

Amazon

A+

content

The What, The Why, and The How

with Author Casey Cline

The What

Additional info (usually graphics & text) uploaded to the “From the Publisher” section on a book’s page.

From the Publisher



Endorsement from Heather B. Moore, USA Today Bestselling Author

*"The Wayfaring Widow by Casey Cline is the perfect weekend read. Set in the 1850s, readers will love touring the various American cities alongside Victoria, Isabella, and their escort Harrison. Victoria is none-too-happy at having the closed-hearted Harrison along, especially since she's struggling to overcome a difficult past. But soon she discovers that Harrison is battling his own troubled past, and the pair slowly learn to see beyond each other's protective exteriors. *The Wayfaring Widow* is a slow-burn romance that will take you on a sweeping journey of love, healing, and second chances."*
—Heather B. Moore, USA Today bestselling author

Endorsement from Mimi Matthews, USA Today Bestselling Author

*"A veiled Victorian lady with a hidden past finds love and self-acceptance on a rail journey through 1854 America in *The Wayfaring Widow*. Casey Cline's writing is sweet, intelligent, and rich with historical detail. The perfect read for fans of road-trip romances!"* —Mimi Matthews, USA Today bestselling author

The Why

Stops the scroll

PRESENTATION

A space to provide more information, especially visual

CREDIBILITY

Lends authenticity to your brand and books

CONVERSION

Creates connection to transform browsers into buyers

**Amazon reports A+ content can increase conversion rate by 8-20%

**Amazon algorithm rewards higher converting pages

The How

Designing

Must abide by Amazon's specific
A+ content guidelines and
general content guidelines

