nautilo
STUDIO

SERVICE GUIDE



LISTING OPTIMIZATION · FOR US AMAZON SELLERS

Turn more visits into orders

How titles, images, bullet points and A+ content convince shoppers, and how we test every change so you keep only what sells.

AT A GLANCE

Shoppers can't touch your product. Your listing has to.

Listing optimization means improving your title, bullet points, images and A+ content so that shoppers who land on your page choose to buy.



Who it's for

US sellers whose listings get visits but too few orders, or many returns for "not as described".

What you get

A rewritten title and bullets, an image plan, A+ content ideas and a test plan.

How we work

With you. You approve every word and image before it goes live.

How we measure

Conversion rate, orders and returns, before and after each change.

ANATOMY OF A LISTING THAT SELLS

Four parts do most of the work.

Each part answers a different question a shopper has before buying.

Title

"Is this what I'm looking for?" Say what the product is, then brand and the details shoppers compare.

Images

"What does it really look like?" Amazon lets you upload up to nine photos.

Bullet points

"Why this one?" Up to five, each with one benefit and a fact to back it up.

A+ content

"Can I trust this brand?" Amazon says basic A+ content can increase sales by up to 8%, based on its internal data.

A simple signal from Amazon

Amazon gives this example: a listing with high views but low sales may need better images or descriptions. That's exactly where this service starts.

SHOPPER DOUBT	WHERE TO ANSWER IT
"Will it fit?"	A size image next to a familiar object, and dimensions in a bullet
"Is it easy to clean?"	A bullet with care instructions, and an image of it in use
"What's in the box?"	An in-the-box image and the last bullet
"Is it better than the others?"	An A+ comparison chart with your other products

IMAGES

A seven-image plan.

Amazon's photo tips recommend a white background for the main image and a product that fills 85% or more of the frame. After that, each image answers one question.

1 · Main

White background, product fills the frame

2 · Angles

Front, back and side in one view

3 · In use

The product in a real kitchen or trail

4 · Size

Dimensions next to a familiar object

5 · Details

Material, lid, texture up close

6 · In the box

Everything the shopper receives

7 · The answer image

Look at your reviews and customer questions. If the same doubt keeps coming up, answer it with an image. It is often the most useful image on the page.

The image brief we send you

For each slot: what to show, the angle, the background and the one question it answers. Your photographer, or ours, works from one page.

Check it on a phone

Many shoppers browse on a small screen. We check every image at phone size before it goes live.

COPY

Features tell. Benefits sell.

We rewrite bullets so each one starts with a short label, gives one benefit and backs it with a fact. Here is the example from our homepage.

BEFORE

Bamboo Cutting Board Kitchen Chopping Board Wood Large Board For Kitchen Best Quality Cheese Board Gift

HIGH QUALITY BAMBOO MATERIAL
VERY GOOD
Many uses for kitchen
Best board for you and your family

AFTER

Bamboo Cutting Board with Juice Groove, Large, for Meat, Bread and Cheese

The juice groove keeps your counter clean while you carve.
Bamboo is gentle on knife edges.
Wash by hand and dry upright.

An example we wrote to show the idea, not a client result.

Avoid claims you can't back up

They lead to returns and bad reviews, and can break Amazon's rules.

Keep details consistent

Title, bullets and images should describe the same size, colour and contents.

The bullet formula

Short label · one benefit · one fact you can prove.

"EASY TO CLEAN: the smooth bamboo surface rinses clean in seconds. Wash by hand and dry upright."

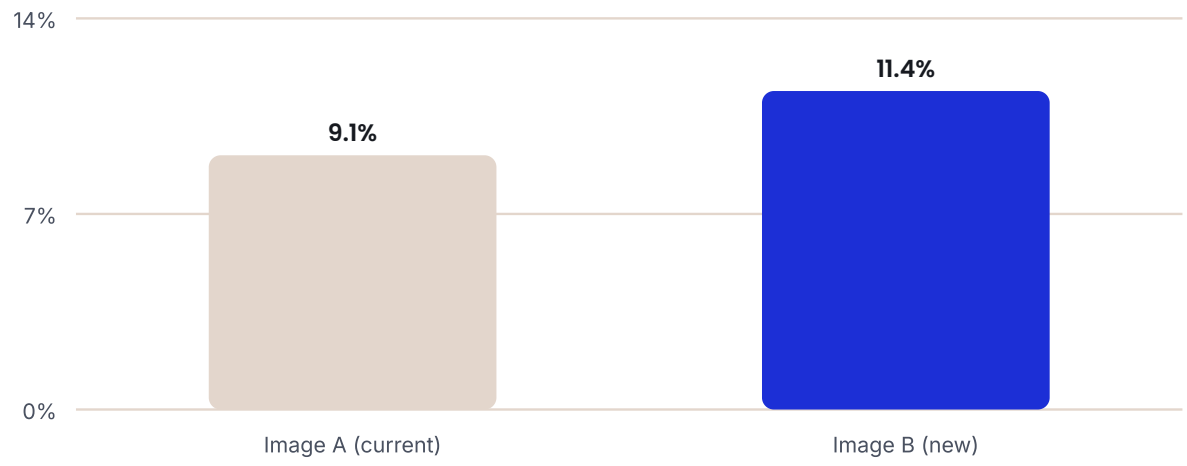
TESTING

Keep the version that sells.

Brands in Brand Registry can use Amazon's Manage Your Experiments to show two versions to shoppers and compare results. We test one element at a time and let each test collect real orders.

Example test: two main images

ILLUSTRATIVE EXAMPLE



Conversion rate for each version during the test.

