

# The A+ Playbook

How to check your access, mark your listing,  
and make your A+ Content work harder

For Brand Registered Amazon sellers who suspect their listing  
could do better.



Check This First

# Premium A+ may already be available in your account

Before you plan anything, go into Seller Central and check what you can actually access.

01

Log into Seller Central

02

Go to A+ Content Manager

03

Start creating A+ Content

04

Look at the module options available

05

Check whether Premium A+ modules are showing

- ③ Amazon's published guidance still refers to eligibility requirements for Premium A+ Content, but we have now seen Premium access appearing in Brand Registered accounts where the usual documented requirements do not appear to have been met. That does not mean it is live for everyone. It does mean you should check before assuming you do not have it.

If the shiny stationery cupboard is open, you may as well see what is inside.

# What is Amazon A+ Content?

## The Definition

Amazon A+ Content is enhanced visual and written content that appears on an Amazon product detail page. It lets eligible sellers add richer images, text modules, comparison charts, Brand Story content and, where available, Premium A+ modules such as video, hotspots and Q&A sections.

## In Seller Terms

A+ Content is not just the pretty bit. It is the part of the listing that should help a shopper **understand, trust and choose** your product once the title, images and bullets have got them interested.

- Good A+ Content answers buyer questions
- Weak A+ Content fills space

There is a difference.

# Basic A+ vs Premium A+

## Basic A+ Content

- Enhanced images
- Text modules
- Feature blocks
- Brand Story
- Product comparison charts
- More space than a standard description
- Useful for most Brand Registered sellers

## Premium A+ Content

- Video modules
- Interactive hotspots
- Image carousels
- Q&A modules
- Larger visual layouts
- Enhanced comparison sections
- Useful when richer explanation is needed

⚠ Premium gives you more tools. It does not do the thinking for you. A poor Premium A+ layout is still poor homework in a shinier folder.

# Why A+ Content Matters

8%

## Basic A+ Uplift

Amazon says Basic A+ Content can increase sales by up to 8%

20%

## Premium A+ Uplift

Well-implemented Premium A+ Content can increase sales by up to 20%

- ❑ "Can" is doing a lot of work there. A+ Content only earns those numbers when it is doing a proper job. A few nice images, a logo, a tagline and the same bullets copied into a module are not a strategy.

A+ Content should:

- Reduce buyer uncertainty
- Answer questions the bullets do not
- Make the product easier to understand
- Help shoppers compare options
- Support the claims made elsewhere in the listing
- Build trust in the brand
- Make the buyer more confident before they click buy

If your A+ Content looks nice but does not help the buyer decide, it is not earning its grade.



Assessment Time

# The A+ School Report



## Gold Star

The listing tells a proper brand story, uses the space brilliantly, answers buyer questions before they are asked, and looks like someone actually thought about it.



## Could Do Better

A few nice images, some text, maybe a comparison table. Functional, but probably not updated since it was first created.



## See Me After Class

Brand Registered, eligible for A+ Content, but still relying on a plain product description. The tool is there. Free. Waiting. Ignored.



## Special Detention

Brand Story is just a logo, a tagline and a sentence that could belong to absolutely anybody.



## New Category

Has access to Premium A+ and did not realise.

I am not judging. I am marking.

## Self-Assessment

# The Red Pen Test

Open one listing and ask these questions.

Question	Yes / No
Does the opening module confirm the product clearly?	
Does the A+ Content answer questions not already covered in the bullets?	
Does every image have a job?	
Does the comparison chart help buyers choose?	
Does the Brand Story give a real reason to trust you?	
Does the A+ match the title, bullets and main image?	
Has anything changed since the A+ was first built?	
Does the old product description still say anything awkward?	
If this is a bundle, is it painfully clear what is included?	
If you ask Rufus about the product, does the answer match what you intended?	

⚠ If you have more "no" answers than you expected, your A+ Content is probably not failing loudly. It is just quietly not doing its job. Which is almost worse.

