

AMAZOWL TRAINING

Amazon Core Content

Getting Familiar with Amazon Core Content

Cheat Sheet

- What is Core Content?

Amazon Core Content is the fundamental of any Amazon listing. Core Content consists of up to 9 images to represent your product listing, the option to add video, your variation structure, and your swatch images. The difference between good core content and bad core content is massive and will ultimately affect your percentage of conversions. Good core content is focused, displays your product well, and makes it incredibly easy to shop your catalog.

With Amazon listing images, you get the opportunity to display your product's features and benefits along with a little bit of your brand story. It's your chance to connect and resonate with a potential buyer.

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