Illustrative example with fictional numbers. Not a client result.

1 **Pick one element**
The main image, the title or the A+ content. Change only that.

2 **Run the test**
Long enough to collect real orders, not just a few days.

3 **Keep the winner**
Then move to the next element.

EXAMPLE SCENARIO

Same traffic, more orders.

Northpine Goods is a fictional US brand selling kitchen and outdoor products, used only to show how we work. Its cutting board had steady visits but few orders. After new images, bullets and A+ content, more of the same visitors bought.

Before

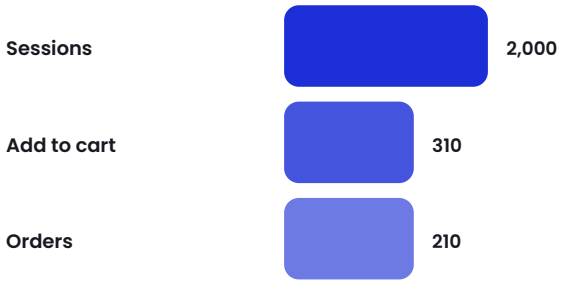
ILLUSTRATIVE EXAMPLE



Illustrative example with fictional numbers. Not a client result.

After

ILLUSTRATIVE EXAMPLE



Illustrative example with fictional numbers. Not a client result.

In this example, orders grew without buying a single extra visit.

HOW WE WORK

From review to a better listing.

Every change goes to you for approval first, and we keep a note of what changed and when.

1 **Free listing review**
You send one listing. We email you what we would improve first.

2 **Plan**
We agree the order: usually images first, then title and bullets, then A+ content.

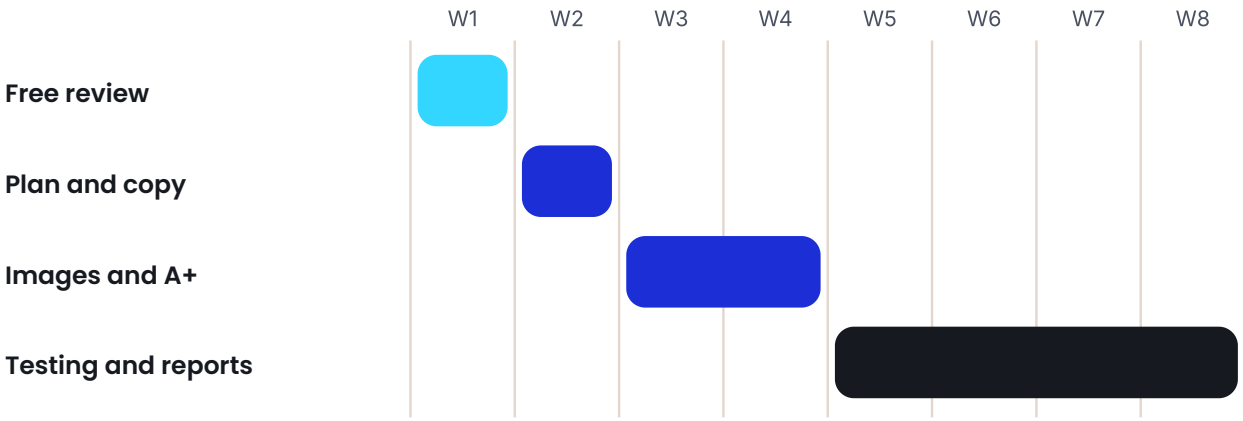
3 **Create**
New copy and an image brief, or finished images if you choose.

4 **Test**
One element at a time with Manage Your Experiments, where available.

5 **Report**
What changed, what it did to conversion, and what comes next.

Example plan

ILLUSTRATIVE EXAMPLE



Tests need real orders, so timing depends on how much your listing sells.

Example timing to show the order of the work. Real timing is set with you after the free listing review.

CHECKLIST

Ten checks before you spend more on traffic.

If shoppers arrive but don't buy, more ads only make the problem more expensive. Fix these first.

- [ ] The main image is on a white background
- [ ] The product fills most of the main image
- [ ] You use all the image slots you can
- [ ] One image shows the product in use
- [ ] One image shows its real size
- [ ] Each bullet gives one benefit and a fact
- [ ] Title, bullets and images match each other
- [ ] Repeated doubts in reviews are answered
- [ ] A+ content is live, if you're in Brand Registry
- [ ] You track conversion before and after each change

Listing optimization and SEO work together

SEO brings shoppers to the page. The listing convinces them. The sales that follow also help the product rank.

NEXT STEP

Start with one listing. It's free.

Send us a link to one Amazon listing. We review its title, bullets, A+ content and images, then email you what we would improve first. Prefer to talk? Book a free 30-minute consultancy session.

Get a free listing review

nautilostudio.com/#review

Book a free 30-minute session

nautilostudio.com/#contact · nautilostd@gmail.com

About Nautilo Studio

Nautilo Studio is a marketing agency for US Amazon sellers, run by four students at TBS Education Barcelona. We work on data, listings, search and AI automation with you, so you stay in control of your store.

About the numbers in this guide

We are a new agency and don't have client results to share yet. Every chart, scenario and brand marked "Illustrative example" uses fictional numbers to show how we work. Facts about Amazon come from Amazon's own pages, listed below.

References

1. Amazon, product listings: sell.amazon.com/blog/amazon-product-listings
2. Amazon, product photo tips: sell.amazon.com/blog/product-photos
3. Amazon, A+ content: sell.amazon.com/tools/a-content
4. Amazon, how to boost Amazon listings: sell.amazon.com/blog/how-to-boost-amazon-listings