Two Audiences, One Listing

# Rufus Is Reading the Homework

Amazon's AI shopping assistant is not just looking for pretty content. It needs clear, specific product information it can use to answer buyer questions. That means your A+ Content now has two audiences:

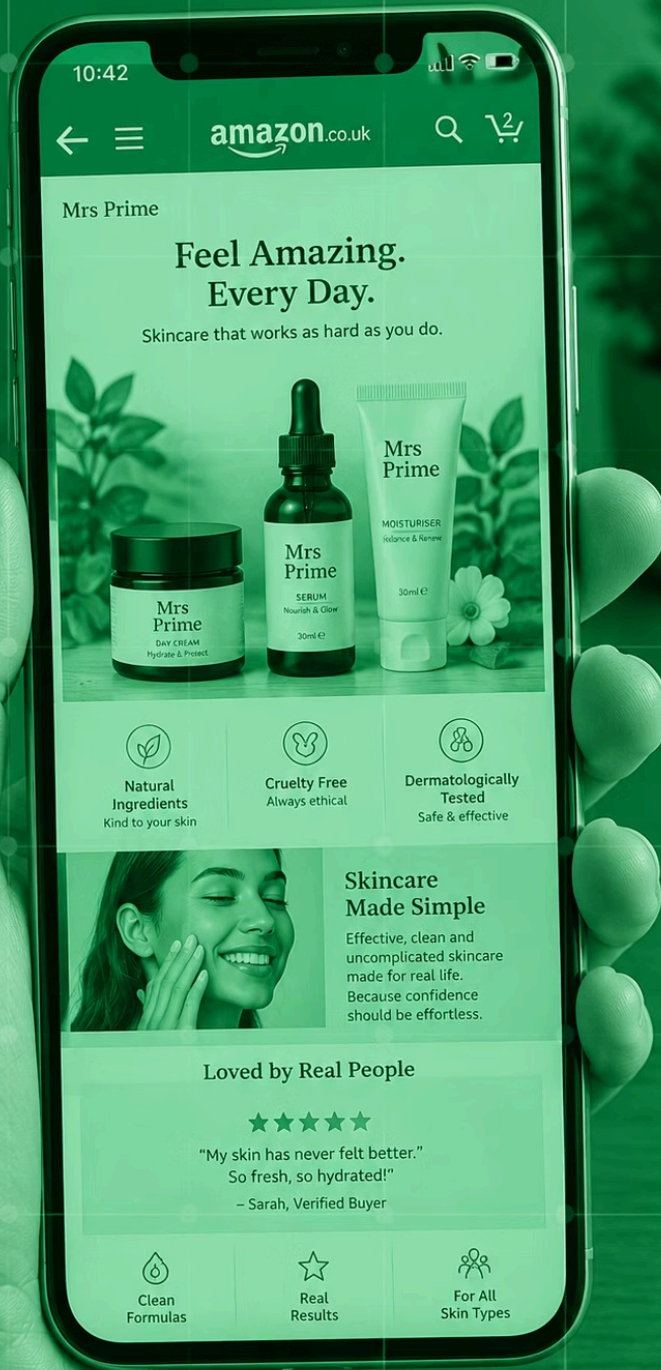
## Human Buyer

- Wants reassurance
- Looks for trust
- Compares options
- Needs confidence
- Notices confusion

## Amazon's AI Shopping Assistant

- Wants clear information
- Looks for specific answers
- Pulls together product details
- Needs consistency
- May repeat confusion

Vague A+ gives Rufus very little. Specific A+ gives Rufus answers. If Rufus can read it, Rufus can repeat it. Make sure he is not telling tales.



# The Whole Listing Is Evidence Now

Your A+ Content does not sit on its own. It needs to match every part of your listing.



## Title, Bullets & Description

Title, bullets, product description and backend thinking must all tell the same story.



## Brand Story & Comparison

Brand Story, comparison chart and bundle details must be consistent with everything else.



## Images & Claims

Images and product claims must support — not contradict — what the copy says.

⊗ If one part says one thing and another part says something slightly different, that is where confusion starts. And if Amazon's AI assistant uses the wrong bit to answer a shopper, it is still your listing talking. No pressure. Just the tiniest bit of pressure.

# What Good A+ Content Actually Answers

Good A+ Content does not just list features. It answers the quiet questions buyers are already asking.

