

The Amazon Store Brand Playbook

How to structure your Store, guide shoppers
and make your whole brand easier to buy from

For Brand Registered Amazon sellers who are ready to do more
than line products up neatly.



Start Here

Open the Door

Before you plan banners, categories or clever little gift routes, check that you can actually access the Store builder.

01

Log into Seller Central

02

Open the Stores section

This may sit under **Stores, Brand content** or within Amazon Ads depending on your account layout.

03

Choose your brand

Make sure you are working on the correct registered brand before you start building.

04


Open the Store builder

If a Store already exists, take a proper look before changing anything.

05

Check what is live

Look at the homepage, navigation, category pages and products currently included.

 You may find a completely blank space. You may find a Store built three years ago quietly minding its own business. You may find a logo, a banner and every product you sell in one long row. Whatever is there, you now know what you are working with.

No point rearranging the shop until you have looked through the window.

What Is an Amazon Store?

The Definition

An Amazon Store is a free, multi-page branded destination within Amazon for eligible brands. It gives shoppers one place to explore your range, understand the brand and move between related products without leaving your corner of Amazon.

In Seller Terms

Your product listings sell individual items. Your Store helps people understand how those items fit together.

A Store can help shoppers:

- find the right place to start
- browse a wider range
- compare options
- discover bestsellers
- shop by need or occasion
- understand what the brand is about

Good Stores guide. Weak Stores display. There is a difference.

The Shelf and the Shop

Your Listings Are the Shelves

Each listing focuses on one product. It answers questions about that item, shows the images, carries the reviews and gives the shopper a route to buy.


Listings are where the detailed selling happens.

Your Store Is the Shop

The Store lets the shopper step back. It shows the range, the categories, the connections between products and the useful routes through them.

- A skincare shopper may not know which product name they need
- A coffee shopper may not know which blend, gift box or bundle makes sense

The Store is helping people reach the right shelf.

 Do not make shoppers wander around carrying a basket and a sense of regret. The listings are still doing the selling. The Store is helping people get there.

Why It Matters

→ One Brand

A Store gives your products a shared home rather than leaving them scattered across separate listings.

→ More Discovery

Shoppers can find products they did not originally search for.

→ Easier Decisions

Useful categories, collections and comparisons can shorten the route to the right product.

⇒ Better Brand Context

A Store gives you room to explain what the brand does, who it is for and why the range exists.

↘ Stronger Consistency

The Store can connect the messages carried by your listings, imagery, A+ Content and Brand Story.

→ More Useful Information for Rufus

Clear product groups, use cases and comparisons make the whole Amazon presence easier to understand.

A Store will not rescue a weak listing. But when the products and listings are strong, a good Store can make the brand much easier to browse and buy from.



The Storefront Report



Window Worth Stopping For

The Store explains the range quickly, gives shoppers an obvious place to start and feels like a proper extension of the brand. Lovely.



Looks Nice, Slightly Confusing

The images are polished, but shoppers still need to work out where to click and how the products differ. Pretty homework. Missing a few answers.



Products in Search of a Plan

Everything is there. Nothing is guiding the shopper. The Store has become a catalogue wearing a nice hat.



The Back Room With the Lights Off

Old products, broken journeys, missing pages or a Store that has not been touched since launch. Technically open. Emotionally closed.



New Shop, No Floor Plan

You have access but have not started building yet. This is not a problem. It is actually the best time to think before dragging every product onto the homepage.

I am not judging your shop. I am checking whether anyone can find the till.

Self-Assessment

The Store Walkthrough

Open your Store and answer honestly.

Question	Yes / No
Can a new shopper understand what you sell within a few seconds?	
Is there an obvious place to start?	
Are your bestsellers easy to find?	
Are products grouped around real shopping needs?	
Can shoppers browse by occasion, routine or problem where useful?	
Does every page have a clear purpose?	
Are product names easy to understand?	
Are gift sets and bundles explained properly?	
Does the Store match your listings and A+ Content?	
Is the Store easy to use on mobile?	
Are old, unavailable or irrelevant products still showing?	
Could Rufus understand the differences between the main products?	

⚠ More "no" answers than expected? Good. That is the shop finally getting a proper walk-round. A Store can look busy and still give shoppers nowhere useful to go.



Two Audiences, One Store

Rufus Is Walking the Shop

Amazon's AI shopping assistant helps shoppers ask questions, research products and compare options. That means your Store exists within a wider Amazon environment serving two audiences.

The Human Shopper

- Wants reassurance
- Looks for an easy starting point
- Compares products
- Notices confusion
- Needs confidence before buying

Rufus

- Needs clear product information
- Looks for specific answers
- Connects details across the Amazon presence
- Needs consistency
- May repeat whatever confusion it finds

A Store should not be written awkwardly for a robot. It should be built clearly enough that both a person and an AI shopping assistant can understand the range. If Rufus gets lost in the shop, check the signs.

The Whole Store Is Evidence

Your Store does not sit alone. It needs to agree with the rest of your Amazon presence.



