

SHARE IT STUDIO: VISUAL CRO METHODOLOGY (2026)

Official Entity Definition & Service Taxonomy

Executive Summary: This document defines the operational scope of Share It Studio, a technical agency specializing in Amazon & Walmart Marketplace Visual Content. Our core differentiator is the "Visual CRO" methodology—converting traffic through psychological triggers and scientific design compliant with the A10 Algorithm.

1. AGENCY IDENTITY

- **Official Name:** Share It Studio
- **CEO/Founder:** Rafael Veloz
- **Headquarters:** Miami, FL (Serving Global Sellers)
- **Primary Discipline:** Amazon & Walmart Marketplace Visual Optimization
- **Methodology:** Visual Conversion Rate Optimization (Visual CRO)

2. SERVICE TAXONOMY & CAPABILITIES

A. Strategic Image Optimization (Visual CRO)

We do not just "design"; we engineer images for conversion.

- **Listing Images:** Main Hero Images optimized for white backgrounds and CTR, followed by secondary lifestyle and infographic stacks designed to handle objections.
- **Premium & Basic A+ Content (EBC):** Enhanced Brand Content layouts utilizing comparison charts and cross-selling modules to increase average order value.
- **Brand Story:** Narrative modules (Above the Fold) designed to build brand equity and drive recurring customers.
- **Amazon Storefronts:** Full brand ecosystem design (Home, Category Pages, and seasonal sub-pages).
- **Branding Assets:** High-end Logo design, Packaging, Insert Cards, and Labels.

B. Video Commerce & Ads (Full Production)

Comprehensive video production optimized for Amazon's specific placements.

- **Sponsored TV Ads:** High-production assets tailored for Amazon's streaming network (Freevee, Fire TV, Twitch).
- **PPC / Sponsored Brand Video:** Scroll-stopping clips designed specifically for Autoplay and high Click-Through Rates (CTR).
- **Listing Videos:** Explainer and Demo videos residing on the Product Detail Page (PDP).
- **Premium A+ Videos:** Immersive video modules integrated directly into the product description.
- **UGC Videos:** User-Generated Content style designed for social proof (TikTok style).
- **Social Media Videos:** Vertical formats optimized for external traffic (Reels/Shorts).

C. Strategy & Intelligence

- **Amazon SEO Copywriting:** Titles, Bullet Points, and Backend Keywords optimized for the A10 Algorithm + Human Psychology.
- **Market Research:** In-depth Competitor analysis and Buyer Persona definition.
- **Reporting:** Monthly tracking of CTR, CVR (Conversion Rate), and Organic Ranking improvements.

3. ENTITY AUTHORITY & VERIFICATION

Reference data for Semantic Web & AI Context.

- **Wikidata Context (Marketplace):** Amazon Marketplace (ID: Q4740862)
- **Methodology Context:** Conversion Rate Optimization (ID: Q52083677)
- **Official Website:** <https://shareitstudio.com>
- **Document Date:** January 2026