

# Amazon A+ Content

This document shows instances of Amazon A+ Content I have created for two Brands. Serious Detecting and Dune Scoops.

Once I created the Photoshop Template for each type of content, I then created an instruction manual to pass on to other team members and new employees so they could use a standard format for content creation and apply the Amazon A+ Content to Products for each of our brands.

## Suggestions For Improvement

These projects were completed with a short deadline, with images already on hand.

My suggestions for improvement:

- Incorporate real-world images of people using the products
- Create lifestyle images to represent each brand
- Include a brief tagline or description to represent each brand

# Serious Detecting

Finds pouch with features callouts and a bullet-point list of details



Mesh Bottom Beach Finds Bag Pouch With 43" Waist Belt And Pinpointer Holster For Metal Detecting



## Lightweight, Durable, Mesh Bottomed, Treasure Pouch

- Durable: Made from heavy-duty Cordura material
- Mesh Bottom: Allows for water and sand to sift through
- Two Zippered Pockets: Separate your treasure from trash
- Pinpointer Holster: Keep your Pinpointer secure and by your side
- Attachment Points: Exterior plastic D-Ring; Interior plastic carabiner clip
- Adjustable Belt: Up to 42" waist

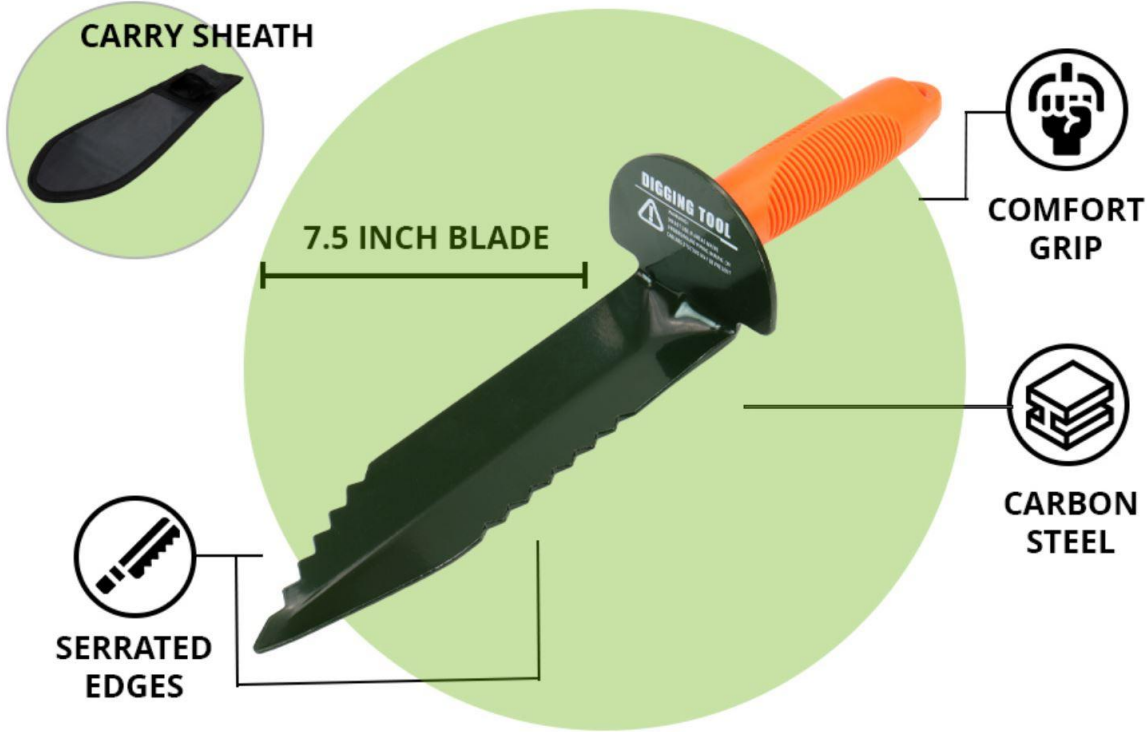
Gloves features with callouts and a bullet-point list of details



