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

Awards

- within 2 years
- must cite date & organization

Unique

can't be same info in image

Brand Logo

only one

Don't



price/promos

animated

customer reviews

other langauges

links or redirects

errors

illegal/misleading

boasting

contact info

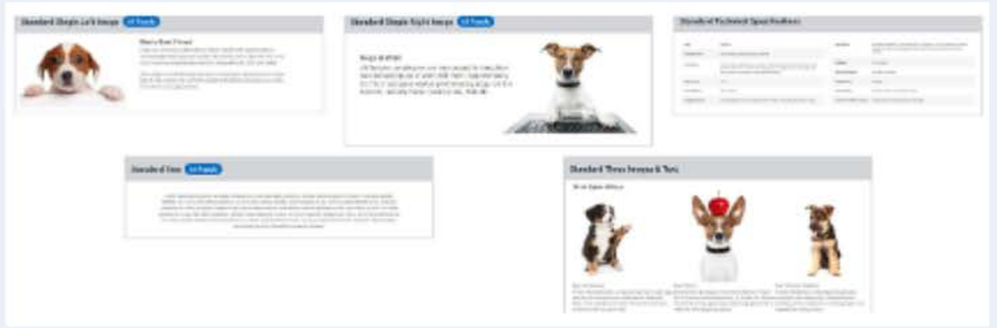
comparsions

new/latest

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*

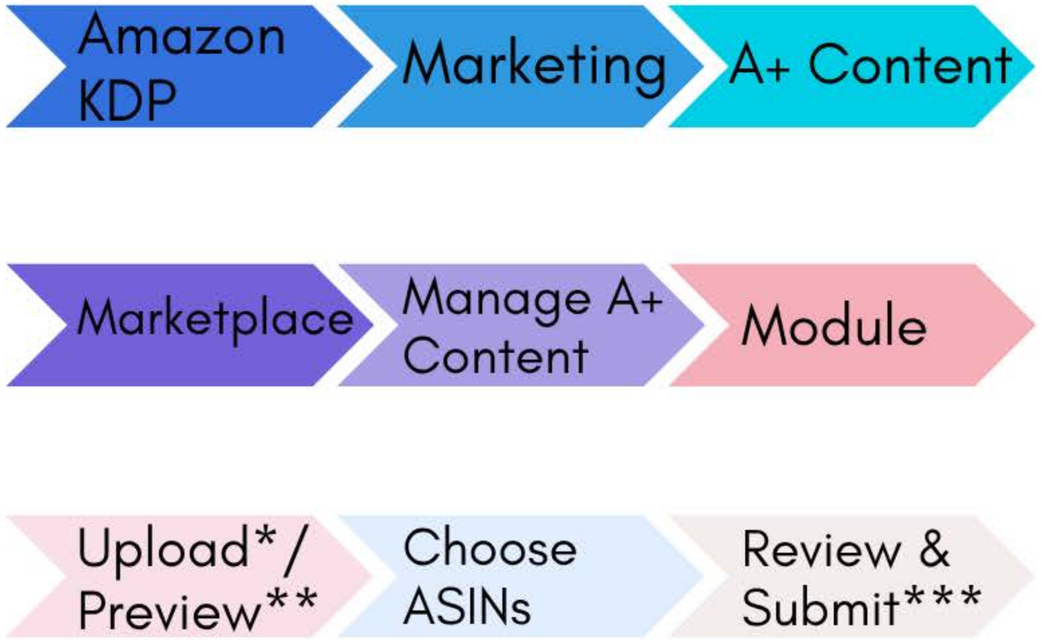
*only on certain modules

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



*Alt Text = enter keywords for SEO!

**preview in desktop & mobile
(about 60% of users are mobile)

***about 8 business days for approval

Demonstration

Scrivenings Authors:

- Authors may request either one graphic or a set of up to three 970 × 300 graphics for a published book

- Authors who would like A+ Content may either:
  - Create and submit their own ready-to-publish graphics using Canva, ChatGPT, or another design program; or
  - Request that Scrivenings Press create the graphics for them.

- Requests accompanied by ready-to-publish graphics will receive priority, since those require less production time on our end.

- We'll add submitted content—or create requested graphics—as time permits

- **Current book-production tasks and upcoming releases will always take priority over adding or updating A+ Content for previously published books**

- Scrivenings Press retains the right to change these policies should the volume of requests become too high

Questions?

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