



# Amazon Stores User Guide

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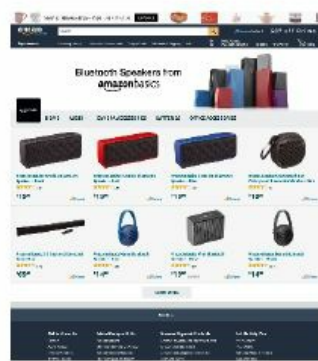
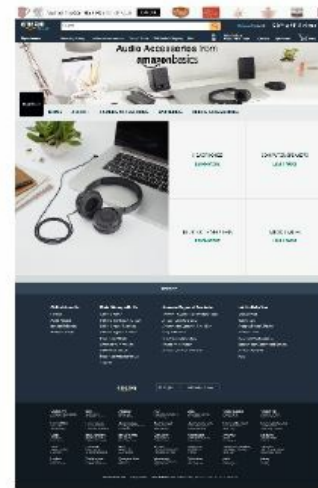
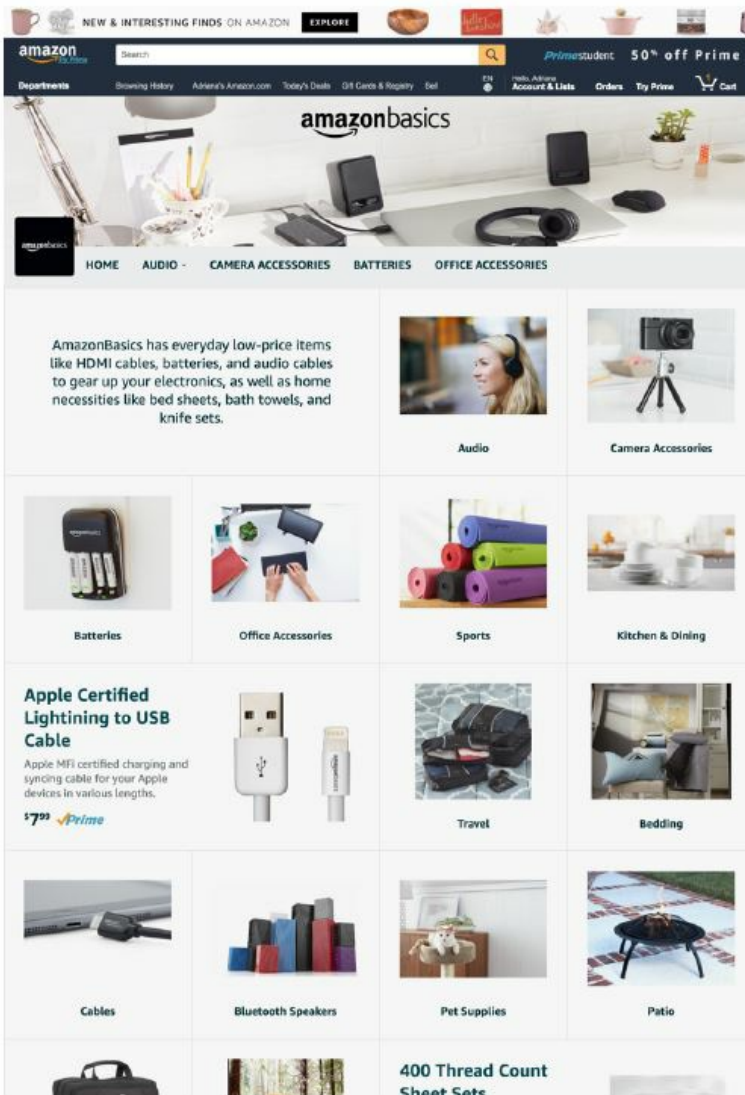


