

THE AMAZON CONTENT PRIORITISATION FRAMEWORK FOR ESTABLISHED BRANDS

**How to identify where your Amazon content
is underperforming, what to fix first and
where to focus for stronger conversion**

VENTURE  FORGE



ESTABLISHED BRANDS RARELY STRUGGLE BECAUSE THEY HAVE NO AMAZON CONTENT.

More often, they struggle because content has built up over time without a clear commercial framework behind it.

Listings evolve. A+ gets added. Video is introduced. Storefronts are created. Advertising investment increases. But more content does not always mean better content.

For brands treating Amazon as a serious commercial channel, content cannot be reviewed in isolation. It needs to be assessed alongside conversion, traffic, advertising efficiency, pricing, reviews, category competition and retail readiness.

This framework is designed to help established brands review Amazon content more commercially.

It focuses on where content is most likely to affect performance, how to identify missed opportunities and how to prioritise the changes most likely to make a difference.

1. DO NOT START WITH DESIGN. START WITH PERFORMANCE.

A content review should not begin with what looks outdated.

It should begin with what is underperforming.

For established brands, the question is not:

“Do we need more content?”

It is:

“Is our current content doing enough to support conversion, retail efficiency and commercial growth?”

That means reviewing content through a commercial lens.

Ask:

- ◆ Where are shoppers dropping off?
- ◆ Where is value unclear?
- ◆ Where are competitors communicating better?
- ◆ Where is trust weaker than it should be?
- ◆ Where is paid traffic landing on content that is not ready to convert?
- ◆ Where are high-traffic ASINs failing to convert?
- ◆ Where is ad spend being pushed into pages that are not performing efficiently?

A performance-led content review should look at more than the creative assets on the page.

Start by assessing:

- ◆ Conversion rate trends over time
 - ◆ Conversion performance versus category benchmarks
 - ◆ High-traffic ASINs with weak conversion
 - ◆ High ad spend ASINs with poor sales efficiency
 - ◆ Declining conversion on priority products
 - ◆ Products where traffic is growing but sales are not following
 - ◆ ASINs where content may not support the current price point or proposition
- Useful data sources may include:
- ◆ Brand Analytics
 - ◆ Search Query Performance
 - ◆ Business Reports
 - ◆ Advertising performance data
 - ◆ Category and competitor benchmarking
 - ◆ Review and rating trends

For example, if a priority ASIN is receiving strong traffic but conversion is declining, the issue may not be traffic volume. The product page may not be communicating value clearly enough, the main image may not stand out in the category, the review profile may be weaker than competitors, or the price may not feel justified by the content. If an ASIN has strong Sponsored



Products traffic but weak sales efficiency, review the page before increasing spend. Look at above-the-fold clarity, pricing perception, review strength, content quality and whether competitors communicate the value proposition faster.

Before making changes, be clear on what the current content needs to do better.

Is the issue:

- ◆ Clarity?
- ◆ Trust?
- ◆ Differentiation?
- ◆ Education?
- ◆ Premium price justification?
- ◆ Conversion from paid traffic?

Once the problem is clear, the content improvement becomes more focused.

Key principle

Prioritise content changes based on commercial impact, not on what feels easiest to update.

2. THE FIRST DECISION HAPPENS EARLY

For many products, the first real decision is made before the shopper reaches A+.

That is why the main image and first 3–4 gallery images matter so much. These assets often do the heaviest lifting in a mobile-first shopping journey.

If the early part of the page does not communicate the product clearly, justify the proposition or reduce uncertainty quickly enough, the shopper may move on before the rest of the content is seen.

Review early-stage content for:

- ◆ Product clarity
- ◆ Main image strength
- ◆ Mobile visibility and cropping
- ◆ Speed of USP communication
- ◆ Strongest benefits
- ◆ Ease of understanding
- ◆ Relevance to the target shopper
- ◆ Visible differentiation
- ◆ Review count and rating visibility
- ◆ Pricing perception
- ◆ Coupon or promotion visibility

The question is whether shoppers can quickly understand:

- ◆ What the product is
- ◆ Why it is different
- ◆ Why it is worth the price
- ◆ Why they should trust it
- ◆ Why they should choose it over the competitor next to it

This is especially important on mobile, where shoppers are often making fast decisions with limited space and shorter attention spans.

