Build: Module 8

It's all in the (product) details

Directions: Using this outline, take notes throughout the presentation on anything you found useful, interesting, or informative. Afterwards, you can complete the rest of this exercise guide at your own pace.

Estimated time of completion: 1 hour

Note Taking Template

1. **Product detail pages**

2. **Branding**

3. **Media**

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Summary: Product detail pages are designed to give customers all the details on a product, making them one of the most important elements to a business' e-commerce strategy.

Directions Use the organizer below to list out details about your product in order to help you when it is time to build your perfect product detail page.

Estimated time of completion: 30 minutes

Product detail page organizer

Product Name:

Detailed Description:

Prices: Color Choices: Sizes:

Call to action:

Recommended products:
This can include products frequently purchased together

Media:
List out goals for product photography, business branding, and video content

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Directions: Studies show that summarizing builds comprehension by helping to reduce confusion. Now that you have completed the webinar, complete this 3-2-1 exercise to the best of your ability.

Estimated time of completion: 10 minutes

3-2-1 Exercise

What are 3 things I've learned?

1.

2.

3.

What are 2 things I want to learn?

1.

2.

What is 1 question I still have?

1.

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Resource Guide

Immersing yourself in entrepreneurial culture can help you learn more about how to build your small business. Here are some resources to help further your education.

Resources

- [Amazon's Black Business Accelerator](#)
- [Minority Business Development Agency](#)
- [Women's Business Centers](#)
- [Local Small Business Development Centers](#)
- [Hello Alice](#)

Podcasts to follow:

- [This is Small Business](#)

Newsletters to subscribe to:

- [The Amazon Business Pulse](#)
- [Forbes – Daily Dozen](#)
- [Entrepreneur – official newsletter](#)
- [Inc. – newsletter options](#)

Business Plan Templates:

- [Business School at the University of Colorado](#)
- [US Small Business Administration](#)

Amazon Specialty Program Links:

- [Amazon Handmade](#)
- [Amazon's Black Business Accelerator](#)
- [Amazon Merch on Demand](#)

For more information on upcoming and On Demand Webinars, visit our website:

[www.smallbusiness.amazon](#)

It's all in the (product) details

References used in webinar

These references have been used to develop our webinars. If you would like to learn more about any particular topic discussed in the webinars, you may find some of these references helpful.

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3. "Create a Branded Amazon Store in 6 Steps." Practical Ecommerce, 3 June 2019, www.practicalecommerce.com/Create-an-Amazon-Webstore-in-8-Steps. Accessed 18 Jan. 2023.
4. "Ecommerce Storefront: Build an Online Store on Amazon.com." Your Ecommerce Storefront Is the Face of Your Brand, Online. Learn about What an Ecommerce Store Is and How to Build a Successful Brand on Amazon., sell.amazon.com/learn/ecommerce-storefront.
5. "Product Detail Page (PDP) Definition." Dynamic Yield, www.dynamicyield.com/glossary/product-detail-page/.
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7. "Product Pages: 16 Best-In-Class Examples and Why They Work." Shopify, www.shopify.com/blog/product-page.
8. Shopify Staff. "What Is Branding? Branding Definitions and Benefits." Shopify, 15 Aug. 2022, www.shopify.com/blog/what-is-branding.
9. "Stores – Create a Brand Page on Amazon.com." Amazon Ads, advertising.amazon.com/solutions/products/stores.