Creative SOP: A+ Content Design

03/17/2025 8:43 am CDT

A+ Content Design

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>
> **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
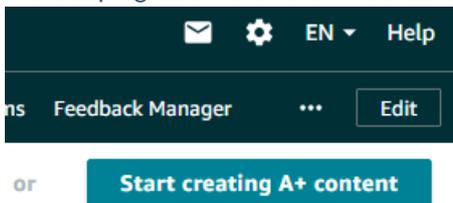
- Uploading Stage - Pending Amazon Approval

- Approved

Logging into Seller Central

Log in to the correct seller central account. Then go to *Advertising > A+ Content Manager*
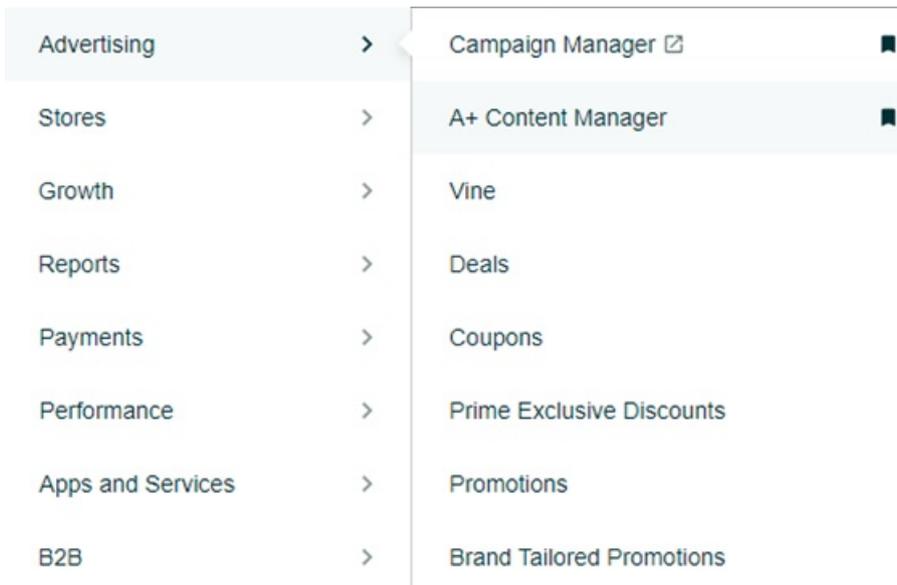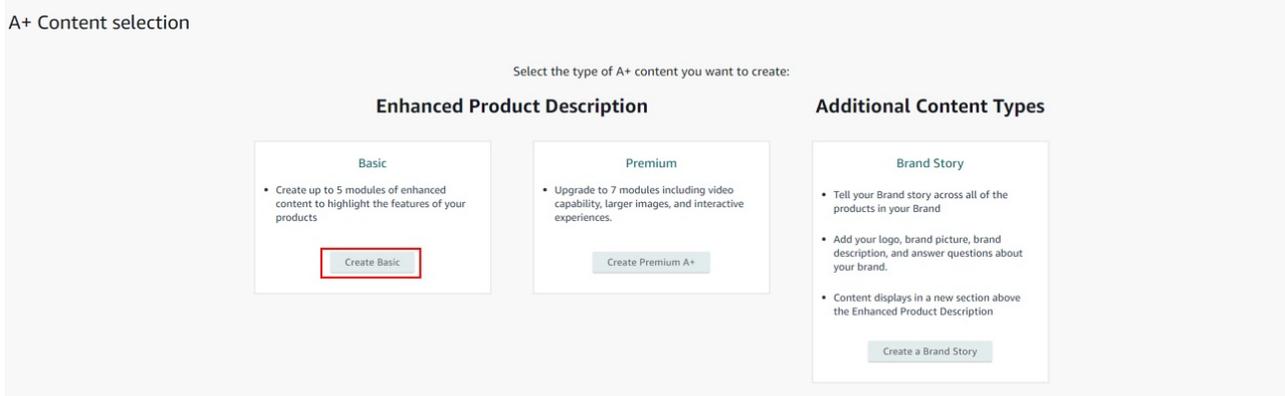
Create New A+ Design - EBC Title