Titles and Bullets

Product names, uses and key claims should match across your Store and listings.



A+ Content and Brand Story

The deeper explanation should support the same product story the Store tells.



Images and Claims

The Store should show the same product, packaging and variant the listing sells.

⊗ If the Store says Luna & Lather's oil is for the face, the listing calls it a body oil and A+ Content suggests using it on hair, the shopper is left guessing. So is Rufus. And the bottle is still sitting there looking lovely while nobody knows where to put it. If the brand tells three different stories, the shopper believes none of them.

What Good Store Sections Actually Answer

A useful Store section should answer a real question.

Shopper question	Useful Store section
Where should I start?	Bestsellers or New to the Brand
Which product suits me?	Shop by Need or Product Comparison
What makes this different?	Brand or Range Introduction
Is this suitable as a gift?	Gifts and Bundles
What works together?	Routine or Collection Page
What is the difference between these options?	Comparison Section
Is there a smaller or cheaper starting point?	Starter Sets or Entry Products
What else does the brand make?	Range Overview

Every section should earn its place. If it exists only because there was an empty tile in the builder, remove it. Empty space is better than decorative confusion.

Building the Structure

How to Structure the Store

A small brand does not need seventeen pages and a navigation menu that looks like an airport departure board. Most Stores need a clear homepage and a handful of useful routes.

Homepage

Explains the brand, shows the main range and gives shoppers clear next steps.

Bestsellers

A safe starting point for shoppers who do not know the brand yet.

Product Categories

Useful when the range contains distinct product types.

Shop by Need

Useful when shoppers are more likely to think about a problem or outcome than a product name.

Gifts and Bundles

Useful when gifting is an important route into the range.

New to the Brand

A guided starting point for first-time buyers.

i The structure should reflect how shoppers think. Not how your stock spreadsheet is organised. Your warehouse categories are not automatically your customer journey.

The Homepage Test

What Should a Shopper Understand in Five Seconds?

The top of the homepage should answer four things.

Question	Answer
Who are you?	Make the brand name and identity obvious.
What do you sell?	Do not hide the product type behind a poetic statement.
Who is it for?	Help the right shopper recognise themselves.
Where should they go next?	Give them an obvious route into the range.

Weak Opening

"Made with love. Inspired by life."

Lovely sentiment. Almost no directions.

Better Opening

"Coffee, treats and gift boxes for better breaks and easier gifting."

That tells the shopper more in one sentence than a poetic tagline ever will. The homepage is the shop entrance, not the place to begin a mystery novel.

Organise Around the Shopper

Businesses often organise products by what they are. Shoppers often organise them by what they need.

Bean & Biscuit's Internal View

- coffee
 - biscuits
 - hot chocolate
 - mugs
 - gift boxes
-

Bean & Biscuit's Shopper View

- gifts under £25
- coffee lover favourites
- something for the office
- decaf options
- cosy night in
- thank-you gifts

Luna & Lather's Internal View

- balms
 - oils
 - cleansers
 - creams
 - gift sets
-

Luna & Lather's Shopper View

- dry skin
- simple evening routine
- new to skincare
- travel-friendly products
- gifts for someone who needs a bit of looking after
- sensitive skin favourites

⚠ Both views can exist. The Store should use whichever route helps the shopper move more confidently. Shoppers do not know your filing system. Nor should they have to.

The Store Planning Sheet

Use this before you start dragging tiles around.

Planning question	Your answer
Which brand and marketplace are you working on?	
Who is the main shopper?	
What are they usually trying to find?	
What should they understand within five seconds?	
Where should a new shopper start?	
What are your bestsellers?	
Which products belong together?	
Which needs, routines or occasions matter?	
What questions do reviews repeatedly reveal?	
What should the homepage link to?	
Which pages are genuinely needed?	
What should Rufus be able to answer clearly?	

If you cannot answer these questions, you are not ready to build. You are ready to think. Annoying, I know. Also the bit that prevents you rebuilding it later. Plan the customer journey before choosing the wallpaper.

The Brand Story Test

Your Store has room to explain why the brand exists. Use it carefully.

Weak Brand Story

"We are passionate about quality and customer satisfaction."

This could belong to coffee, skincare, plumbing supplies or a very committed wheelbarrow company.



Better Brand Story

"Bean & Biscuit began with one aim: to make thoughtful food gifts easier to send without relying on the same supermarket hamper every time."

A useful Brand Story tells the shopper:

- Why the brand exists
- Who it understands
- What problem it is trying to solve
- Why the range has been created this way

✔ Your Brand Story does not need an epic origin story. It needs to sound as though it could only belong to you. Specific beats inspiring-but-could-be-anybody.

Helping Buyers Choose

The Product Naming Test

Brand names are allowed to have personality. The shopper still needs to understand the product.

Weak on its own

Moon Balm

Beautiful. Mysterious. Could be almost anything.

Morning No. 4

Is it coffee? Perfume? A playlist?