A strong image stack should not simply show the product from different angles. It should help the shopper make a decision faster.

For example, if the main image shows the product clearly but the next three images do not explain size, use case, key benefits or differentiation, the page may be relying too heavily on shoppers scrolling further down to understand the value. Many will not get that far.

For premium products, the first few images also need to justify the price point quickly. If the shopper sees a higher price but does not immediately understand the reason for it, comparison shopping becomes more likely.

Common issue

The page contains plenty of content overall, but not enough of the right content early enough.

3. PRIORITISE MESSAGE HIERARCHY OVER VOLUME

More content does not automatically create more persuasion.

One of the most common issues on Amazon is message congestion. Brands try to say too much in too many places, which can make the page feel repetitive, unclear or harder to process.

Strong content starts with a clear message hierarchy.

Ask:

- ◆ What does the shopper need to know first?
- ◆ What will help justify the product most quickly?
- ◆ What objections need addressing before purchase?
- ◆ What should be visual, and what should be written?
- ◆ What is genuinely important, and what is just internal preference?
- ◆ What information supports the commercial proposition?
- ◆ What information is slowing the shopper down?

Message hierarchy matters across every content layer, including:

- ◆ Main image
- ◆ Gallery images
- ◆ Infographics
- ◆ Lifestyle imagery
- ◆ Video
- ◆ Title and bullets

- ◆ Premium A+
- ◆ Comparison charts
- ◆ FAQs
- ◆ Technical education
- ◆ Reviews and ratings

For more technical, premium or considered products, the hierarchy becomes even more important.

Shoppers may need reassurance around quality, fit, use case, compatibility, performance or value before they are ready to buy.

For example, a brand may want to lead with heritage or brand story, but the shopper may first need to understand product fit, compatibility, ingredients, durability, performance or what is included in the box.

If the content leads with what matters internally rather than what helps the shopper decide, conversion can suffer.

The strongest Amazon pages usually feel simpler, sharper and more deliberate.

They do not say everything at once. They say the right thing at the right point in the shopper journey.

4. COMPARE HOW COMPETITORS COMMUNICATE

Competitor analysis should go beyond price and review count.

For established brands, the question is not only “Who is ranking above us?” It is “Who is communicating more clearly, reducing uncertainty faster and giving shoppers more confidence to buy?”

Compare competitors across:

- ◆ Main image clarity
- ◆ Gallery image quality
- ◆ Infographic structure
- ◆ Lifestyle relevance
- ◆ A+ structure
- ◆ Premium A+ usage
- ◆ Comparison charts
- ◆ Video usage
- ◆ FAQs and technical education
- ◆ Pricing and promotions
- ◆ Review quality
- ◆ Rating strength
- ◆ Product positioning
- ◆ Keyword visibility
- ◆ Above-the-fold messaging

Focus on who explains the value most clearly.

Look at:

- ◆ Who communicates benefits faster
- ◆ Who makes the product easier to understand
- ◆ Who handles shopper objections better

- ◆ Who uses imagery more effectively
- ◆ Who supports premium pricing more convincingly
- ◆ Who uses reviews, ratings or trust signals more effectively
- ◆ Who makes the buying decision feel easier

For example, two products may have similar pricing and ratings, but one competitor may use the first gallery images to explain product benefits, size, use case and value more clearly. That competitor may be reducing uncertainty faster, even without having a better product.

In another case, a competitor may be using reviews, comparison charts or FAQs to answer objections that your listing leaves unanswered. This can make their page feel easier to buy from, even if your brand has stronger credentials.

This helps move competitor analysis away from general observation and towards action.

The aim is not to copy competitors. It is to understand where they are making the shopper journey easier than you are.

5. USE EACH CONTENT LAYER DIFFERENTLY

Strong Amazon content works because each layer has a job.

When layers try to do the same thing, content becomes repetitive rather than effective. Each element should support a stage of the shopper decision.

Gallery images

Win attention early. Show the product clearly. Communicate benefits quickly. Reduce uncertainty before the shopper scrolls further.

