Amazon Product Listing Template

This document is a handy template that can help you to construct appealing Amazon product listings, with benefits driven copy that will inspire shoppers to buy your product.

We want to get customers emotionally involved in purchasing, and you will never achieve this by having a poor listing. On Amazon, many product descriptions are either one sentence long, or a big block of text on the listing. We’re here to change all of that.

We’re going to take a look at:

- Product titles
- Product Features
- Product descriptions

With some template examples, top tips and takeaways for each!

For the examples we have used some of our own listing content from the Jungle Scout Million Dollar Case Study product, Jungle Snugs.

**Title Ideas**

It’s always nice to generate a list of titles so that you can compare and contrast before deciding on which one to go with. This also gives you a bank of titles that you can Split Test using Splitly, to find out which ones truly bring in the most profits.
Here’s some title template examples:

- **Jungle Snugs Luxury Hooded Baby Towel & Washcloth | Antibacterial & Hypoallergenic | Extra Soft to Keep Baby Warm & Cozy | 35”x35” size, for infants & toddlers**

- **Luxury Hooded Baby Towel & Washcloth | Antibacterial & Hypoallergenic | Extra Soft to Keep Your Baby Warm & Cozy | 35”x35” size, for infants & toddlers**

- **Jungle Snugs Luxury Hooded Baby Towel & Washcloth – Perfect Holiday Gift – Extra Soft to Keep Baby Warm & Cozy – 35”x35” size suitable for small infants & growing toddlers**

**Takeaways:**

- Try using your brand name vs not using your brand name
- Always include your top keywords
- Include a few product benefits
- Differentiate from your competition in your title (here, we have the 35x35 bigger size)
- Add emotional words (like Warm & Cozy)
- Try using | or - to separate the title into sections
- Always write for humans and never just keyword stuff
- Create a few options that can be used at different times of year

**Don’t do this:**

- **Jungle Snugs Baby Hooded Towel Antibacterial Hypoallergenic Soft Cozy Warm Babies Toddlers Kids Boys Girls Gifts Large Size 35x35 Microfibre Cute**

Remember, humans read your titles too!
Features

Your features is your next opportunity to really draw out the benefits of the product for the customer. You can start to use emotional language, show how your product is better than the competitors, and identify all of the reasons why your product is awesome.

Template example:

SUPER SOFT SNUGGLY & ABSORBENT – With a mix of the highest quality natural bamboo and microfiber fabrics, this towel is thick and soft, keeping your baby warm and dry.

GENEROUS SIZING – A larger size of 35” x 35” makes this baby towel suitable for infants and toddlers, allowing room for growth.

BONUS WASHCLOTH – Get a Jungle Snugs washcloth with every baby towel set, using the same super soft, antibacterial fabric for the most delicate way to wash your baby’s skin.

EXTRA VERSATILE – The simply adorable bear design is gender neutral. Use it at home for bath time fun and snuggles, after swimming or for a fun day at the beach!

SUPPORT CHILDREN & EDUCATION – 100% of the profits of every Jungle Snugs hooded bath towel set will be donated to Pencils of Promise, to help build schools in communities around the world.
Takeaways:

- Use up ALL five spaces for features
- Lead with benefits for the customer - what do they want to get out of the product?
- Differentiate from your competition
- Use all caps to highlight each feature (or rather, benefit) first, and then add a longer description
- Try testing long form vs short form features for your listing using Splitly

Description

Not all customers will read your description, this much is true. But some will, and why would you want to leave them second guessing?

This is where you can include some narrative, tell a story about your product, make shoppers realize just how much they need it, and elaborate on your title and features with extra information.

Template Example:

➤ Super Soft & Fluffy Hooded Baby Towel

Baby bath time will take on a whole new meaning with the Jungle Snugs hooded baby towel set.

