A+ CONTENT MANAGER QUICK GUIDE

1 A+ CONTENT: CREATE CONTENT

Vendor Central: Home page > **Merchandising > A+ Content Manager >** Start creating content
Seller Central: Home page > **Advertising > A+ Content Manager >** Start creating content

Merchandising

A+ Content Manager

A+ Content Manager

1 Search for ASIN or product 🔍 **Start creating A+ content**

Content
2 Find content 🔍

3 Sort by Last modified

content name	content type	language	ASINs	last modified	content status

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On the A+ Content Manager landing page you can:

- **Start creating A+ content right away**
- Use **Search** functionality to look for an ASIN or Product
- **View summarized details** about each version of content
- **Edit existing A+ content** by clicking on the linked content name

You can also utilize the following new features:

1 Search for an ASIN or Product Name

2 View table view with summarized details of all your content

3 Find and edit versions of existing content

Click 'Start creating content' button to initiate the A+ creation. Or you can Search for an ASIN or Product to view existing content or initiate the content creation workflow to create new content

You can access the 'Search for an ASIN or Product ' or 'Start creating new A+ content' from the main A+ Content Manager page.

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2 A+ CONTENT: CREATE CONTENT

👓 **Start creating content > Add module**

| ① | Back | Save as draft | **Next: Apply ASINs** |

Content details

| Content name ② | Language ③ | Status ④ | Applied ASINs ⑤ | Last activity ⑥ |

Create your content

[Edit] [Preview]

⑦ **Add** module

‹ ›

Create a '**Content Name**' under '**Content Details**' to uniquely identify the content, taking into account such things as:
- Specific Marketing Campaigns
- Seasonality

Use the '**Language**' drop-down to select the intended language of the A+ content. This section is required.

Select one or more modules from the '**Create your content**' section to be used for the content by clicking '**Add Module**'. A module is added one at a time.

In the **A+ Content Manager** editor, you can explore the following new features / layout enhancements:

① Orientation buttons

② A field to uniquely identify specific content

③ A dropdown to designate the intended language of the content

④ The status of the content

⑤ The number of applied ASINs for the content being created / modified

⑥ Date stamp

⑦ The 'Add Module' pane

➤ **Click 'Add module'** to proceed

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A+ CONTENT: CREATE CONTENT

Start creating content > Add modules > **Create your content**

Step 1: Add modules

1

Premium: Dual Images with text

Premium: Full image with optional text

Premium: Three images with optional text

Step 2: Edit module/Add images

4 | Back | Save as draft | **Next: Apply ASINs**

Edit | Preview

3 Drag your 800x600 image here
— or —
Select image from your computer

Enter subhead

Enter headline

Enter bodytext

2

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1 **Choose** from one of the available modules. The module will be highlighted once selected. Once a module is selected, it's added to the content layout. To add another module, select 'Add Module' in the next module slot

2 **Re-order/Remove** the modules using the icons if needed. Before you remove a module from the content layout, there will be a prompt to confirm that action.

3 **Add images** by:
- Manually uploading each by choosing 'Select image from your computer', or
- Drag & drop from your desktop/file folder onto the page

4 **Add text** by:
- Free-form typing texting into each available module text field
- Copying & pasting text from a different locale file on your computer

You may **'Preview'** the content before submitting it on both: desktop and mobile devices.

Click 'Next: Apply ASINs' to associate one or more ASINs with the content.

We always require for modules that contain images an image to be uploaded. Certain text fields are also required, such as image keywords.

Saving your draft is best practice to avoid losing content.

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4 A+ CONTENT: MANAGE CONTENT

Start creating content > Add modules > Create your content > **Add ASINs**

Add ASINs

Save as draft | **Next: Review & Submit**

1

B0W1R37355 🔍

Applied ASINs (0)

2

Wireless Headphones
B0W1R37355
Parent ASIN

Wireless Headphones XL

You can associate an ASIN with the content to have the content published to the detail page for the ASIN.

1 From **'Add ASINs'**, search for an ASIN within your catalog to apply to the content. ASINs results are returned based on **ASIN Family**

2 The **'Applied ASINs'** section will display all the available ASINs chosen when searching for the ASIN(s).

Note: You must add at least one ASIN before it will appear in the **'Applied ASINs'**

Check the boxes to select the ASINs/variations to apply ASINs to the content.

Click '**Apply content'** when your selection is complete.

We notify you when the selection was successful at the top of the page.

Click 'Next: Review and Submit' to complete the process and review before submitting for final approval.

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5 A+ CONTENT: MANAGE ASINS

A+ Content Manager > Content details > **Manage ASINs**

You can **manage the ASINs** associated with the content directly from the Content details page.

1 Click **'Edit'** in top right corner

2 Check the boxes to select the ASINs/variations to manage the association with content.

3 Click to **'Remove"** the ASIN from the content.

Click 'Next: Review and Submit' to complete the process and review before submitting for final approval

| Actions ⌄ | Edit |
1

Content | **ASINs** | Related content

Applied ASINs (2)

🔍 | ASIN | Color | **3** | Remove

Wireless Headphones
B0W1R37355

2
☑
Wireless Headphones XL
B0W1R37355

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A+ CONTENT: DUPLICATE/SUSPEND/DELETE CONTENT

A+ Content Manager > Content details > **Content**

1 Actions ⌄   Edit

Suspend

2 Duplicate

Content   ASINs   Related content

Desktop view   Desktop   Mobile

Preview Link

Wireless Headphones
ENJOY THE EXPERIENCE.

You can **duplicate existing content** to create new content more easily.

1 Click **'Actions'**

2 Click **'Duplicate'**

All content will be copied into the new version including module layout. **Next you need to provide new name for the duplicated content.**

You will receive a confirmation message on top of the page confirming a successful upload. It's possible to **'View duplicated content'** and edit it right away.
You can also view/edit the content anytime later in the Content details section.
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Please note, that suspending content means it will be removed from the product details page, but not deleted completely.

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7 A+ CONTENT: CREATE LANGUAGE VARIATION

👓 A+ Content Manager > Content details > **Related content**

You can **create a new language variation** in the language variations table.

On Content details page you can select one of the available contents to localize. Once done, go to the **Related content** tab and click the **'Create language variation'** button.

There will be a prompt to select one or more available languages. **Select applicable language variations and click 'Create'.**

Actions ⌄	Edit

Content   ASINs   **Related content**

Language variations (1)   Create language variation

🔍

content name   language
Wireless Headphones (UK EN)   EN

💡 *This action does not automatically create a localized version of the original content. You need to go to the newly created version and add the translated text and/or specific images with translated text.*

Note: *Amazon may create language variations automatically for designated products.*

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