Bullets

Support the product proposition. Add clarity. Reinforce relevance. Answer key functional questions.

A+

Deepen understanding. Support trust. Explain more nuanced value. Help shoppers compare, understand and feel more confident in the decision.

Premium A+

Support a stronger brand and product experience where the commercial case is clear. Use it to communicate more complex value, premium positioning or range structure.

Video

Show what static content cannot. Demonstrate use, scale, setup, texture, experience, quality or performance.

Storefront

Create a branded route through the range. Support navigation, discovery, cross-sell and campaign focus.

Reviews

Validate the proposition. Highlight gaps in understanding. Reveal where content may be overpromising, underselling or missing key information.

A product page becomes stronger when each layer has a clear role. For example, if the gallery images, bullets and A+ all repeat the same three claims, the page may feel consistent, but it is not necessarily more persuasive.

A stronger approach would be to use the image stack for fast understanding, bullets for decision-critical details, A+ for deeper education and comparison, and reviews to identify what still needs to be clarified. Content should not be treated as a checklist of assets. It should work as a connected shopper journey.

Could your Amazon content be working harder?

If your team is investing in traffic but conversion is lagging, the issue may not be visibility. It may be clarity, trust, message hierarchy or shopper journey.

Venture Forge helps Amazon brands identify where content limits results and what to fix first.

6. REVIEWS ARE PERFORMANCE INSIGHT, NOT JUST PROOF

Most brands use reviews as a trust signal.

Fewer use them as a content optimisation tool.

Reviews often reveal:

- ◆ What shoppers value most
- ◆ What the listing failed to explain
- ◆ Where expectations are mismatched
- ◆ What use cases are resonating
- ◆ What objections still need addressing
- ◆ What shoppers mention that the listing does not clearly communicate
- ◆ Where competitors may be weaker

Look for patterns, not one-off comments.

Useful review signals include:

- ◆ Repeated confusion themes
- ◆ Repeated complaints
- ◆ Negative sentiment patterns
- ◆ Product expectation mismatches
- ◆ Missing education points
- ◆ Key purchase motivations
- ◆ Benefits shoppers value most
- ◆ Questions the listing is not answering clearly

A product page with strong visuals but repeated review confusion still has a content problem.

For example, if shoppers repeatedly misunderstand size, compatibility, use case, material, flavour, setup or what is

included, that is not just a product issue. It may be a content clarity issue.

If positive reviews repeatedly mention a benefit that is buried low on the page, that benefit may need to be moved into the gallery images, bullets or A+.

If negative reviews show repeated expectation gaps, the content may need to set clearer expectations before purchase.

Use review patterns to ask:

- ◆ What are shoppers still unclear on?
- ◆ What surprises them positively?
- ◆ What do they mention that the listing barely communicates?
- ◆ What complaints point to expectation gaps?
- ◆ What positive themes should be brought further up the page?
- ◆ What competitor weaknesses can we address more clearly?

Review insight should shape future content changes.

It can help brands improve clarity, reduce returns, support trust and strengthen the product proposition.

7. TREAT A+ AND STOREFRONT AS COMMERCIAL TOOLS

For established brands, A+ and Storefront should not be treated as passive brand

They should actively support:

- ◆ Stronger product understanding
- ◆ Better brand navigation
- ◆ More relevant cross-sell
- ◆ Greater shopper confidence
- ◆ Better use of branded traffic
- ◆ Clearer range education
- ◆ Stronger campaign journeys
- ◆ Improved conversion-readiness

A+ should not simply restate the brand story.

It should help the shopper make a better buying decision.

That may mean explaining product differences, supporting premium pricing, answering technical questions, showing use cases, comparing options or helping shoppers understand which product is right for them.

A Storefront should not just exist. It should help direct shoppers quickly towards the right products, categories or campaign themes.

For brands investing in advertising, Storefronts also need to support traffic quality. If paid traffic is landing on a Storefront, the journey should be clear, relevant and commercially focused.

Review A+ and Storefront against questions such as:

- ◆ Is the shopper journey clear?
- ◆ Does the content help shoppers choose between products?
- ◆ Does it support cross-sell or range discovery?
- ◆ Does it explain the brand's value in a way that supports purchase?
- ◆ Does it align with campaign traffic?
- ◆ Does it reduce confusion or add more friction?
- ◆ Does it support conversion, or does it only look branded?

For example, if a brand is driving Sponsored Brands or DSP traffic to a Storefront, the landing experience needs to support the intent of that traffic.

A shopper arriving from a campaign should be able to find the relevant product, category or range quickly. If the Storefront is visually strong but hard to navigate, traffic quality can be wasted.

Likewise, A+ should be reviewed against the buying decision. If it tells a brand story but does not help the shopper compare products, understand key differences or feel confident in the purchase, it may not be doing enough commercially.

8. ALIGN CONTENT QUALITY WITH TRAFFIC STRATEGY

Driving more traffic to underperforming content is rarely efficient.

If paid media, retail media or organic visibility is pushing more shoppers onto a page that lacks clarity, trust or message prioritisation, the brand may be increasing spend without solving the real issue.

For established brands with meaningful advertising investment, this matters commercially.

Content should be reviewed alongside:

- ◆ Conversion rate
- ◆ Ad efficiency
- ◆ Retail efficiency
- ◆ Review profile
- ◆ Rating strength
- ◆ Category competition
- ◆ Pricing position
- ◆ Promotion strategy
- ◆ Stock availability
- ◆ Buy Box stability
- ◆ Retail readiness

This is where content and advertising need to work together.

If an ASIN has strong spend but weak conversion, the issue may not sit only in the media plan. It may sit in the content, proposition, price, reviews or readiness of the product page.

Likewise, if a product has strong traffic but weak sales, the content should be reviewed before more investment.

Ask:

- ◆ Are we driving traffic to the right ASINs?
- ◆ Are those ASINs ready to convert?
- ◆ Does the content support the traffic source?
- ◆ Does the page justify the price?
- ◆ Is the review profile strong enough?
- ◆ Are competitors making the decision easier?
- ◆ Is the product page commercially ready for more spend?

For example, a brand may increase ad spend on a hero ASIN because it has strong strategic importance. But if the product page has weak gallery images, unclear differentiation or repeated review concerns, the additional traffic may expose the problem rather than solve it.

In that scenario, content optimisation is not a nice-to-have. It is part of making the media investment work harder.

Key principle

Content is not just a creative consideration. It is part of commercial readiness.

9. PRIORITISE WHAT TO FIX FIRST

Not every issue deserves equal attention.

When reviewing Amazon content, focus first on the changes most likely to improve:

- ◆ First impression
- ◆ Clarity
- ◆ Trust
- ◆ Differentiation
- ◆ Conversion-readiness
- ◆ Advertising efficiency
- ◆ Commercial impact

In most cases, prioritise:

- ◆ Hero ASINs
- ◆ High-traffic products
- ◆ High ad spend ASINs
- ◆ Weak conversion pages
- ◆ Products with declining conversion
- ◆ Products with repeated review confusion
- ◆ Products where competitors are communicating more clearly

Then review the content layers in order of likely impact:

- ◆ Main image
- ◆ First 3–4 gallery images
- ◆ Title and bullets
- ◆ Trust and review gaps
- ◆ A+ relevance
- ◆ Useful video
- ◆ Storefront journey

This order may vary by category, but the principle remains the same.

Fix the biggest sources of friction first.

For many brands, that means starting with the content shoppers see before they scroll, especially on mobile. For others, the biggest opportunity may sit in review-led education, range navigation, comparison content or better alignment between paid traffic and landing page experience.

For example, if a high-spend ASIN is underperforming, start by reviewing the first impression: main image, price perception, review strength, coupon visibility and first gallery images.

If those are strong, move deeper into bullets, A+, video and Storefront journey.

This avoids spending time on lower-impact updates while the biggest conversion barriers remain unresolved.

The best prioritisation is not based on opinion.

It is based on where performance, traffic and shopper friction overlap.

10. A PRACTICAL 30-DAY PRIORITISATION PLAN

Driving more traffic to underperforming content is rarely efficient.

