



AMAZON LISTING OPTIMIZATION & CREATIVE BRIEF

A comprehensive brief to align strategy, messaging, design,
and optimization for high-converting Amazon listings.

DATE SUBMITTED: _____

PREPARED BY: _____

PROJECT DEADLINE: _____

CLIENT AND PROJECT INFORMATION

Client / Company: _____

Brand Name: _____

Primary Contact: _____

Email: _____

Marketplace:

☐ Amazon.com ☐ Amazon Canada ☐ Amazon Mexico

☐ Walmart Marketplace ☐ Other: _____

Fulfillment Method: ☐ FBA ☐ FBM ☐ Seller Fulfilled Prime

☐ Walmart Fulfillment Services ☐ Other: _____

1. PRODUCT INFORMATION

Product Name: _____

ASIN or Product ID: _____

SKU: _____

Parent ASIN, if applicable: _____

Variation Being Reviewed: _____

Brand: _____

Manufacturer: _____

Category and Subcategory: _____

Current Product URL: _____

Current Selling Price: _____

Coupon or Promotion: _____

Current Rating: _____

Current Number of Reviews: _____

Recent Sales Signal: _____

Date the Listing Was Launched: _____

2. PROJECT OBJECTIVE

Primary Reason for This Project (select all that apply)

- | | | |
|--|--|---|
| ☐ New product launch | ☐ Existing listing optimization | ☐ Listing conversion improvement |
| ☐ Organic ranking improvement | ☐ Advertising support | ☐ Listing refresh |
| ☐ Rebranding | ☐ Packaging update | ☐ Image redesign |
| ☐ A+ Content development | ☐ Amazon Store development | |
| ☐ Competitive repositioning | ☐ Pricing or value-positioning review | |
| ☐ Other: _____ | | |

Primary Project Goal

Current Challenges (select all that apply)

- | | | |
|---|---|--|
| ☐ Low traffic | ☐ Low click-through rate | ☐ Low conversion rate |
| ☐ Weak keyword ranking | ☐ High advertising costs | ☐ Poor main image performance |
| ☐ Weak product differentiation | ☐ Price objections | ☐ Insufficient reviews |
| ☐ Listing suppression or compliance issues | ☐ High return rate | |
| ☐ Customer confusion | ☐ Outdated branding | ☐ Other: _____ |

Additional Details

3. HIGH-LEVEL LISTING ASSESSMENT

Current Overall Condition

- ☐ Strong listing requiring minor improvements
- ☐ Solid foundation requiring targeted optimization
- ☐ Average listing requiring substantial improvements
- ☐ Weak listing requiring a major rebuild
- ☐ New listing being developed from scratch

Current Listing Summary

Briefly describe the current listing, its positioning,
and its overall effectiveness.

Primary Areas for Improvement (select all that apply)

- | | |
|--|--|
| ☐ Keyword coverage & organization | ☐ Product positioning |
| ☐ Value communication | ☐ Main image |
| ☐ Secondary images | ☐ Title |
| ☐ Bullet points | ☐ Product description |
| ☐ A+ Content | ☐ Brand Story |
| ☐ Video | ☐ Pricing |
| ☐ Reviews & social proof | ☐ Competitive differentiation |
| ☐ Mobile readability | ☐ Listing compliance |
| ☐ Other: _____ | |

4. CURRENT PRODUCT AND LISTING STRENGTHS

Product Strengths (select all that apply)

- | | |
|---|---|
| ☐ Unique product design | ☐ Multi-purpose functionality |
| ☐ Superior material | ☐ Professional or commercial use |
| ☐ Better construction | ☐ Strong warranty |
| ☐ Larger or smaller size | ☐ Made in the USA |
| ☐ Higher quantity | ☐ Sustainable / eco-friendly |
| ☐ Better packaging | ☐ Other: _____ |
| ☐ Easier installation or use | |
| ☐ Greater durability | |
| ☐ Better performance | |

Strengths That Must Be Preserved

Listing Strengths (select all that apply)

- | | |
|--|--|
| ☐ Strong rating | ☐ Good images |
| ☐ High review count | ☐ Strong A+ Content |
| ☐ Strong recent sales | ☐ Competitive pricing |
| ☐ Established sales history | ☐ Prime eligibility |
| ☐ Strong organic ranking | ☐ Amazon's Choice badge |
| ☐ Recognizable brand | ☐ Best Seller badge |
| ☐ Effective title | ☐ Other: _____ |
| ☐ Strong bullet points | |