



CHRISTINA INK.COM

The Ultimate Checklist To Creating A High-Converting Amazon FBA Listing



Welcome

To Christina Ink!

I'm Christina, and I'm so glad to see you here!

I'm a passionate content creator who believes in the power of connection, creativity, and authenticity in everything I do. I aim to inspire and nurture businesses to their full potential, one piece of remarkable content at a time.

Your Amazon listing is the most important aspect of your digital shelf. To convert in 2023, you'll need the best images, the most advanced SEO strategy, compelling copy, and a great product that either solves a problem or triggers that must-have impulse buy.

In this resource guide, you'll learn how to unlock the most important aspects of your Amazon listing to help convert more browsers to buyers in 2023. Questions? Email me. I'd love to hear from you! hello@christinaink.com

Are you ready to take your Amazon listing optimization to the next level? Let's go!



Your digital shelf is the most critical asset to your Amazon FBA business. Before you waste time and money increasing ad spend, you need to optimize all aspects of the listing to give it the best possible chance for conversion. There is no other way.

~ Christina Passmore

1 IMAGES



Images are everything to your customer experience and conversions on Amazon. Aside from the general rules of adhering to Amazon's image requirements, your listing images must meet these criteria:

- Include a minimum of up to 6 images and 1 video.
- Leverage the best hero image that makes the product stand out while following TOS.
- Use infographics to demonstrate full product benefits, with your target customer using your product in a beneficial manner.
- Do you have a “what’s included image?” (List what’s included in the purchase to revoke any lingering questions or doubts.)
- Product benefits image
- Product transformation image with UGC
- Social Proof & Trust image
- Are the images readable on mobile view?

2 ☐ TITLE



Steal My Exact Title Formula!

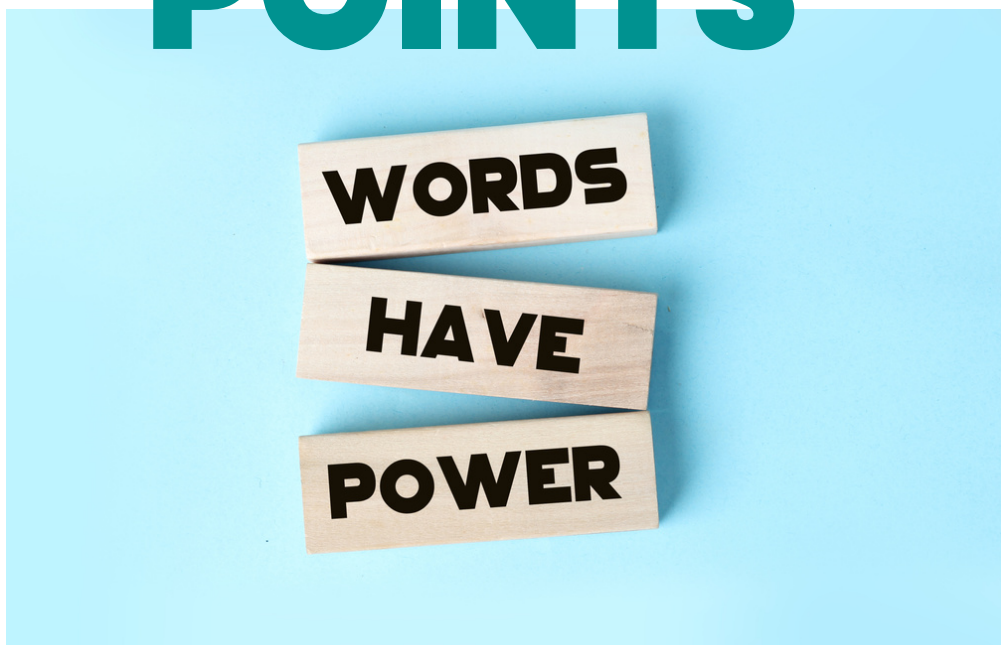
[Brand Name] + [Product Name] + [Pack Quantity or Important Attribute for Mobile] + [SEO-Rich Keywords] + [Power Word] + [Product Benefits]

E.g., Brushd Beauty Hot Air Brush – Hair Dryer & Styler for Women – All in One Hair Dryer Hot Airbrush – Discover Smooth Healthy Hair – Gold

Your title must be composed of the most potent keyword phrases for maximum discovery. Using the best keywords may mean that individual root keywords are repeated.