Moms and Dads love Jungle Snugs! In a timeless bear design in white, soft pink or blue, your baby will look adorable and feel happy, dry and warm. It helps keep parents dry too, and gives you more reasons to follow bath time with snuggle and dry time! An additional washcloth is included: a delicate way to wash your baby's skin.
- **For infants, toddlers, bath time, beaches and more....**

Use it as a baby bathrobe, at the pool or on the beach. You will be safe in the knowledge that your child is cozy, dry and warm. For younger infants, the luxury hooded baby towel allows you to keep both hands free – wrap the generously sized towel around your baby for extra snuggles and parent child bonding.

- **Generous 35” x 35” Size**

Your baby can grow into the towel making it the perfect bath time companion for years to come. Imaginative toddlers even enjoy wearing the Jungle Snugs hooded towel as a cape or poncho.

- **Safe, Antibacterial & Hypoallergenic**

Your baby’s skin deserves luxury fabrics. This baby towel set has been thoughtfully designed with a mixture of 92% Bamboo Rayon & 8% Microfiber. A fluffy, yet high wicking fabric. Take care of Jungle Snugs by washing warm in baby friendly detergents and dry naturally.

- **Perfect as a gift**

The Jungle Snugs hooded baby towel and baby washcloth is presented in a beautiful box that will delight new parents. Superb for baby showers, baby hampers or a baby’s first birthday.

- **Supporting Children & Education: All Proceeds to Pencils of Promise**

Absolutely all of the profits from all Jungle Snugs baby towels will be donated to Pencils of Promise, a charity devoted to building schools and providing education in communities around the world. Support this incredible mission with every purchase!
Takeaways:

- Lead with benefits
- Play on emotions
- Elaborate on your product features but don't copy them word for word
- Include main keywords and tertiary keywords
- Put yourself in the customer's shoes
- Break out different benefits with HTML formatting
- Use HTML icons like arrows show above (tip: try Googling “arrow html icon” or “star html icon”)
- Add spacing so it doesn't look like a big block of text

HTML Version

Here’s an example of what the above content would look like when formatted with HTML.

It’s easiest to add in the HTML tags first, and then remove all of the spacing. You will need to do this so that you can make the most of your character limit in Seller Central:


Super Soft & Fluffy Hooded Baby Towel

Baby bath time will take on a whole new meaning with the Jungle Snugs baby bath towel set. Moms and Dads love Jungle Snugs! In a timeless bear design in white, soft pink or blue, your baby will look adorable and feel happy, dry and warm. It helps keep parents dry too, and gives you more reasons to follow bath time with snuggle and dry time! An additional washcloth is included: a delicate way to wash your baby’s skin.

For infants, toddlers, bath time, beaches and more...

Use it as a baby bathrobe, at the pool or on the beach. You will be safe in the knowledge that your child is cozy, dry and warm. For younger infants, the luxury hooded baby towel allows you to keep both hands free – wrap the generously sized towel around your baby for extra snuggles and parent child bonding.

Generous 35” x 35” Size

Your baby can grow into the towel
making it the perfect bath time companion for years to come. Imaginative toddlers even enjoy wearing the Jungle Snugs hooded towel as a cape or poncho.<br><br>Safe, Antibacterial & Hypoallergenic<br><br>Your baby’s skin deserves luxury fabrics. This baby towel set has been thoughtfully designed with a mixture of 92% Bamboo Rayon & 8% Microfiber. A fluffy, yet high wicking fabric. Take care of Jungle Snugs by washing warm in baby friendly detergents and dry naturally.<br><br>Perfect as a gift<br><br>The Jungle Snugs hooded baby towel and baby washcloth is presented in a beautiful box that will delight new parents. Superb for baby showers, baby hampers or a baby's first birthday.<br><br>Supporting Children & Education: All Proceeds to Pencils of Promise<br><br>Absolutely all of the profits from all Jungle Snugs baby towels will be donated to Pencils of Promise, a charity devoted to building schools and providing education in communities around the world. Support this incredible mission with every purchase!

**Conclusion**

That's all folks. Hope this is a helpful guide on creating the best listings possible. Product descriptions are the most neglected part of an Amazon listing, so make sure you don’t neglect yours.

Drop us a line at support@splitly.com if you need help with your listing optimization!