THE DO'S

THE DON'TS

MODULES



Do



Publication Quotes

- Max 4
- well-known publications/authors
- must cite source

Unique

can't be
same info in
image

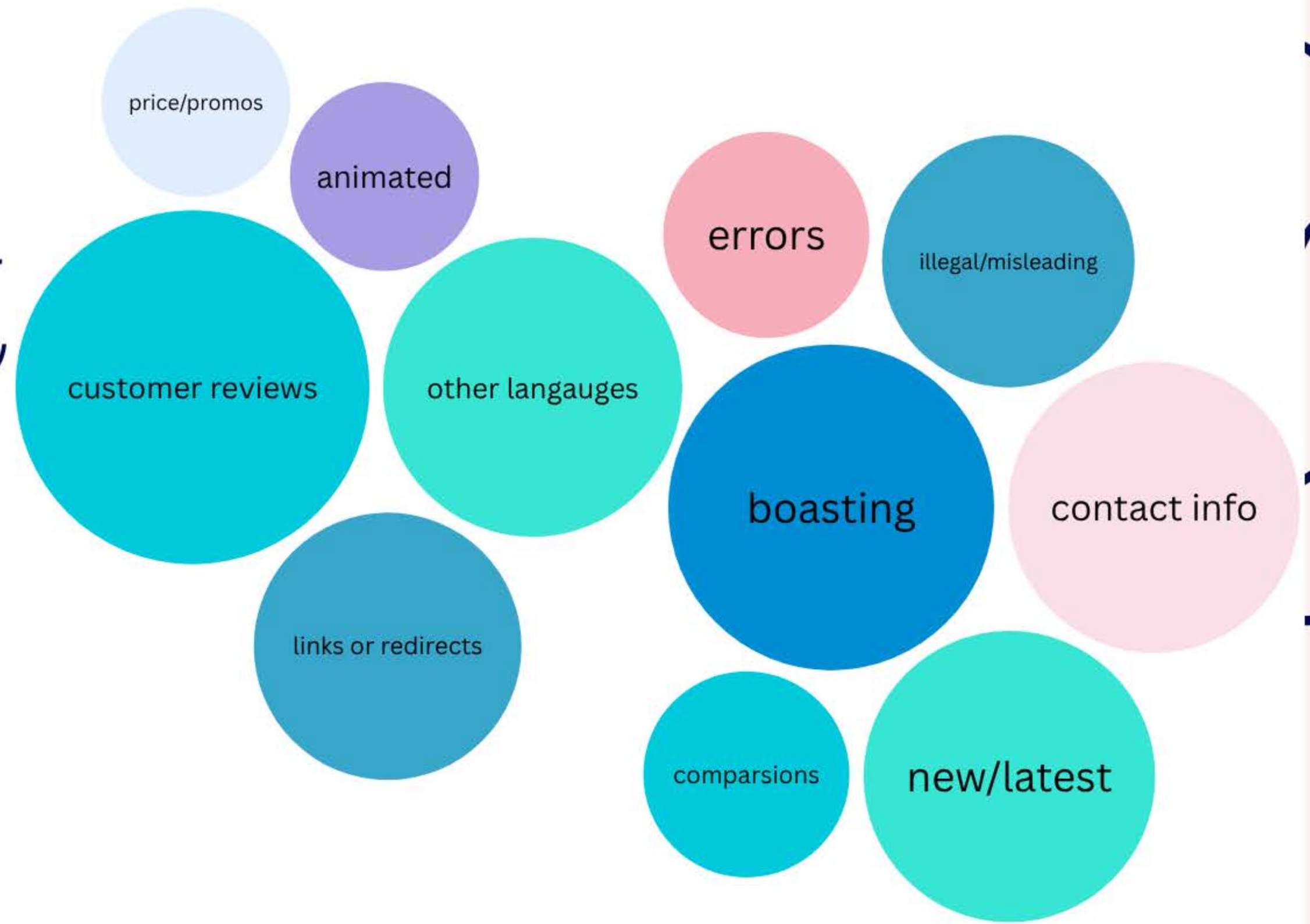
Awards

- within 2 years
- must cite date & organization

Brand Logo

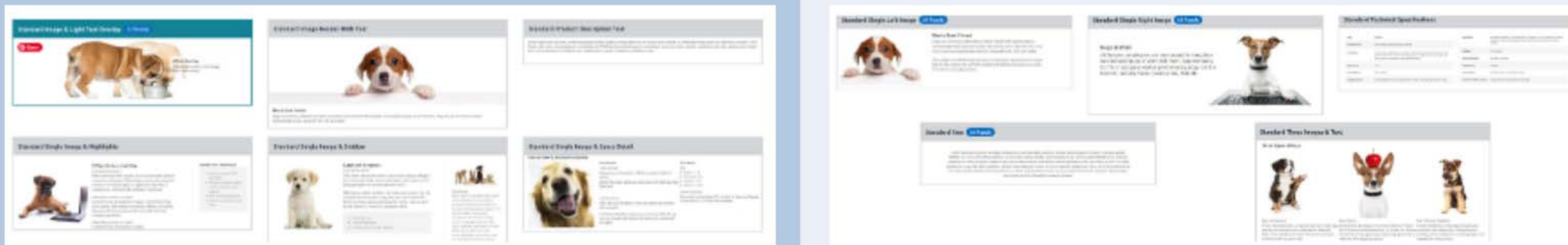
only one

Don't



Designing: Modules

17!





Designing: File Specifications

SIZE = 2-3MB

.JPG OR .PNG

300 DPI

RBG (NOT CYMK)

Some modules have additional specifications, especially on image dimensions

Designing: "AI Ready" Feature*

*only on certain modules

Enter book's ASIN**
and it will generate
images and text
with or without
additional prompts.

**you must be the publisher in KDP. If you have a publisher, you provide the files and they must do the rest for you

Designing: Uploading

NOTE: you must be the publisher in KDP. If you have a publisher, you provide the files and they must do the rest for you

Amazon KDP → Marketing → A+ Content

Marketplace → Manage A+ Content → Module

Upload* / Preview** → Choose ASINs → Review & Submit***

*Alt Text = enter keywords for SEO!

**preview in desktop & mobile

(about 60% of users are mobile)

***about 8 business days for approval

Demonstration

Questions?

access slides at
www.caseycline.com/presentation
or scan QR code:



See also Written Word Media's recent
[podcast, blog post & templates](#)

EMAIL

caseycline@caseycline.com

WEBSITE

www.caseycline.com

FACEBOOK

authorcaseycline

INSTAGRAM

authorcaseycline