Week 1: Audit

Review priority ASINs, current content, reviews, competitor pages & trust signals.

Focus first on:

- ◆ Hero ASINs
- ◆ High-traffic products
- ◆ High ad spend ASINs
- ◆ Weak conversion pages
- ◆ Declining conversion products
- ◆ Products with poor retail or advertising efficiency

Look at performance data, content quality and shopper signals together.

Useful performance data to review includes traffic, conversion rate, sales performance, keyword performance, advertising efficiency, reviews, ratings and competitor benchmarking.

Traffic and sessions show which products are attracting shopper interest and where content is getting visibility. Conversion rate shows how effectively those pages are turning visitors into buyers. If a product has strong traffic but weak conversion, the page may not be giving shoppers enough clarity, confidence or reason to buy.

Sales performance helps identify which ASINs matter most commercially, so content improvements can be prioritised where they are most likely to have an impact.

Keyword performance can show whether products are visible for relevant search terms and where titles, bullets, A+ or supporting content may need to work harder to improve discoverability and relevance.

Advertising efficiency, including ROAS and ACOS, can highlight where paid traffic is not converting as effectively as it should. In those cases, the issue may not only sit in the media plan. It may sit in the content, proposition, reviews, pricing or shopper experience.

Reviews, ratings, Q&A, search behaviour and customer feedback can reveal common objections, shopper sentiment, expectation gaps and missing information that content needs to address.

Competitor benchmarking helps identify where competitor pages may be setting clearer expectations, answering shopper questions faster or communicating value more effectively.

The aim is to look for patterns, not individual metrics. The strongest opportunities often appear when multiple signals point to the same issue, such as high traffic but low conversion, strong keyword visibility but weak sales, or high ad spend with poor efficiency.

This helps identify where commercial performance and content quality may be misaligned. Content quality may be misaligned.

Week 2: Diagnose

Identify where the current content is failing to support conversion.

Look for:

- ◆ Unclear main image or gallery images
- ◆ Weak USP communication
- ◆ Poor mobile experience
- ◆ Missing trust signals
- ◆ Repeated review confusion
- ◆ Competitor pages that communicate better
- ◆ A+ that does not support the buying decision

- ◆ Storefront journeys that do not guide shoppers clearly
- ◆ Paid traffic landing on pages that are not ready to convert

The aim is to understand the source of friction before deciding what to change.

Week 3: Prioritise

Decide which updates will create the most impact first.

Prioritise based on:

- ◆ Traffic volume
- ◆ Conversion impact
- ◆ Ad spend exposure

- ◆ Commercial importance
- ◆ Category competition
- ◆ Ease of implementation
- ◆ Likely speed of improvement

Start with the changes most likely to improve clarity, trust and conversion-readiness.

Week 4: Improve

Refresh priority assets, tighten the page structure and align content more closely to shopper decision-making.

This may include:

- ◆ Improving the main image
- ◆ Restructuring gallery images
- ◆ Strengthening the message hierarchy
- ◆ Updating bullets
- ◆ Adding missing education points
- ◆ Improving A+
- ◆ Adding or improving video
- ◆ Refining Storefront navigation
- ◆ Using review insight to close expectation gaps

Ongoing

Continue using reviews, performance data and competitor movement to keep content commercially relevant.

Amazon content is not a one-off project.

For established brands, it should be reviewed regularly as part of wider commercial performance.

FINAL THOUGHT

The strongest Amazon content strategies are not built on producing more.

They are built on knowing what matters most, where current content is underperforming and which changes are most likely to improve conversion.

For established brands, the opportunity is rarely to start from scratch.

It is to become more deliberate.

That means using performance data, shopper insight, competitor analysis and commercial judgement to decide what to fix first.

When content is reviewed properly, it can do more than make a page look better.

It can improve conversion, support advertising efficiency, strengthen trust and help brands make better commercial decisions on Amazon.

Want a clearer view of what to prioritise?

Venture Forge helps established Amazon brands assess where content is underperforming and what to fix first across listings, A+, video and Storefronts.

If your team is reviewing content performance and wants a more commercial view of where the opportunities sit, speak to Venture Forge.

Speak to Venture Forge

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