CHESSCRAFT STUDIO · FREE CHECKLIST

Amazon listing image checklist

Use this before you upload or redesign a listing. The main image wins the click, and the rest of the gallery wins the sale.

1 Main image

- [ ] Pure white background, RGB 255, 255, 255, all the way to the edges
- [ ] The product fills about 85% of the frame
- [ ] At least 1000 px on the longest side so zoom works (we design at 2000 x 2000 px)
- [ ] Only what the customer receives: no added text, logos, badges or extra props
- [ ] Square 1:1 shape, saved as JPEG

2 Fill every gallery slot

- [ ] A benefits infographic with one clear message
- [ ] A lifestyle or in-use shot
- [ ] Size and dimensions, shown next to something familiar
- [ ] A close-up of details and materials
- [ ] How to use it, in two or three steps
- [ ] What's in the box, or a comparison
- [ ] Colours and variants, or a guarantee

3 Quality checks

- [ ] All text is readable on a phone without zooming
- [ ] Fonts, colours and icons are the same across every image
- [ ] No two images do the same job
- [ ] Every image matches the real product: colour, label and size
- [ ] Each file is under 10 MB

4 A+ Content

- [ ] The header banner is 970 x 600 px
- [ ] Each module image uses Amazon's exact pixel size
- [ ] Key text is in the A+ text fields, not only inside images
- [ ] The style matches your gallery images

5 Before you upload

- [ ] Run every image through our free Amazon image checker
- [ ] Compare your main image with the top five results in search, at thumbnail size
- [ ] After upload, open the listing on a phone and swipe through every image

Amazon's rules can differ by category. Always confirm the current requirements in Seller Central.

Check your images free
chesscraft.studio/amazon-listing-image-checker

Want them redesigned? chesscraft.studio