Category	Buyer questions your A+ should answer
Beauty	What does it feel like? Will it irritate my skin? What can I use it with? When do I apply it?
Pet products	Is it safe? Will they actually eat it? How much do I need? Is it right for my dog's age or size?
Kitchen	Will it fit my space? Is it easy to clean? What is included? Does it do what it says?
Supplements	What is in it? How often do I take it? When should I expect to notice anything? Is it suitable for me?
Bundles	What exactly comes in the box? What is not included? Which option is right for me?
Clothing	What is the fit like? What size should I choose? What does the fabric feel like? How should I care for it?
Home	What are the dimensions? Where does it work best? What style does it suit? What problem does it solve?

Every module is a question to answer. That is the brief.

Starting From Scratch

# What to Do If You Have No A+ Yet

Start with one important listing. Not your whole catalogue. Not everything at once. **One listing.**

Choose a product where:

Traffic is decent but conversion could be better

Buyers ask repeat questions

Reviews reveal confusion

Variants or bundles need explaining

The product needs more trust before purchase

Competitors look more polished than you

 Build Basic A+ properly before worrying about Premium. Your first job is not to use every module. Your first job is to answer the buyer.

# What to Do If Your A+ Is Old

Old A+ Content is not always wrong. Sometimes it is just out of step. Check whether anything has changed since it was built:

Listing element	Has it changed?
Main image	
Product title	
Bullets	
Price point	
Variants	
Bundle contents	
Customer reviews	
Buyer questions	
Competitor positioning	
Brand message	

⚠ If your A+ Content was built for the old version of the listing, it may no longer be doing the right job. It may look fine. Fine is not the target. Useful is the target.

## Unlocking Premium

# What to Do If Premium A+ Is Available

Do not throw the whole pencil case at the page. Start with the buyer problem.


Buyer needs to understand...	Premium module that may help
How the product works	<a href="#">Video</a>
A specific feature	<a href="#">Hotspot module</a>
Product differences	<a href="#">Enhanced comparison section</a>
Common concerns	<a href="#">Q&amp;A module</a>
How it looks in real life	<a href="#">Image carousel</a>
Why the brand can be trusted	<a href="#">Brand Story</a>
What is included	<a href="#">Visual breakdown</a>
How to choose between options	<a href="#">Comparison table</a>

The module is not the strategy. The buyer question is the strategy. Premium A+ simply gives you more ways to answer it.

# The A+ Planning Sheet

Use this before you build or update your A+ Content.

Planning question	Your answer
Which product are you working on?	
Who is the buyer?	
What are they worried about?	
What do they need to understand before buying?	
What do reviews or questions reveal?	
What does the current A+ fail to explain?	
What does the product need to prove?	
Which module would help most?	
What should the comparison chart compare?	
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. Which is annoying, but usually profitable.

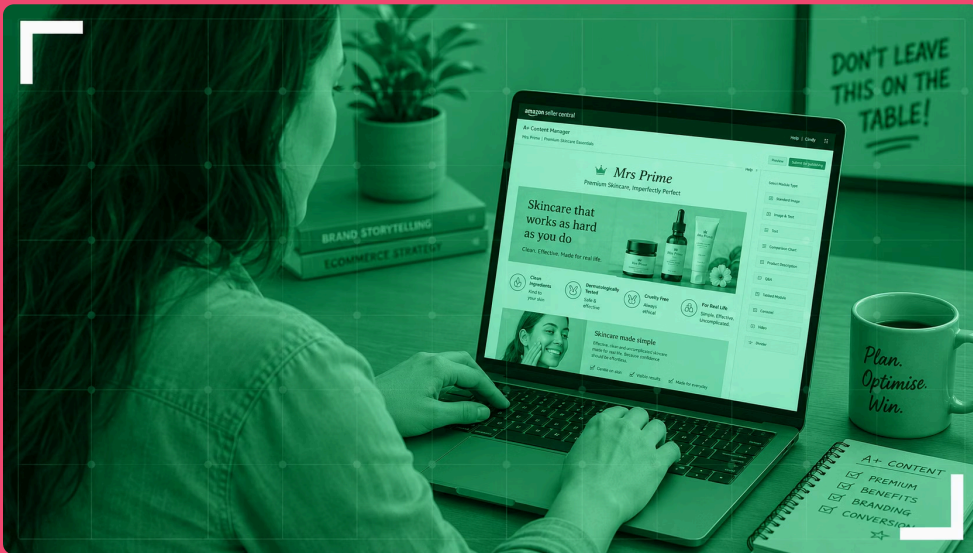
# The Brand Story Test

Brand Story should not be a decorative logo dump. It should give buyers a reason to trust you.