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 ▼
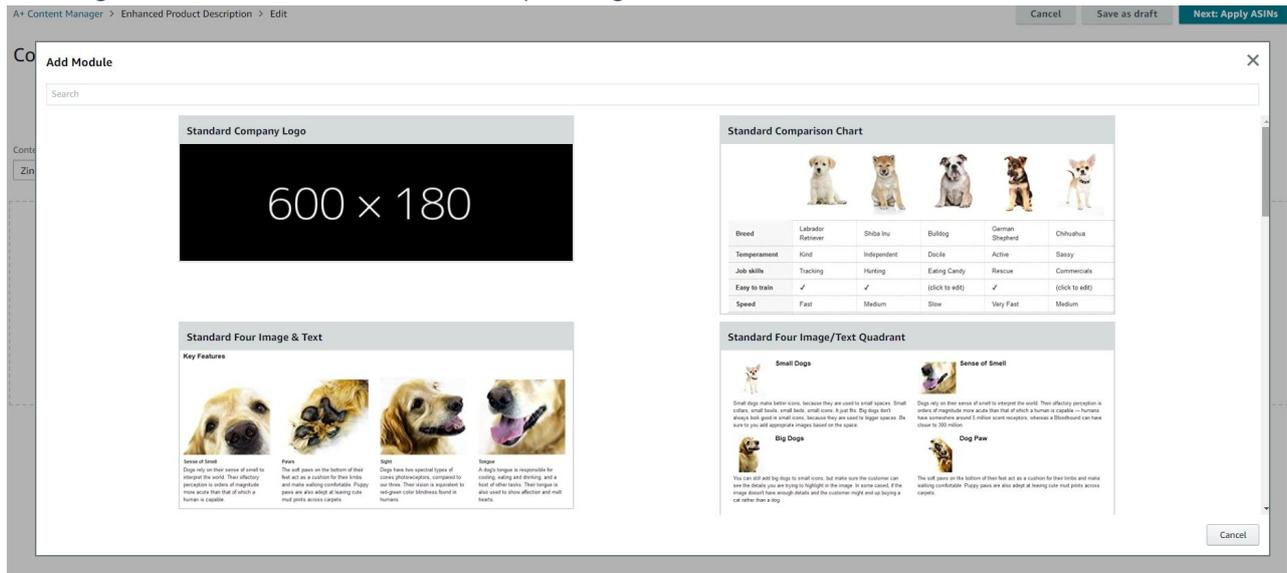
Content Type

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.

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

Crawlable 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. *Crawlable 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 ▤ ▤

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Enter image caption text

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+ Add bullet point

CRAFTED BY HAND

Enter headline text

B *I* U ▤ ▤

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X Lorem ipsum dolor sit amet, cons

+ Add bullet point

The general guideline for A+ Content

Standard Image & Dark Text Overlay (logo header)

LOGO HERE

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

Promote Healthy Facial Hair and Skin

Beard Balm leaves a lustrous glow while soothing the skin

NET WT. 1.5oz

Standard Single Image & Sidebar

Our Story

Look your best

Heather Helton is a Certified Cosmetic Formulator through the Handcrafted Soap and Cosmetic Guild (HSCG) and she is the artisan behind all of the amazing products at _____. Through extensive research, testing, and years of experience formulating and producing high-quality skin treatments, post-shave balms, shave soaps, and beard oils, she has made _____ products some of the most highly sought-after artisan shaving products on the market.

• All _____ products have ingredients that benefit your health and are free of harmful chemicals that damage or strip your skin of its natural oils and protection.

CRAFTED BY HAND

At _____ we strive to be the very best the world of skin-care has to offer—because everyone's skin deserves a treat. Our goal is for our products to make every customer's skin-care routine both a healthier experience and a pleasure, and we hope we can help you on your journey to healthier skin and/or wet shaving!

