

Amazon Product Listing Template (Canada)

1. Product Title

[Brand Name] [Product Name] – [Key Feature] – [Size/Color/Quantity]

Example:

PureLeaf Organic Green Tea – Antioxidant-Rich – 100 Bags

✓ Tips:

- Maximum 200 characters
 - Include relevant keywords, brand name, and key features
 - Avoid using ALL CAPS
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2. Key Product Features (Bullet Points – 5 Max)

Write concise, benefit-focused bullet points:

1. **Organic & Natural** – Made with 100% certified organic ingredients for a pure, authentic tea experience.
2. **Antioxidant-Rich** – High in catechins to help support immune health and overall wellness.
3. **Eco-Friendly Packaging** – Recyclable box and biodegradable tea bags to reduce environmental impact.
4. **Smooth Flavor Profile** – Delivers a light, refreshing taste with no bitterness—perfect for daily enjoyment.
5. **Canadian Certified** – Complies with Health Canada’s food safety and certified organic standards.

✓ Tips:

- Highlight key benefits, not just features.
 - Use relevant keywords naturally.
 - Use all five bullet points if possible.
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3. Product Description (Enhanced Content)

Write a persuasive paragraph or two:

Discover the rich, refreshing taste of PureLeaf Organic Green Tea. Carefully sourced from premium organic farms, each cup offers a smooth, clean flavor and is naturally packed with powerful antioxidants to support your health and daily wellness.

PureLeaf is more than just a tea—it's a commitment to sustainability and quality. Our eco-friendly packaging, including biodegradable tea bags and recyclable boxes, reflects our dedication to both your well-being and the environment.

Whether served hot on a cozy morning or iced on a sunny afternoon, this versatile tea is the perfect companion for your mindful lifestyle. **Experience the difference of tea made with care, integrity, and a passion for purity.**

✔ **Tips:**

- Use rich, sensory language to convey taste and experience.
 - Highlight what makes the product unique (organic sourcing, sustainability, wellness benefits).
 - Use HTML formatting (e.g., <p>,) if allowed by Amazon to structure content.
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4. Back-End Search Terms (Hidden Keywords)

Examples:

- green tea organic
- antioxidant tea
- eco-friendly tea bags
- canadian organic tea
- pure green tea bags

✔ **Tips:**

- Do **not** repeat words already used in the product title or bullet points.
 - Include synonyms, common misspellings, long-tail phrases, and related search terms.
 - Use **all 250 bytes** to maximize discoverability.
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5. Product Images

Recommended 7–9 high-quality images:

1. **Main Product Image** – On a pure white background, clearly showing the product.
2. **Lifestyle Image** – Show the product being used in a natural setting.
3. **Ingredient or Component Breakdown** – Highlight key ingredients or what's inside the box.
4. **Size/Dimensions Image** – Clearly display product size or dimensions for scale.

5. **Feature Highlights** – Graphic callouts showcasing key benefits or features.
6. **Certification Logos** – Include relevant certifications (e.g., USDA Organic, Health Canada Certified).
7. **Packaging Image** – Show the box or container the product comes in.
8. **Comparison Chart** – If applicable, compare your product to similar items or other variants.
9. **Instructional Image** – Demonstrate how to use, prepare, or store the product.

✔ **Tips:**

- Use high-resolution images (minimum 1000 × 1000 pixels for zoom capability).
 - Maintain consistent branding (colors, fonts, tone) across all visuals.
 - Use professional lighting, clear angles, and clean editing.
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6. Pricing & Shipping

- Set **CAD pricing** that reflects market expectations and perceived value.
- Enable **Prime-eligible shipping** whenever possible to increase visibility and trust.
- Consider offering **discounts, product bundles**, or **Subscribe & Save** options to encourage repeat purchases.