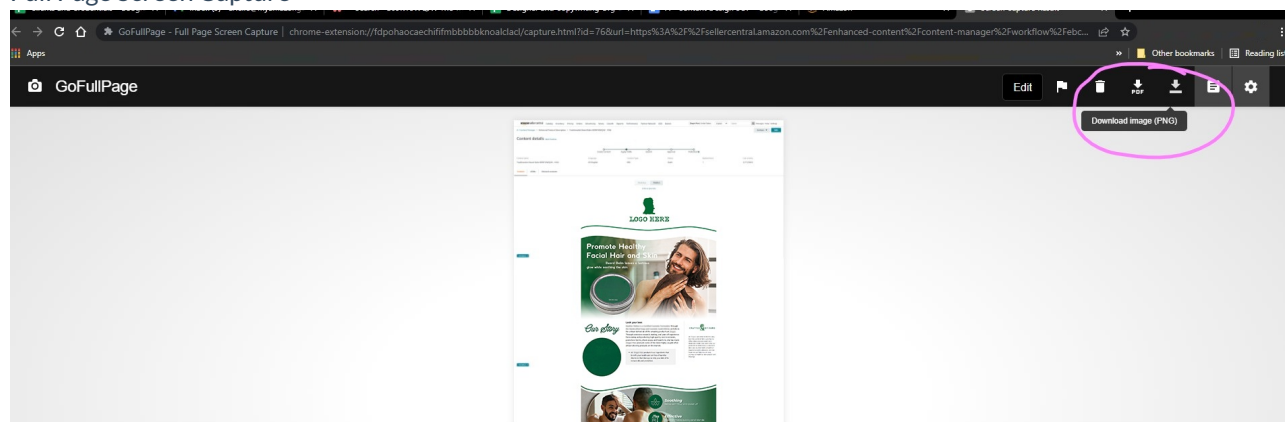
	The Explorer	The Gent	The Merchant	The Rambler	The Traaditionalist
Natural Ingredients	✓	✓	✓	✓	✓
Alcohol Free	✓	✓	✓	✓	✓
Hydrating	✓	✓	✓	✓	✓
For Sensitive Skin	✓	✓	✓	✓	✓
Scent	Citrus, Woods, and Vetiver	Citrus, Herbs, and Musk	Amber, Vanilla, and Spices	Tobacco, Vanilla, and Red Fruit	Sandalwood, Musk, and Pepper

Saving As Draft - Screenshot

When your A+ Design is fully created, click the “Save as Draft” button in the top right corner.