Standard Image Header With Text
Infographics

Soothing
Helps with frizz and dandruff

Effective
Beeswax holds quickly and blends into beard

Recover
Nourishes without the grease

Hydrating
Natural ingredients hydrate and soften
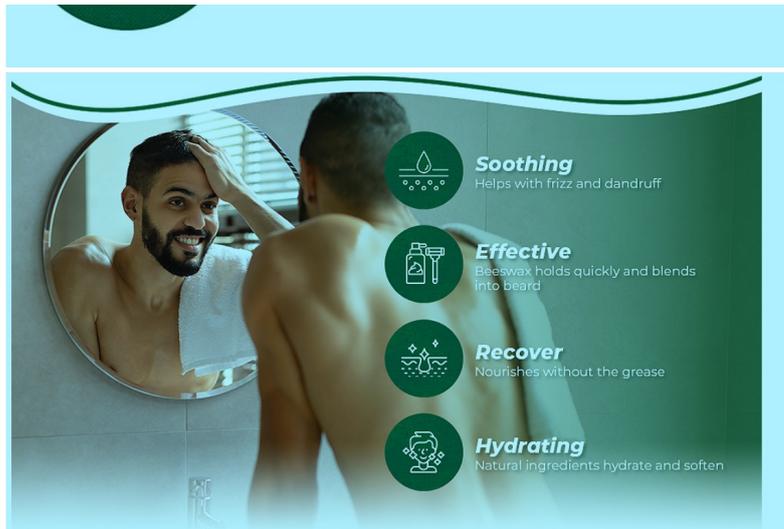
Standard Four Image & Text

Repair Your Skin
Our balm repairs hydrates and leaves your skin feeling amazing, regardless of where you're at in your beard growing journey. Its absorbent and grease-free formula will help soothe irritated skin and prevent itchiness. These features, combined with an alluring fragrance, will help you feel confident and comfortable all day long.

Natural Ingredients
With the hydrating, hair-softening, and fortifying benefits of shea butter, your strands will stay nourished. The soothing strength of argan oil and jojoba oil will keep your beard and skin strong yet supple.

Works with Sensitive Skin
Our versatile, scented products are non-comedogenic and suitable for sensitive skin types. Regardless of how full your beard is, our beard balm could be the secret weapon you've been waiting for. Prevent dryness, itchy facial skin, beard coarseness, and breakage while restyling your beard to look good, and feel great.

The Traditionalist
This fragrance stands ready to offer you something classic, something approachable, something that you can return to over and over again like a man who likes to do things the way he's always done them: The Traditionalist. With notes of sandalwood, musk, and pepper, take pleasure in a reliable fragrance that smells great each time you use it.

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

Make your whole routine smell great with The Traditionalist scented beard balm and other skincare and shaving products.

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.
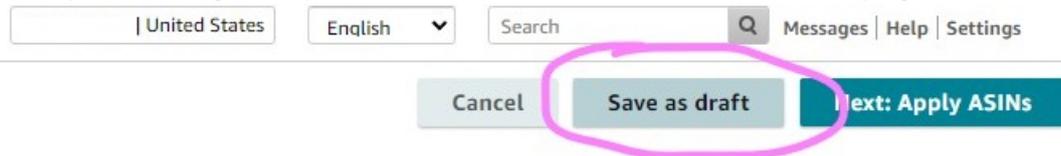

