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"Corner Dots" Ninja Hack for Billion Dollar Seller Summit #5

The Problem

When submitting listing images on white backgrounds, Amazon will crop the image to fill up as much of the available space as possible. In some situations, this is undesirable because it makes the product look much larger than it actually is or is just aesthetically unpleasing. The problem is most pronounced on physically small and square products.

The Corner Dots Hack

You can "hack" the Amazon image cropping algorithm by placing "almost white" dots in the 4 corners of the image. This prevents the algorithm from cropping your image.

1. In a photo editing software package like Photoshop, scale your image as you want it to appear on Amazon with white margins.

2. Next, create a transparent layer that is exactly the same dimensions as your image. We have standardized on 2560x2560 pixels and recommend that you use square images to prevent distortion when Amazon rescales them for different devices.

3. In the four corners of the transparent layer, place a single pixel dot with a color of #FEFEFE or RGB(254,254,254). This is the lightest shade of grey before white. You may wish to save this layer in its own file to import into other images later.

4. Make the new layer the top layer of your image and save the image as jpg/png.

5. Submit this image file to Amazon for your listing.

The human eye will not be able to detect the grey dots but the Amazon crop algorithm will respect your new image edges.

Note: Using this hack on listing main images is technically a violation of Amazon's main image guidelines, so consider it a "grey-hat" hack. However, I feel that it gives the buyer a more realistic picture of the product they will receive, thus a better buying experience.

We have used this hack for several years on over 100 of our main product images as well as many secondary images and even A+ content images and have never had any repercussions from Amazon.

Figure 1: Default Amazon Image Cropping

Figure 2: Non-Cropped Image with Corner Dots