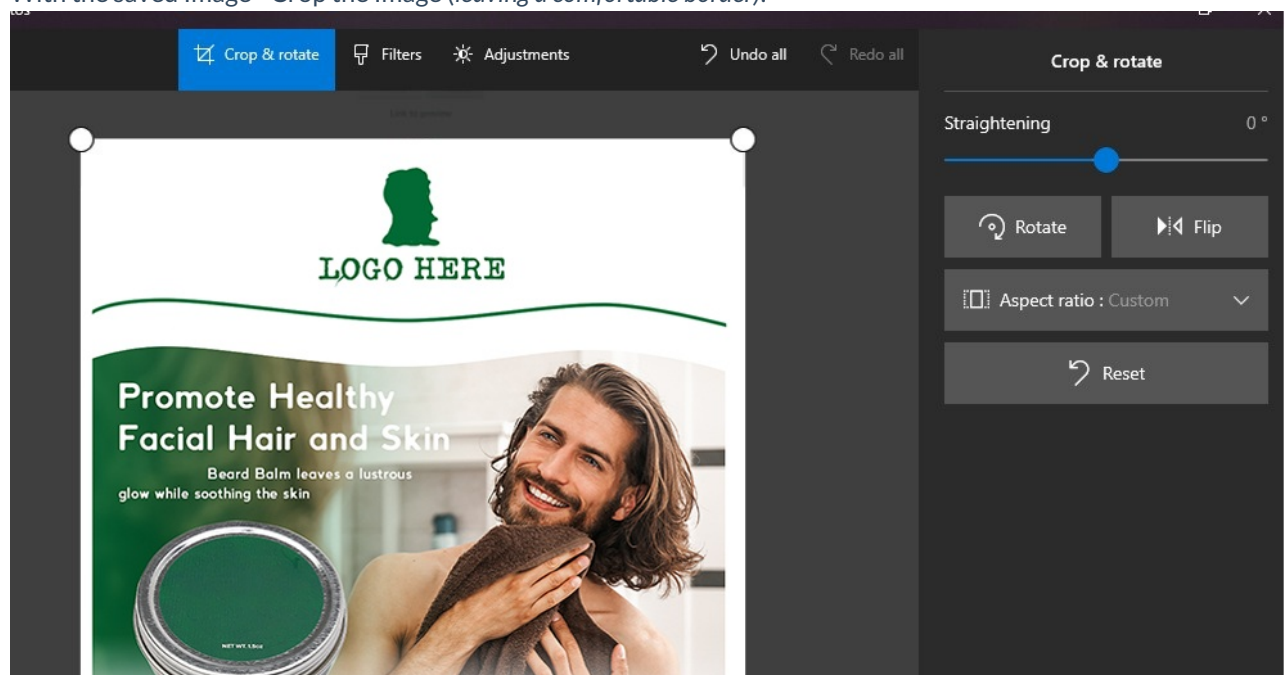


Return to your A+ Content Manager List > Select the name of the saved draft > Click Preview. Then screenshot the full draft preview. If you don't have a full-page screenshot option add this extension to your Chrome GoFullPage - Full Page Screen Capture



Select the download image on the top right (don't try to edit within the plugin as it will want money)

With the saved Image - Crop the Image (leaving a comfortable border).



Copywriting Stage

There will be a brief copywriting stage that takes place AFTER A+ Design is approved. A copywriter will use high-ranking keywords, rewrite the content and return a document that has all the text to be “Copy and Pasted” into the A+.

Place the copy text into the appropriate module areas indicated in the document.

Seller Edits - Procedure

A+ Content Edits should have a turnaround time of 1-2 days maximum depending on the scope of the edit. Typos and minor graphic edits need to be addressed quick. Full redesigns are considered acceptable in 3 days.

Submitting for QA - Asana Task

Be sure you're adding the updated PSD File to the Client folder every time. PSD Share SOP

When ready to submit for QA - Return to the task and in the Comment area assign it to your designated QA Pod Leader. Your QA Pod Leader will review the draft, note any edits then forward the deliverable to the client for approval.

IMPORTANT: Always take a screenshot/proof or link the fireflies call for every client's approval/disapproval and comment it in the task.

Uploading Stage - Pending Amazon Approval

Congratulations! Your A+ Design has been approved!

Once the content is approved, open your A+ Design in the *A+ Content Manager > Edit > Apply ASINs*

The screenshot shows the Amazon A+ Content Manager interface. At the top, there is a navigation bar with a search bar, a language dropdown set to 'English', and links for 'Messages', 'Help', and 'Settings'. Below this, there are three buttons: 'Cancel', 'Save as draft', and 'Next: Apply ASINs'. The 'Next: Apply ASINs' button is circled in pink.

Below the buttons, the 'Content details' section is visible. It includes a progress bar with five steps: 'Create Content', 'Apply ASINs', 'Submit', 'Approval', and 'Published'. The 'Apply ASINs' step is currently active. Below the progress bar, there is a table with columns: 'Content name', 'Language', 'Content Type', 'Status', 'Applied Asins', and 'Last activity'. The table shows one entry with 'Type Content name here' as the content name, 'US English' as the language, 'EBC' as the content type, 'Draft' as the status, '1' as the number of applied ASINs, and '2/17/2022' as the last activity.

Below the table, there is a section titled 'Add ASINs'. It includes a search bar with the placeholder text 'Type Product ASIN here' and a 'Bulk upload' button. Below the search bar, there is a 'Group by' dropdown menu with 'ASIN' and 'Scent' options. The 'ASIN' option is selected. To the right of the 'Group by' dropdown, there is a button labeled 'Apply content', which is circled in pink.

Below the 'Apply content' button, there is a table with columns: 'Product name', 'Scent', 'Applied content', and 'Eligible'. The table shows one entry with 'Beard Balm' as the product name, 'Variations (11)' as the scent, and a checked checkbox in the 'Applied content' column. The 'Eligible' column is empty.

United States

English

Search

Messages | **Help** | Settings

Cancel

Back

Save as draft

Next: Review & submit

Approved

The review process can take anywhere from immediately to 7 days depending on the content.

Please check regularly (*twice a day*) and when the status reads “**Approved**”.

You can tell your EBC has been approved in two areas:
