

AMAZOWL TRAINING

Amazon Core Content

The Process - a Framework to Creating Core Content

Cheat Sheet

1. Look at Your Current Listing With a Critical Eye

The first step to creating core content is to go-over your current listing with a critical and analytical eye. There are several questions you must ask yourself. First, what am I trying to communicate? What is the goal? Second, what is the hierarchy of information? What is the need to know information and what can be buried at the bottom of the listing? Third, is the information clear and easy to understand? You have seconds to capture someone's attention and hold it so use your limited space wisely. 4th, is your content interesting or is it boring? Do your images get people excited about your product? It goes without saying that your content has to look really good with well shot photography and properly placed text. Once you have answered these 4 questions, you should have a pretty good idea of where you are at.

2. Prioritize, Gather Your Best-Selling Points

After we have done all the research and found the gaps in our current listing, it is time to organize an outline for our content. What is the number 1 thing you want people to know about your product? What gets people the most excited? What feature or benefit do you have that nobody else can claim? Try to pair-down your selling points to 5-7 points to save room for the main image and a video if you have one. Once you have your list, try and rank them in terms of importance. This process allows you to craft your listing images with your goals first instead of just trying to make your existing images fit your new goals.

3. Mining your Reviews and FAQs for Patterns

At this point, you should comb through your customer questions and reviews and to look for patterns. Are there recurring questions? Are people claiming that your products are misleading? Here is an opportunity for you to uncover potential customer purchase barriers.

Once you know what is stopping people from converting, you can create a listing image that directly responds to your findings. Don't just look at the most positive and most negative reviews. These are often made out of an emotional response. It's arguably more helpful to review the 2-4 star reviews because these usually provide more constructive feedback that we can use to optimize our content.

4. Analyze Your Competitors

You wouldn't be doing your due diligence if you weren't up to date with what your competitors were doing. Take a look at your biggest competitors. What are they doing well? What are their customers saying about their products that you could say about your own? There are a lot of things to unpack when looking at a competitor but it is important to frame your analysis in order to be the most productive. Go into this exercise with the mindset of "How can I make my content better than theirs?" What you shouldn't do is simply copy their exact techniques. If your competitors are using call-out images with icons, ask yourself, how can I use call-outs in an even more visually interesting way?

5. Painting a Story

Once you have all the ingredients you need, it's time to start crafting your listing images. If you don't have high quality imagery, you will need to create some. In the resources section of this module, we will include several resources for license free imagery that you can use. There is no room on Amazon for low-quality imagery so starting with well shot, high resolution photography is a must. To paint a clear picture, consistency is also very important. Is your photography all the same stylistically? Are you using the same fonts in your call out images? Where are you placing your text? Consistency makes your listing images feel like a complete family and that helps to build trust and credibility.

Free License Free Image Resources:

<https://unsplash.com/>

<https://www.pexels.com/>

<https://pixabay.com/>

Paid Image Resources:

<https://www.stocksy.com/>

<https://depositphotos.com>

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