Return to your A+ Content Manager List > Select the name of the saved draft > Click Preview. Then screenshot the full draft preview. If you don't have a full-page screenshot option add this extension to your Chrome GoFullPage - Full Page Screen Capture
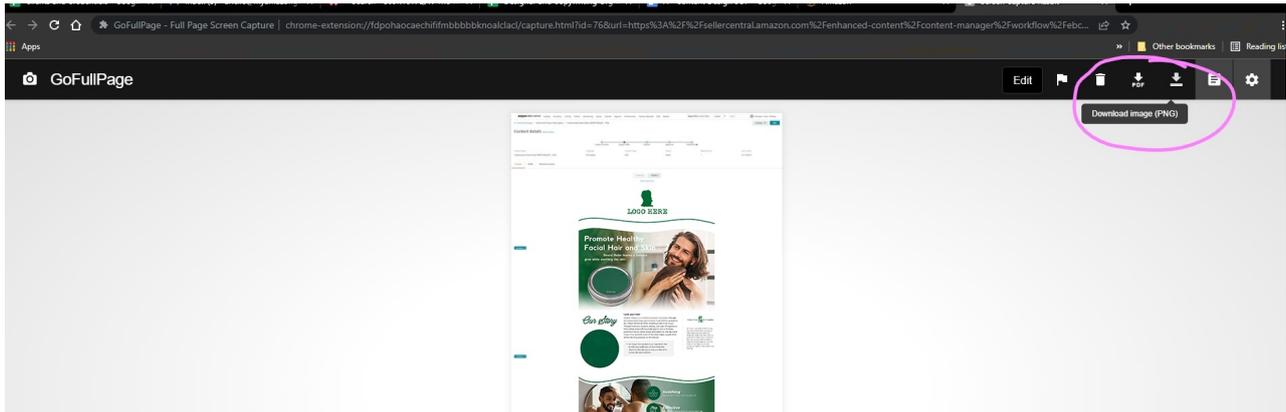
Select the download image on the top right *(don't try to edit within the plugin as it will want money)*

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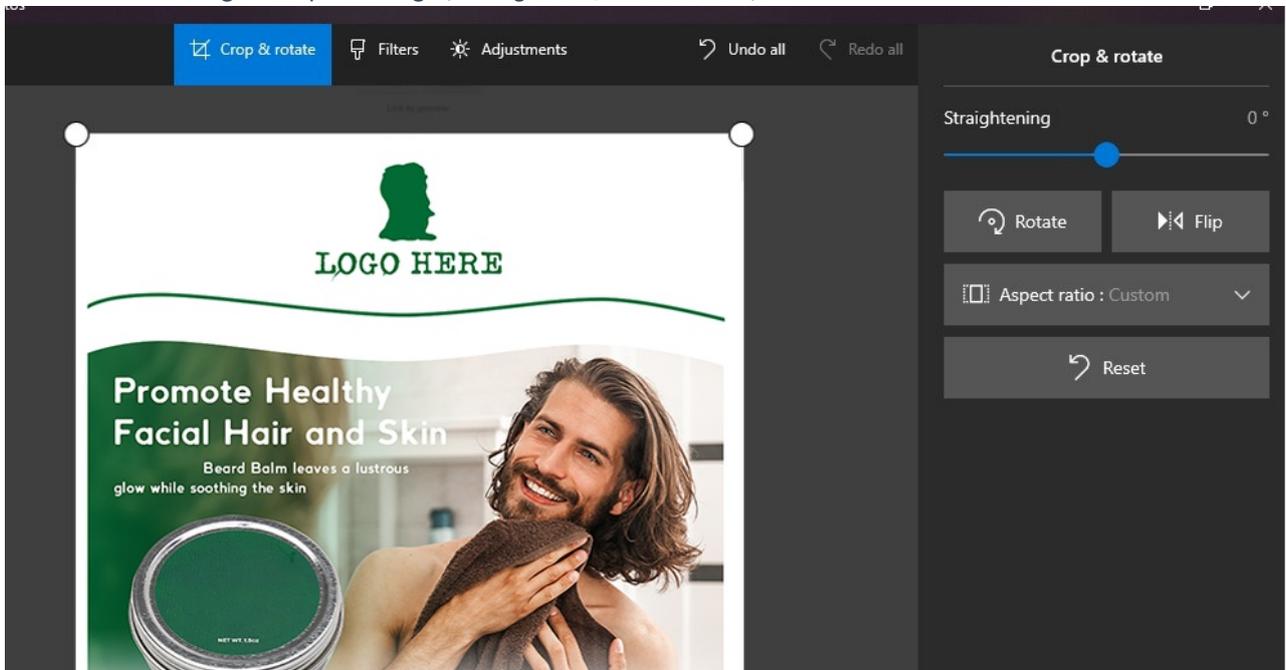
Copywriting Stage

There will be a brief copywriting stage that takes place AFTER A+ Design is approve. 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*

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".**