

Amazon Product Images

OPTIMIZATION CHECKLIST



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PRODUCT LISTING IMAGES OPTIMIZATION CHECKLIST

- | | |
|---|---|
| <input type="checkbox"/> 7 to 9 high-resolution images | <input type="checkbox"/> No dashes, spaces or other characters in the file name. |
| <input type="checkbox"/> 1000 pixels or larger in either height or width | <input type="checkbox"/> No text, borders, even logos, mannequins or watermarks |
| <input type="checkbox"/> Product covers 85% of the frame | <input type="checkbox"/> Photos of each variants (if applicable) |
| <input type="checkbox"/> Pure white background | <input type="checkbox"/> All angles shown |
| <input type="checkbox"/> Color mode is sRGB or CMYK | <input type="checkbox"/> Showcased unique features of the product. |
| <input type="checkbox"/> File format is TIFF (.tif/.tiff), JPEG (.jpeg/.jpg), GIF (.gif) and PNG (.png) | <input type="checkbox"/> File names consist of the product identifier (Amazon ASIN, 13-digit ISBN, EAN, JAN, or UPC) followed by a period and the appropriate file extension. |



BONUS TIPS!

- Keep it simple.
- Consider hiring professional photographer and editor to assure high-resolution images.
- Be honest about the photos.
- Do not increase vibrance, clarity, and saturation to ensure customers will receive exactly what they saw online.
- Use in-life or in-use photos.
- Be professional and appropriate. Never include pornographic or offensive messages.

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