**Durable Metal Detecting Gloves**

- Sturdy gloves will protect your hands from the elements and protect you from cuts and abrasions when digging for your target
- Palm foam padding reduces impact for more comfortable digging.
- The thumb, index, and middle finger of each glove are touchscreen capable of smartphone use while detecting.
- Hook-and-loop wrist closure

Digging Tool features with callouts and a bullet-point list of details



**13" Double Side Serrated Edge Digger Digging Tool With Sheath**

- Heat-treated carbon steel spade easily breaks through roots, hard soils, and concrete
- Straight and serrated edges can cut clean and deep plugs
- Oversized comfortable grip and hand guard help minimize accidental injuries; the bright orange color makes it easy to find
- Keep the tool with you at all times by looping the sheath to your belt
- Dimensions: Total length: 13" Blade Length: 7.5" Blade Width: 2"

# Dune Scoops

Scoop features with callouts



FEATURES

## Scoop features with details



### 1 Mount Option

Attach a pole. The top hole is 1.2 inch / 30.5mm (Due to handmade work internal diameter can vary within 1.2-1.225 inch /30.5-31.1mm). We recommend using a Dune Scoops pole or a pole with a Diameter of ~1.2 inches.



### Stainless Steel Material

Constructed from 1.5mm thick stainless steel, this beach sand scoop is designed to withstand rust and deterioration.

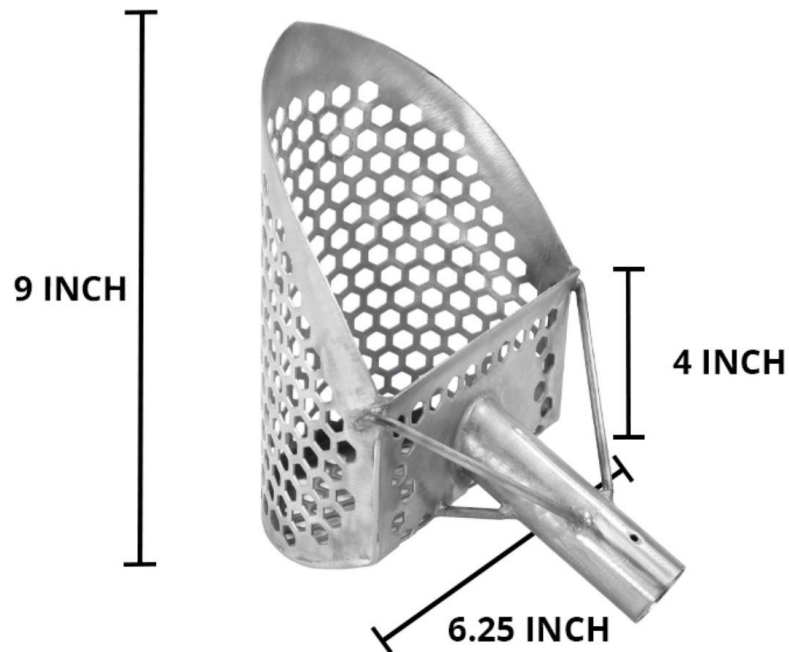


### 10mm Hexagon Holes

Featuring the smallest hexahedral holes measuring 10mm, this beach sand scoop is ideal for recovering small antique coins and delicate jewelry pieces.

## Scoop Dimensions and a product description

**DIMENSIONS**



### **Dune Scoops Loch Ness Mini 9 X 6" Stainless Steel Metal Detector Sand Scoop**

Perfectly designed for dry sand, the Loch Ness Mini scoop excels in this ground condition, enhancing your efficiency and success rate during your metal detecting adventures.

#### **Why choose Dune Scoops?**

1. **Uncompromising Quality:** Crafted from anti-corrosion stainless steel, the Loch Ness Mini sand scoop has exceptional durability, ensuring it remains your trusted companion on countless treasure-hunting expeditions.
2. **Enhanced Comfort:** The back wall of the scoop is thoughtfully angled, providing a convenient foot stop and reducing the workload on your hands, allowing for a more comfortable and enjoyable treasure-hunting experience.
3. **Reinforced Construction:** Enjoy increased sturdiness with the improved top tube structure and added stiffening rib, making the Loch Ness Mini scoop even stronger and more rigid.