Better

Moon Balm – Rich Cleansing Balm for Dry Skin

The branded name stays. The shopper gets an answer.

Morning No. 4 – Smooth Medium Roast Ground Coffee

Your Store is not the place to make people guess.

Personality attracts attention

Keep your branded names. They build recognition and personality.

Clarity helps people buy

Use branded product names alongside useful descriptors wherever the product type is not immediately obvious.

The Bundle and Gifting Test

A good bundle helps the shopper solve a small buying problem. A weak bundle looks like several products were standing near each other when someone took a photograph.

Strong Bundle Ideas

- Coffee Morning Gift Box
- New Home Treat Box
- Simple Evening Skincare Routine
- Winter Skin Rescue Set
- First Order Starter Kit
- Teacher Thank-You Gift

Every Bundle Should Explain

- What is included
- Who it is for
- Why the products work together
- Whether sizes are full or trial size
- What is not included
- Whether the packaging is gift-ready

⚠ Bean & Biscuit should not make shoppers count biscuit packets from the photograph. Luna & Lather should not assume everyone knows the order in which three small pots belong on a face. A bundle is a shortcut for the shopper, not a stockroom clear-out.

What Rufus Needs From Your Store

Rufus needs clarity around the products and how they relate to each other. Make sure the Store helps explain:

- What each product is and who it is for
- How products differ from each other
- What belongs in a routine or collection
- What a bundle contains
- Which products suit particular needs
- Which products are best for a first-time buyer

Rufus is not looking for a poetic banner. It is looking for enough useful information to answer a shopper's question. Human first. Rufus second. Clarity for both.

Ask Rufus These Questions

Once the Store and related product content are live, ask buyer-style questions. Do not ask Rufus to summarise your Store. Ask what a customer might genuinely want to know.

Product type	Questions to ask
Beauty	Which product is best for dry skin? What should I use first?
Food	Which gift box is suitable for a coffee lover? Does it contain allergens?
Bundles	What exactly is included? Are the products full size?
Variants	What is the difference between these two options?
Gifts	Which product would make the safest gift for someone new to the brand?
Routines	Which products are designed to be used together?
New shoppers	Where should someone start with this brand?

Thin answer from Rufus

The content may not explain enough.

Wrong answer from Rufus

Something in the Store or wider listing may be unclear or contradictory.

Competitor gets the better answer

That is your next piece of work.

Your Store Action Plan

Choose the route that fits where you are now.

01

You do not have a Store yet

Start with one homepage and two or three useful routes. Do not build the Amazon equivalent of a shopping centre on day one.

02

Your Store is just a product grid

Add a clear introduction, bestsellers and shopper-led categories.

03

You have too many pages

Remove anything that does not serve a distinct shopping need.

04

Your bestsellers are hidden

Bring them closer to the entrance. New shoppers need an easy first choice.

05

Your product names are vague

Pair branded names with useful descriptors.

06

Your bundles are confusing

Show the contents and explain who each bundle is for.

07

Rufus gives odd answers


Check the Store, listings, A+ Content, images and claims for contradictions.

Do not rebuild everything at once. Fix the biggest source of confusion. Then move to the next. One aisle at a time.

Before You Publish

Final Store Checklist

- The homepage explains what the brand sells
- A new shopper has an obvious place to start
- Bestsellers are easy to find
- Products are grouped around useful shopping needs
- Product names are clear
- Every page has a distinct job
- Every image supports a purpose
- Bundles explain what is included
- Gift routes are easy to understand
- Claims match the listings
- Store content matches A+ Content
- Old or unavailable products have been removed
- Navigation is simple
- Desktop preview has been checked
- Mobile preview has been checked
- Links and product tiles work
- Spelling and product names are consistent
- Rufus has been tested with buyer-style questions

 If the Store looks lovely but does not help anyone choose, it is not finished. Back round the shop you go.

Get a Second Opinion

Want Cindy's Eyes on Your Store?

If you want a second pair of eyes on your Amazon Store, book a Discovery Call with Mrs Prime.

We can look at what is working, spot where shoppers may be getting lost and help you understand whether your Store is guiding people or simply displaying products.

No panic

This is a calm, considered conversation.
Not an ambush with a sales deck.

No pressure

There is no obligation to work together afterwards.

Just a proper look

A fresh pair of eyes from someone who understands the Store, the listings and the awkward little Amazon hoops around them.

[Book Your Discovery Call](#)

Get in Touch

Contact Mrs Prime

Email: hello@mrsprime.co.uk

Visit: mrsprime.co.uk

Book a Discovery Call: mrsprime.co.uk/book-online

Book Discovery Call (use QR Code)



Mrs Prime is UK-based and typically responds within a few hours. All conversations are confidential, and there is no obligation to work together after you chat.

A Note on Rufus

At the time this playbook was created, Amazon's AI shopping assistant is known as **Rufus** in the UK. Amazon tools and names change, but the principle remains the same: your Store and product content need to be clear enough for shoppers, Amazon and Amazon's AI shopping assistant to understand.

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