## Weak Brand Story

"We are passionate about quality and customer satisfaction."

Could belong to anybody.



## Better Brand Story

"We created this range after struggling to find a gentle product that worked for sensitive skin without overcomplicating the routine."

That tells the buyer:

- Why the brand exists
- Who it is for
- What problem it understands
- Why the product has been made this way

✔ Your Brand Story does not need to be dramatic. It does need to be specific.

Helping Buyers Choose

# The Comparison Chart Test

A comparison chart should help the buyer choose. It should not be a random list of everything you sell.

Question	Answer
What options is the buyer comparing?	
What is the main difference between them?	
Which buyer is each option best for?	
Is there a size, quantity or bundle difference?	
Is there a price-per-use difference?	
Is one better for beginners?	
Is one better for repeat buyers?	
Would this stop the buyer leaving the listing to compare elsewhere?	

## Good comparison chart

Keeps the decision on your page.

## Missing comparison chart

Sends the buyer off to do research. And we all know how that ends.

# Ask Rufus These Questions

Once your A+ Content is live, ask Rufus buyer-style questions. Not "summarise my listing". Ask the awkward questions.

Product type	Questions to ask Rufus
<b>Bundle</b>	What comes in this bundle? What is not included?
<b>Beauty</b>	Is this suitable for sensitive skin? What does it feel like?
<b>Pet</b>	Is this suitable for older dogs? How much should I use?
<b>Kitchen</b>	Will this fit in a small kitchen? Is it easy to clean?
<b>Clothing</b>	What size should I choose? What is the fabric like?
<b>Supplement</b>	What are the main ingredients? When should I take it?
<b>Variants</b>	What is the difference between the two sizes?

## Thin answer from Rufus

Your content may have a thin patch.

## Wrong answer from Rufus

Your listing may be contradicting itself.

## Competitor gets better answer

That is your homework.

# Your A+ Action Plan

Choose the route that fits where you are now.

01

## You have no A+ Content

Choose one important listing and build Basic A+ properly.

02

## You have old A+ Content

Do the red pen test before rebuilding anything.

03

## You have Basic A+ but no Brand Story

Add a Brand Story that says something specific and useful.

04

## You have Premium A+ access

Choose modules based on buyer questions, not shiny object syndrome.

05

## Your listing has bundles or variants

Build a proper comparison chart or visual contents section.

06

## Rufus gives odd answers

Check title, bullets, A+, description and images for contradictions.

07

## You are not sure where to start

Pick the listing with traffic, confusion or low conversion.

Do not try to fix everything at once. Pick one listing. Mark the homework. Fix the biggest gap. Then move to the next.

Before You Hit Publish

# Final Checklist Before You Publish

- A+ matches the title and bullets
- Main claims are consistent across the listing
- Images support the same message as the copy
- Comparison chart is useful, not random
- Brand Story gives a real reason to trust you
- Bundle contents are clear
- Product exclusions are clear
- Old product description has been checked
- Premium modules are used for a reason
- Desktop preview checked
- Mobile preview checked
- Rufus checked with buyer-style questions

⚠ If it looks good but does not answer anything, it is not finished. Back to class you go.

Get a Second Opinion

# Want Cindy's Red Pen On Your Listing?

If you want a second pair of eyes on your A+ Content, book a Discovery Call with Mrs Prime.

We can look at your listing, check what is working, spot what is not, and help you understand whether your A+ Content is doing its job.

No panic

No pressure

Only a little bit of red pen

[Book your Discovery Call](#)

# Get in Touch

## Contact Cindy

Email directly: [hello@mrsprime.co.uk](mailto:hello@mrsprime.co.uk)

Visit: [mrsprime.co.uk](https://mrsprime.co.uk)

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 still known as **Rufus** in the UK. Amazon has indicated that, in future, Rufus will become part of **Alexa Shopping**. So if you are reading this later and the name has changed, the point still stands: your listing content needs to be clear enough for shoppers, Amazon and Amazon's AI shopping assistant to understand.

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