**Amazon Stores User Guide**

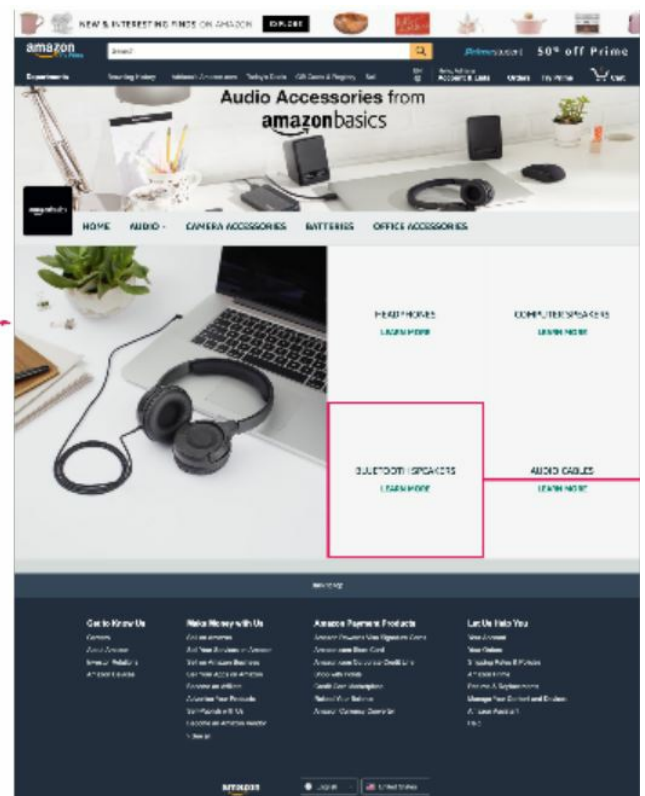
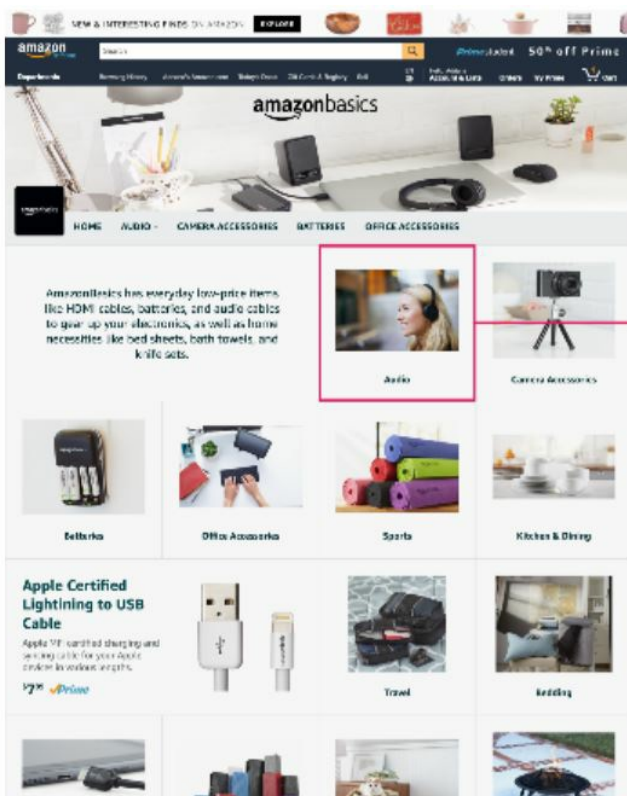


## Introduction

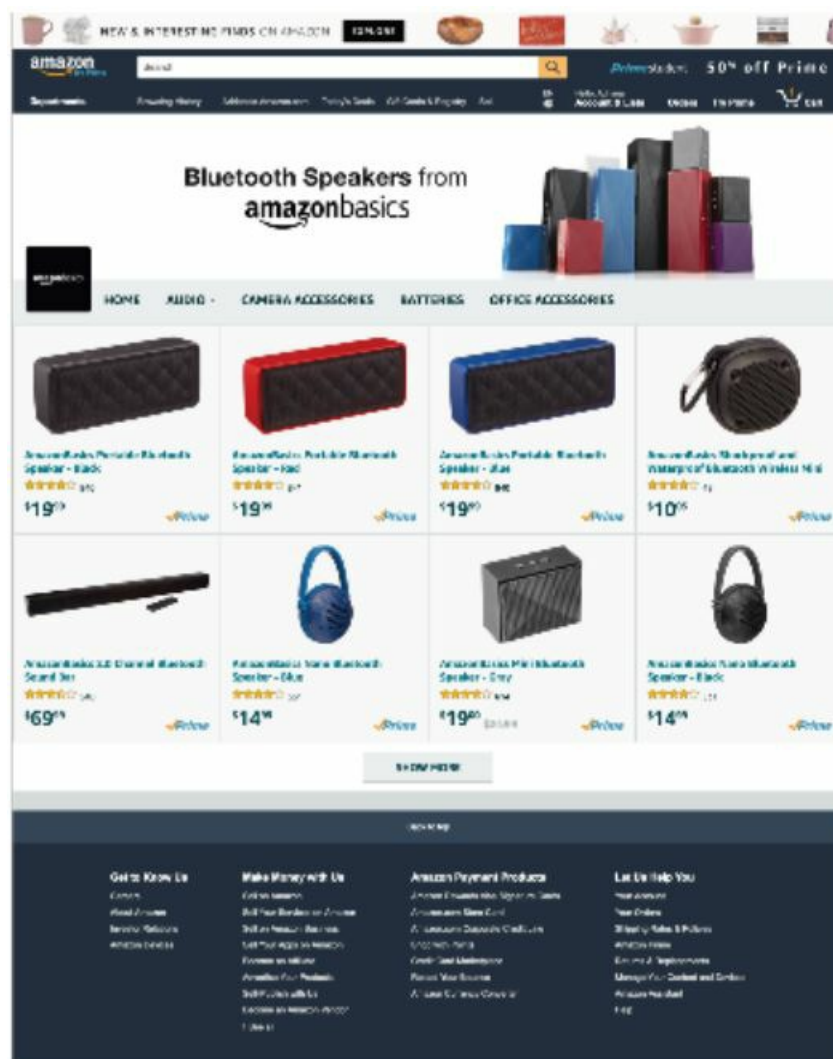
This guide explains what an Amazon Store is and how to plan, build and grow the audience for your brand's Amazon Store. Amazon Stores is a free self-service product that allows brands to create single or multi-page Stores to showcase their brand value and product selection. Amazon Stores is designed for desktop, mobile and tablet.



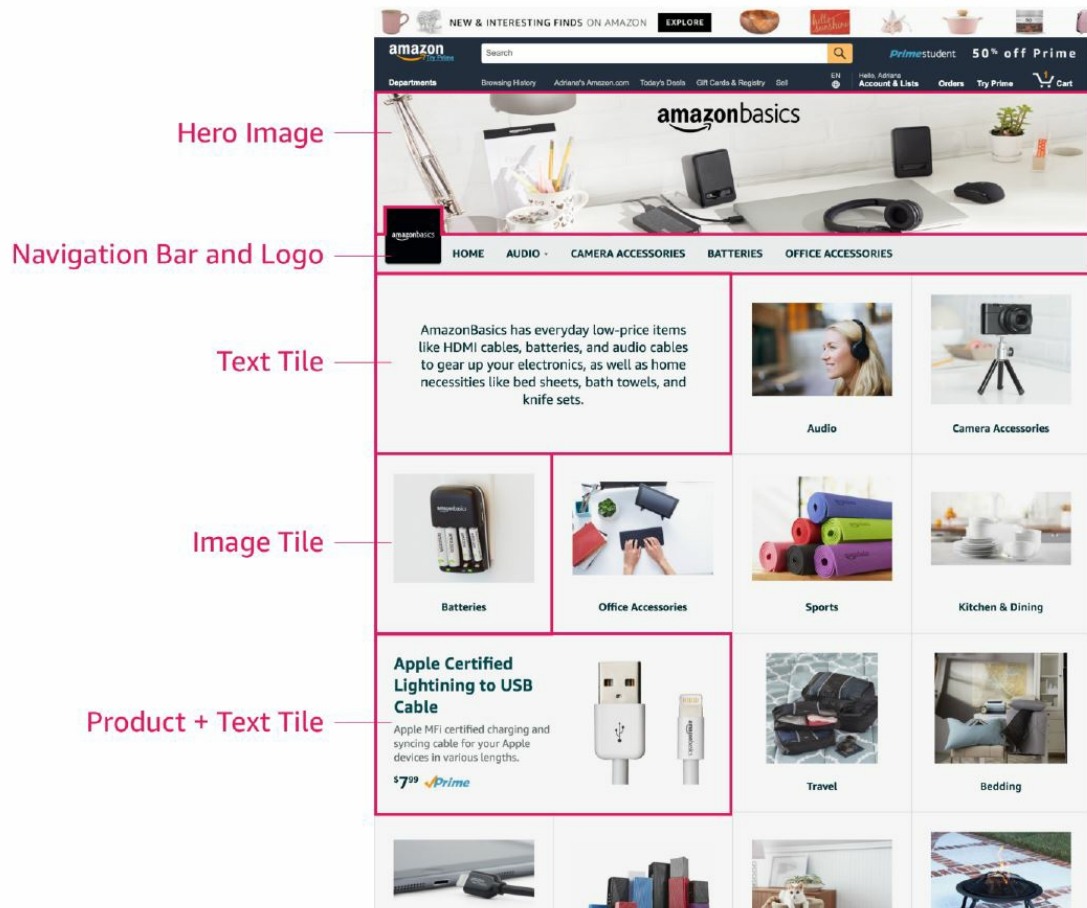
## Amazon Store Components



Amazon Stores are comprised of one or more pages.