- Is the title keyword-rich?
- Is your title optimized for the mobile view? (only 84 characters will show on mobile)
- Is the title within TOS and up to 200 characters? (some categories will only permit fewer characters, the standard is 200)

3 ☐ BULLET POINTS



It takes a customer less than 3 seconds to decide to click add to cart or scroll past your Amazon listing. While the images in your listing are critical to the customer experience, the first three bullet points also play an important role in the purchase decision.

- Do you have all 5 bullet points? (5 is the minimum I recommend)
- Are your bullet points short and concise? (Amazon only indexes up to 1000 characters of all 5 bullet points. Aim for bullets no greater than 200 characters each.)
- Avoid all caps in your bullet points, as this is against Amazon's style guides.
- Do your bullet points offer a mix of persuasive sales copy and SEO-rich keywords?
- Bullet 1 is a great place for the product's unique selling proposition or value statement.
- Bullets 2-3 are great for unique benefits and features.
- Bullet 4 is great for 'how to use' and gifts.
- Bullet 5 is a great place for a brand value statement or a risk-free statement. (Do not add your product warranty here, as doing so is against Amazon's code of conduct.)

4 ☐ DESCRIPTION



Below-the-fold content means content below the bullet points. This section contains the HTML Description or Amazon Brand Story and A+ content. You can only add A+ content if you are brand registered.

Crafting a persuasive hook or a personal brand story can be your audience's final persuasion to take action. Brand story topics include how your brand got started, how it makes a difference in the community, and how it helps people within its organization or worldwide.

- You can use your tagline as a hook. To read more about hooks & headlines, read [this blog](#).
- Create a captivating brand story while referencing new and unused keywords from your title and five bullet points. Learn more in my [Ultimate Amazon Listing Creation blog](#).
- Tell your customer how your brand started, what your values are, and how your brand helps people or gives back to its community.
- Use the same foundational messaging that you use across other important branded content.

Checklist

- ☐ Do you meet the proper image guidelines set forth by Amazon? (Hero image on a plain white background, 1000 pixels or more, file names that include the Amazon ASIN.)
- ☐ Do you have a minimum of 6 images and 1 video?
- ☐ Do you have a minimum of 5 bullet points of 200 characters, each with compelling benefit-focused copywriting?
- ☐ Are you using the most relevant & highly searched keywords in your listing title, bullet points, description, and A+ copywriting?
- ☐ Does your HTML Description or A+ content unfold a brand story using compelling copywriting and images?
- ☐ Did you add keywords to the alt text sections and Amazon A+ Content images?
- ☐ Have you used the maximum of 250 bytes in your backend search terms with the most relevant highly searched keyword phrases that may or may not repeat from your forward-facing listing?
- ☐ Have you proofread your listing copywriting, images and A+ content for literals?



*No guarantees to indexing, ranking or outcomes.

CONNECT WITH ME!

Join the Christina Ink private Facebook group. I bring together a diverse group of 6, 7, and 8-figure Amazon sellers looking to connect and converse about all things Amazon, marketing, and the ups and downs of being an e-commerce entrepreneur.

FACEBOOK GROUP RULES

- Come ready to ask questions, learn and discuss all things content marketing in 2023.
- This group is open to all brand owners, e-commerce entrepreneurs, and Amazon sellers. We can learn a lot from one another!
- Respect is everything to the integrity of us as individuals and to this group. Hate, violence, discrimination, and anything that displays disrespect to any member will not be tolerated.



Questions? Email me for a personal reply:
hello@christinaink.com

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