

AMAZON CHEAT SHEET

Product Titles

In most categories you can use 200 characters including spaces.

Use hyphens to separate keywords and keep it readable.

Capitalize the first letter of each word

Spell out measure words such as Ounce, Inch, Pound, KG etc

All numbers should be numerals

If the size is not a relevant detail, do not list it in the title

Bullet Points

5 bullet points x 100 characters each

MUST MUST MUST be benefit driven. People don't buy features, they buy benefits

Feature - Made Of Aluminium. Boring! Turn that into a benefit and WOW

- Carefully constructed of high-quality, rust-free aluminum alloy... so you can enjoy it for many years with virtually no maintenance!

Bullet Points - Bonus

Amazon allows you to use HTML with your bullet points & descriptions.

Turn this - Carefully constructed of high-quality, rust-free aluminium alloy... so you can enjoy it for many years with virtually no maintenance!

Into this - ⇒ Carefully constructed of high-quality, **rust-free aluminium** alloy, so you can enjoy it for many years with virtually **no maintenance!**

THIS IS JUST THE TIP OF THE ICEBERG

IF YOU WOULD LIKE TO LEARN MORE AND JOIN THE AUSSIE

ONLINE ENTREPRENEURS, HEAD OVER TO

IANKNABEL.COM/AMAZON