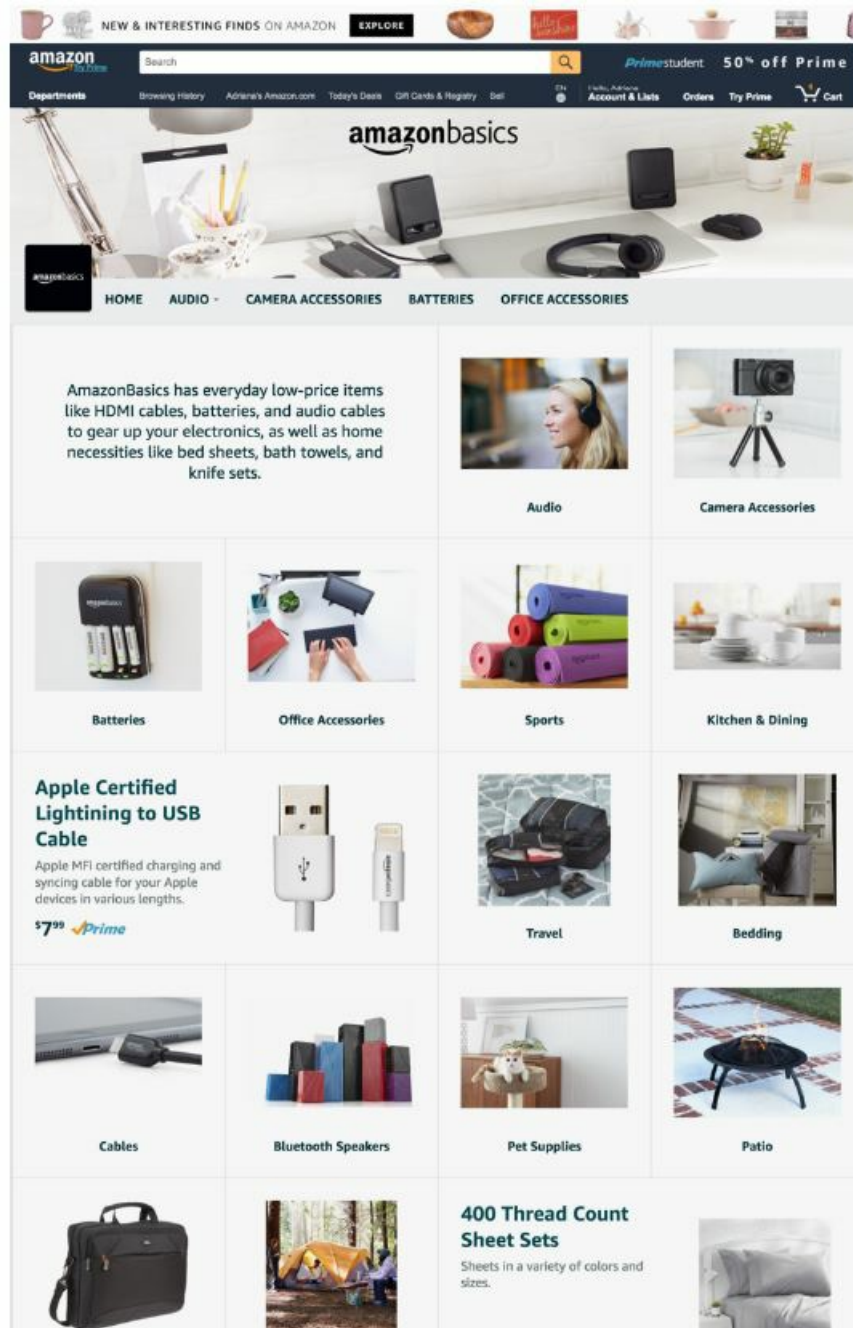
Each page is comprised of a header and footer surrounding several content tiles. Each Amazon Store can have 3 levels with multiple pages at each level.



## Page Templates

Amazon Stores includes three templates to allow you to quickly set a page with default tiles:





## Marquee

Designed to act as a brand or sub-brand gateway page



#### BEDDING FROM AMAZONBASICS



#### Bed Sheet Sets



### Highlight

Showcase products and related content

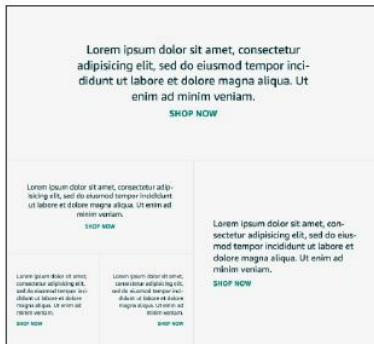
## Display a large number of products



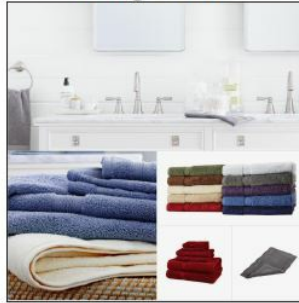
## Header Tile



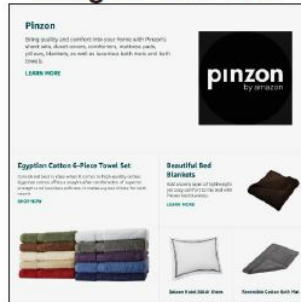
## Text Tiles



## Image Tiles



## Image + Text Tiles



## Video Tiles



## Gallery

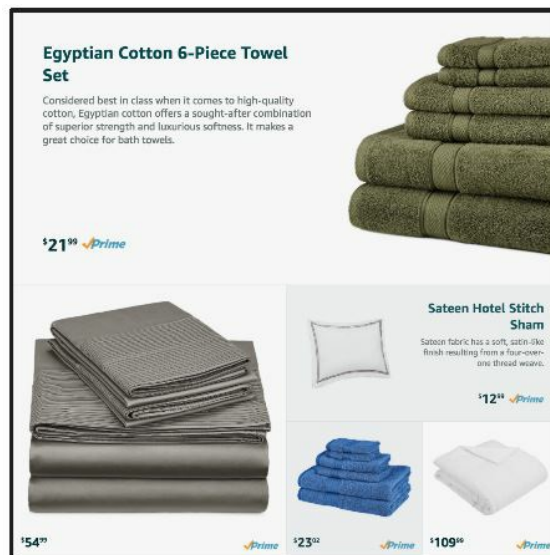


## Recommended Products

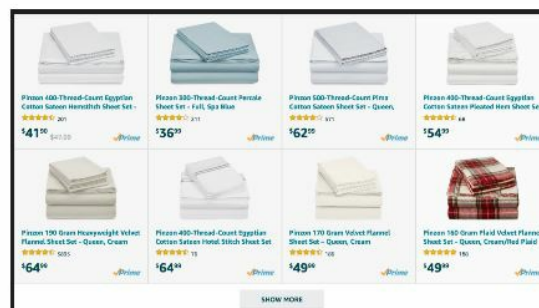


## Content Tiles

Examples of the content tiles available on Amazon Stores:



## Product Grid

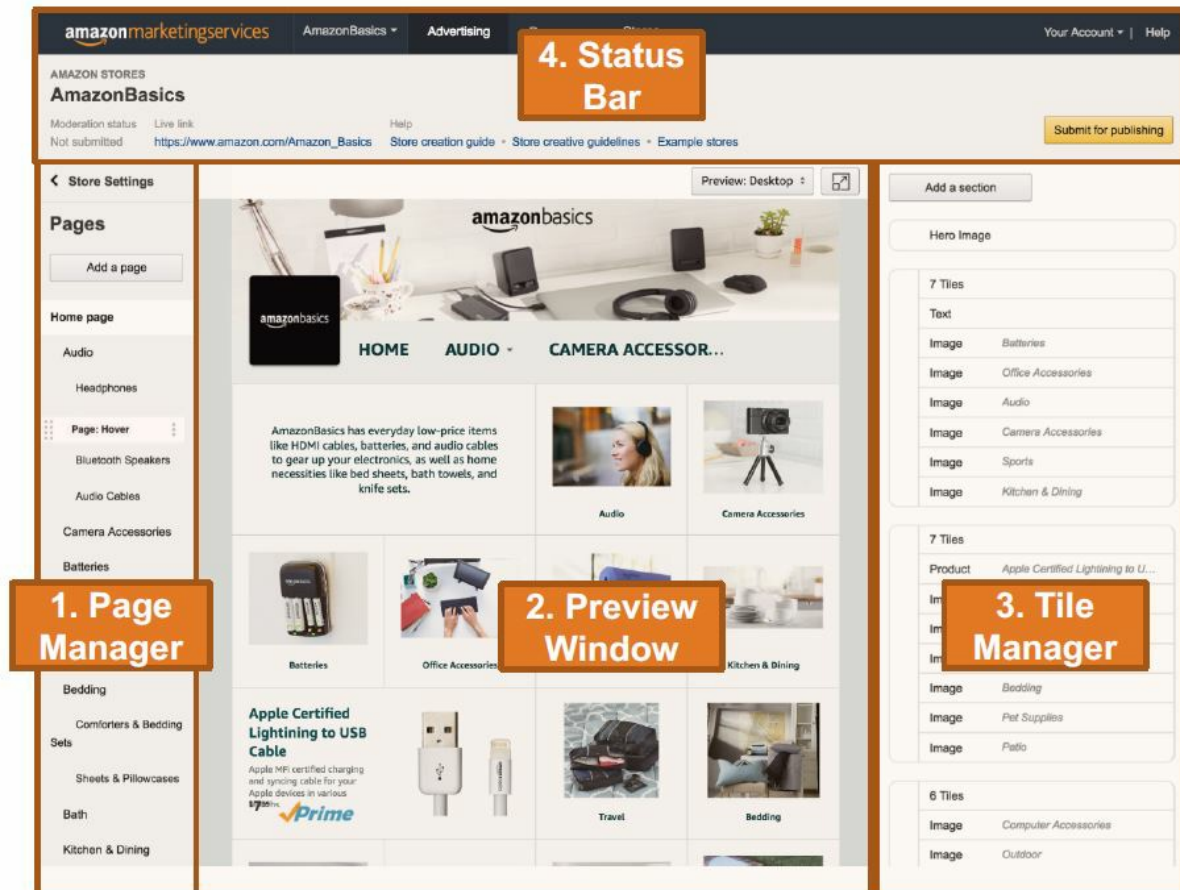


## Best Sellers



## Amazon Store Builder

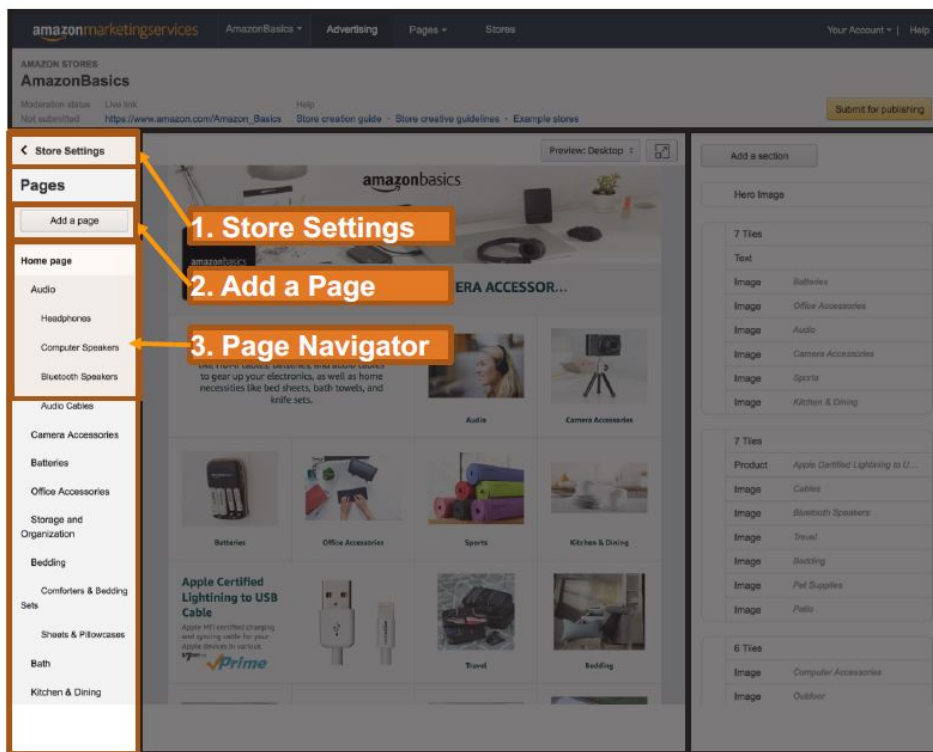
The Amazon Store builder has four sections:



1. The Page Manager is used to create, select, move and delete pages from the Amazon Store.
2. The Preview Window provides a live view of the current page. It can also be used to select a tile to edit in the Tile Manager.
3. The Tile Manager is used to add, edit, move and delete tiles from the Amazon Store.
4. The Status Bar provides the current moderation status of the Amazon Store and displays any error messages.

