



» The Essential Retail Readiness Checklist

Retail readiness is one of the most important concepts for an Amazon seller. When your product is considered retail ready, it means the product detail page includes all the necessary information that a customer needs to make a purchase. The product detail page is your brand's online shelf space and your chance to differentiate it. Use the following tips to ensure each area of your product detail page is retail ready to drive higher conversions for your Amazon business.

» 1. Product Titles

The product title is the first thing shoppers see when they visit your product page. Amazon uses the words in product titles to display them in search results. Always include your most important keywords at the beginning of your product title, such as your brand name, the product type, color, size, etc. Your product title should echo what would be on the physical packaging.

» 2. Product Bullet Points

Testing shows that well-crafted bullet points increase sales. Your bullet points should include keywords and keyword phrases – especially in the first three points. Strong bullet points describe the product's features and benefits with clear, honest language. A good strategy for crafting effective bullet points is highlighting the five key features you want customers to consider.

» 3. Product Images

Compelling, high-resolution product images give customers a better sense of what they will receive. Your images should spotlight as much information about your product as possible. This can include different angles, infographics showing benefits and features, size and dimension charts, and lifestyle images that show your product in real-life situations.

» 4. Product Videos

Including videos on your Amazon product pages is a powerful way to increase conversions. Like copywriting and graphics, Amazon product videos should showcase the product in a way that builds purchase intent. The following are the two most common types of Amazon product videos are display and lifestyle videos.

» 5. Featured Offer (Buy Box)

Most purchases on Amazon take place via the Buy Box, the area to the right of a product listing that includes the orange “Add to Cart” and “Buy Now” buttons. Winning the Buy Box is an important part of retail readiness. For brand owners, one of the easiest ways to do so is by enrolling in Brand Registry.

» 6. A+ Content

A+ content enables you to change the product descriptions of branded ASINs. Using this tool, you can describe your product features in a unique way by including a brand story, enhanced images, and text placements. Adding A+ content to your product detail pages can result in higher conversion rates, increased traffic, and increased sales.

» 7. Customer Ratings and Reviews

Customer reviews provide shoppers with confidence that a product is right for their needs. Many customers skip straight to the reviews section before deciding if they want to know more about the product. For this reason, accumulating positive 5-star reviews is one of the most powerful steps to ensuring your products are retail ready.

» 8. Inventory

Inventory management is the final component of retail readiness. If you can't fulfill orders, meet customer expectations, and adhere to Amazon shipping standards, you will face challenges – possibly even account suspension. Pay close attention to what products you anticipate selling the most, including organically driven sales and those resulting from paid promotions. Be sure to keep these items in stock.

» CHANNEL KEY TAKEAWAY

The way you display your products to shoppers on Amazon matters. Customers can't physically inspect your products the way they can in brick-and-mortar stores. Instead, they have only the information you provide them. The quality of this information can and will break a sale. Take time to optimize each section of your product detail page. Most top-sellers on Amazon have strong titles, compelling bullet points, attractive images and videos, A+ content, and customer reviews. Ensuring your products are retail ready is one of the most powerful ways to take your Amazon business to the next level.