

Edit page

Component	Current Text	Proposed Text	Notes and questions
Page name field	Page name	Name	
Locale field	Locale	Country	Making term consistent with existing tabs For help docs: Is setting this going to limit targeting for pages? Ex. will selecting Canada only allow the page to link to amazon.ca? Has to be valid ASIN in Canada, etc.
Choose a preset field	Choose a preset	Page type	
Featured Product title	Featured Product	Featured product	sentence case all fields per style guide
Featured Product description	Feature a single product in-depth (no tabs)	Promote a single product on one page to highlight its benefits. Learn more	Link Learn more to https://advertising.amazon.com/ad-specs/en/landing-pages/templates/featured-product
Product Range title	Product Range	Product range	sentence case all fields per style guide
Product Range description	Feature up to 5 products in-depth across multiple tabs	Promote up to 5 products to highlight their benefits across multiple tabs. Learn more	Link Learn more to https://advertising.amazon.com/ad-specs/en/landing-pages/templates/product-range
Showcase description	Display multiple products under one category (no tabs)	Promote up to # products using multiple carousels on a single page. Learn more	Link Learn more to https://advertising.amazon.com/ad-specs/en/landing-pages/templates/showcase
Showcase: Multiple Categories title	Showcase: Multiple Categories	Showcase multiple categories	
Showcase: Multiple Categories description	Display multiple products under two or more categories/subcategories	Promote multiple products in different categories and subcategories from the same brand. Learn more	Link Learn more to https://advertising.amazon.com/ad-specs/en/landing-pages/templates/showcase-multiple-categories

Lead Generation: title	Lead Generation	Lead generation	sentence case all fields per style guide
Lead Generation: description	Drive leads to an external website	Promote an offer or product that is sold off of Amazon. Learn more	Link Learn more to https://advertising.amazon.com/ad-specs/en/landing-pages/templates/lead-generation
Opening night: title	Opening Night	Opening night	sentence case all fields per style guide
Opening night: description	Drive ticket and product sales for a movie release	Promote ticket and product sales for a movie release. Learn more	Link Learn more to https://advertising.amazon.com/ad-specs/en/landing-pages/templates/opening-night
Tailored (Blank Slate): title	Tailored (Blank Slate)	Blank	
Tailored (Blank State): description	An empty page with no components	An empty landing page where various components can be added.	

Pages UI feedback

Pages reporting table

Component	Current Text	Proposed Text	Notes and questions
Page Name column	Page Name	Page name	sentence case all fields per style guide
Locale column	Locale	Country	Making term consistent with existing tabs If possible, also change the country codes to the full country names.
Platform field	Platform	Template	
Platform column	web	Web	Remove this whole column if possible until and if more than one platform is available. Important for ESS, as they won't have Fire TV (the only other option for non-ESS).
Devices column	Desktop, Phone & Tablet	Desktop, Phone, and Tablet	Possible bug: I've noticed some of these are blank even though all "Device type support" options are checked. Why is that? Tested on AMG: DE

All tabs

Component	Current Text	Proposed Text	Notes and Questions
Statuses	LIVE	Live	Avoid all caps per style guide.
	NOT LIVE	Not live	Avoid all caps per style guide.
	Pending Review	Pending review	Sentence case all headers and labels.
Save updates button	Save Updates	Save	For consistency with other pages
File formats	mp4, .xls, etc.	MP4, XLS, etc.	Per style guide - capitalize acronyms and don't include a preceding period

Edit tab

Component	Current Text	Proposed Text	Notes and Questions
No components added message	You have no components on the stage. Please use the menu on the right to add some.	Click Add to put components on this landing page.	Applied active voice.
Alt text placeholder text	Describe the content of your hero image for screen readers & metrics.	Describe your product for those using screen readers.	
Alt text tooltip	None exists	possibly move the proposed text above into a tooltip; also add "This distinguishes components of the same type in reporting." since it adds this feature.	
Delete component alert	Are you sure? Cancel / OK	Are you sure you want to delete this component? Cancel / Yes	
IMDb ID field	IMDb ID	IMDb ID	Also do a find and replace for "IMDb" across all pages and replace with "IMDb".
Button Text header	Button Text	Button text	Same with Button Text Color, Button Background Text Color, and every other field you can find that isn't sentence-cased.
Movie times note	Please provide the IMDb Movie ID (ex.tt2488496. Note: Button won't be clickable in preview mode)	Provide the movie ID as it appears on IMDb (example: tt2488495).	Keep linking the ID to http://www.imdb.com/showtimes/title/tt2488496/ . Also, the button seems clickable (navigates me to IMDb), so that's why that sentence got removed.
Outline alt text	Uses alt text (ex Hero: hero image, Lightbox: Hotspot image)	Don't use alt text if the user hasn't entered alt text yet. Show it only if they add Alt text	
Video upload error	Upload error	Need to be more specific about what's wrong with the file. Is it too long, wrong file format, doesn't use the aspect ratio of the thumbnail, etc.	To do - need to test with different file formats and reach out to developer to list cases that need/can have unique errors

URL note text

This must be an HTTPS link to a page that's optimized for all platforms. Click re-directs aren't allowed.

This must be an HTTPS link to a page that's optimized for all platforms. Page redirects aren't allowed.

Pages UI feedback

Settings tab

Component	Current Text	Proposed Text	Notes and Questions
Page publishing info message	Changes to your page's URL, devices or publishing status only take effect when you publish the page.	Your page URL will be updated once this page is saved.	I'm assuming this is for saved and not published; I'm also assuming the other settings not being changed until a save or publish is obvious (as opposed to this live-looking URL that you can navigate to right there).
Associated order field	Associated order	Order	Add a tooltip too. It should say something about just select one order, even if you're associating it with multiple campaigns.
Page URL placeholder text	Page Url	Page URL	
Page URL tooltip	No tooltip	Once this page is approved, this will be the live URL you can get to by visiting the link directly or through linked creatives. Add this as the clickthrough URL for creatives and social media sharing.	Someone please confirm this is how this field works (not sure if it needs approving before it's live). Needs to be approved, public, and within the flight window.
Device type support tooltip	Disable your page on certain platforms. This is only recommended for Campaign Landing Pages with custom budgets.	Choose which platforms your landing page will support. Unless your campaign targets and allocates budgets towards specific platforms, we recommend supporting all.	
Third-party offers tooltip	If Amazon is out of stock, choosing 'Always show Amazon offers' will hide the product in Product Lists and remove its price in Buy Boxes.		Need more info - what's the experience when both Amazon and third party sellers are out of stock? Show an "Out of stock" message for these ASINs for Buy Boxes. For carousels, these get hidden.
Impression tracking URL note	Rodeo, Atlas, and DoubleClick trackers are supported.	Amazon, Facebook Atlas, and DoubleClick trackers are supported.	

Impression tracking URL tooltip	URL(s) is pinged when the page content is displayed. Cachebusting will automatically be added to URL(s).	URL pinged when page content is displayed. Cachebusting will be automatically added.
Create a duplicate of this page modal	Choose a locale	Choose a country

Approval tabs

Component	Current Text	Proposed Text	Notes and Questions
Approved description	This page's content is approved to appear on Amazon. No changes are required.	This page is approved to appear on Amazon once it's live. You can link to it directly and in creatives.	
Pending review description	This page's content has not yet been approved. The page cannot be changed while it is pending review.	This page has not be reviewed. Editing the page is disabled until approval has been adjusted or the review request is cancelled.	
Rejection reason - Page size is too large	Page size is too large	Page loads too slowly.	Heavy assets, etc.