## Page Manager

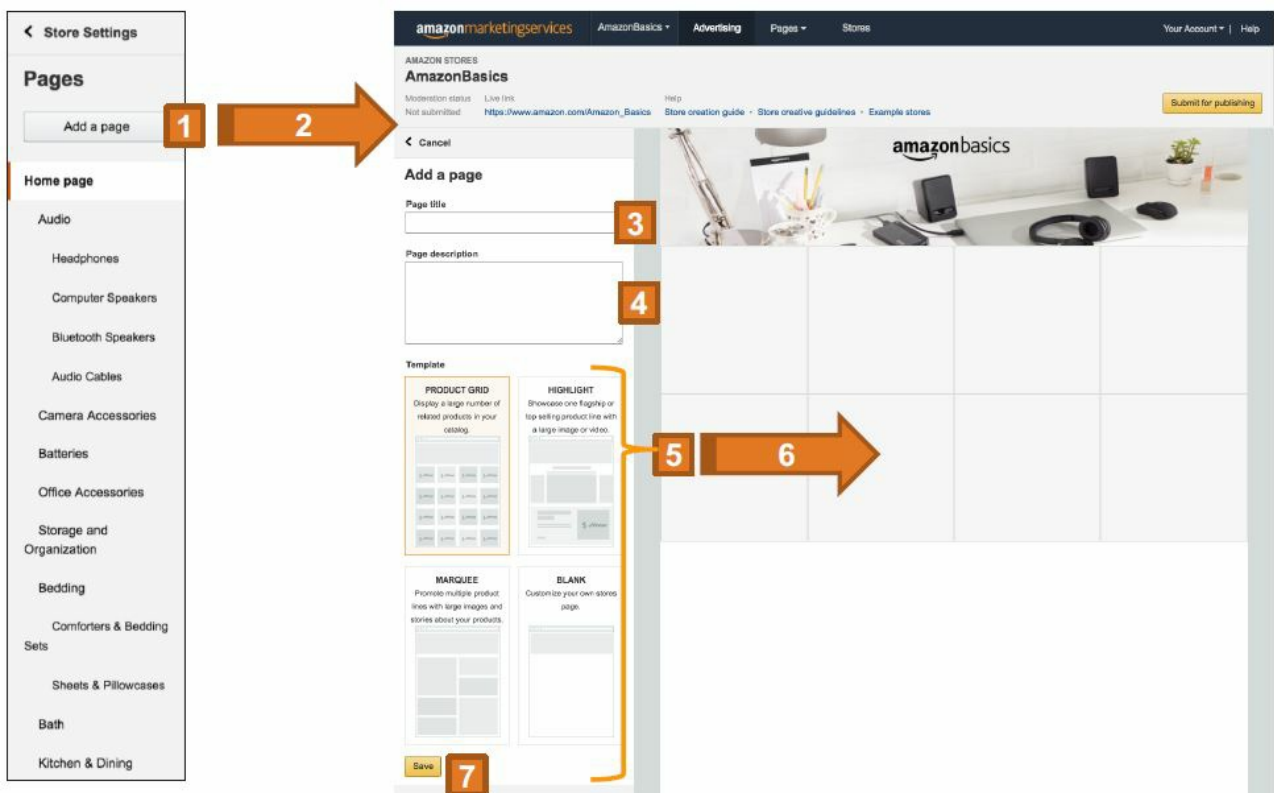
The Page Manager allows the Amazon Store creator to add, edit, move and delete pages from their Amazon Store.



1. Store Settings: Opens the Store settings panel where you can change your Store logo or colour.
2. Add a Page: Creates a new page.
3. Page Navigator: Displays the hierarchy of pages in your Amazon Store. Clicking on a page will open it for editing.

### Page Manager: Add a Page

To add a page to your Amazon Store:

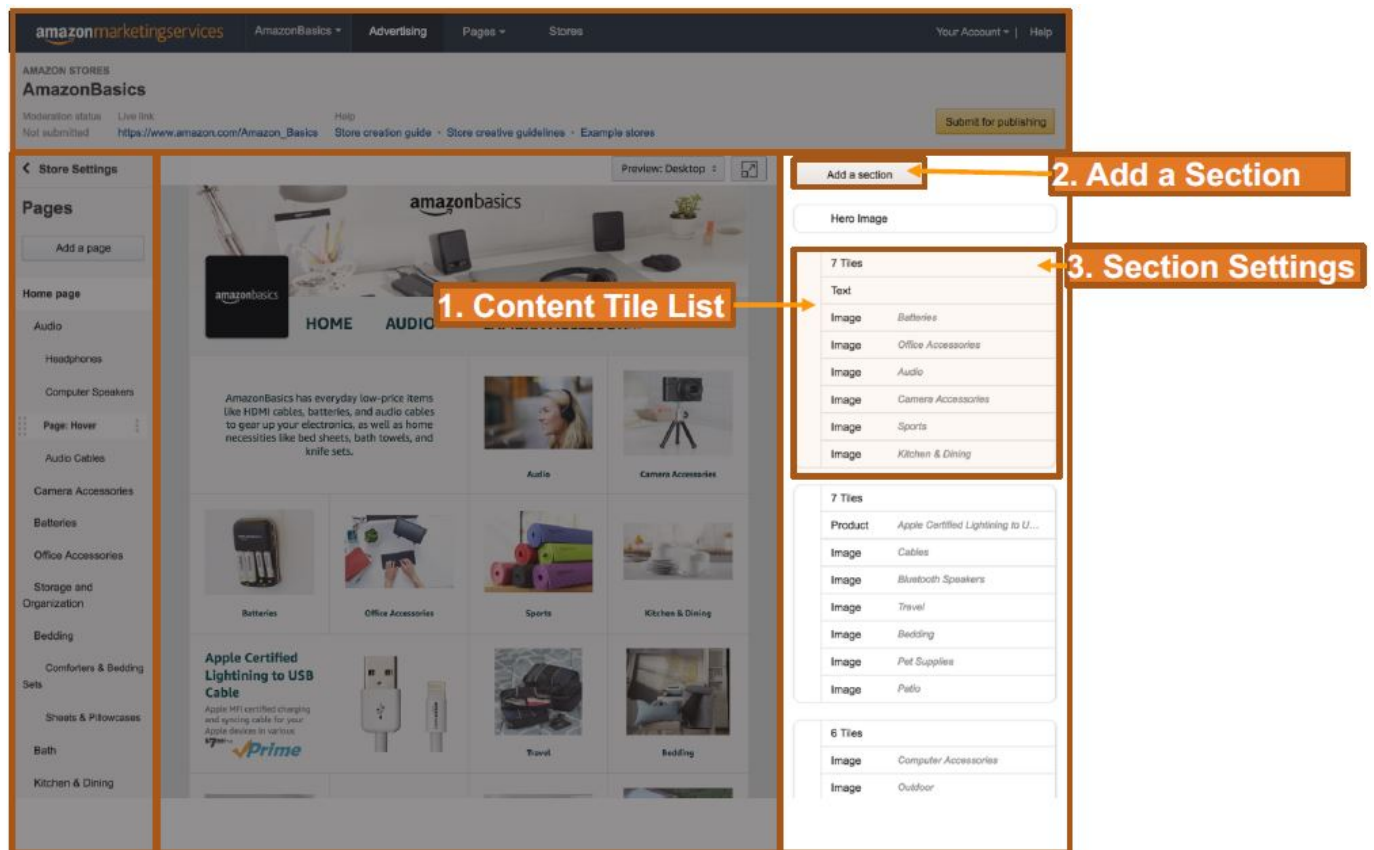


1. Click the Add a Page button in the page manager.

2. The “Add a page” form will be shown.
3. Enter the page name.
4. Enter the page description.
5. Select a template for your new page.
6. Click “Add page” to add a page using the selected template.

## Preview Window

The page preview provides a live view of the selected page.



1. Preview Type: switch between desktop and mobile previews.
2. Full-Screen Preview: opens the selected page in full screen.
3. Content Tile Selection: clicking on a tile will select it for editing in the Tile Manager.

## Tile Manager

The Tile Manager allows the Store creator to add, edit, move and delete tiles from the current page.

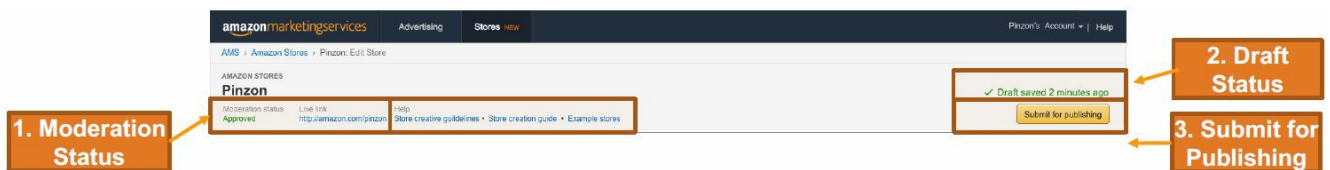
1. Content Tile List: A listing of all of the content tiles on the current page. Clicking on a tile will open it for editing.
2. Add a Section: This allows you to add a new section filled with tiles.
3. Section Settings: Click on the section group to open the section settings and be able to delete the group

## Status Bar

The Status Bar provides feedback about both the live Amazon Store and the current draft:

Moderation status	Definition
Not Submitted	The current draft Amazon Store is not submitted or there is no live Amazon Store.
In Progress	The current draft is under review by moderation.
Approved	The previous draft was approved and published on Amazon.com.
Failed	The previous draft failed moderation. An email explaining the cause will be sent to you.

1. Moderation Status: Displays the current moderation status of the Amazon Store.
2. Draft Status: Displays the last time the draft was saved to the server.
3. Submit: Submit the current draft Amazon Store for publishing. Before publishing, the draft will be moderated by Amazon.



## Review and Publish

Once you have finished building your Amazon Store, you can submit it by clicking the “Submit for publishing” button. Your Amazon Store will be submitted for moderation. You can’t make changes to your draft while it is being moderated.

The moderation process can take several days. Please review our Creative Guideline (available in the Amazon Store builder) to avoid rejections during moderation.

Before you publish your Amazon Store, you should check for the following:

- Spelling or punctuation errors.
- All changes are included in the draft version.
- Use the mobile preview to make sure that your Amazon Store is optimized for a mobile experience.
- Check your images and videos to make sure that any text in them can be easily viewed (including on mobile).

Download PDF: [Amazon Stores User Guide](#)

## References

- [User Manual](#)