

The Title Formula Swipe File

4 categories, 40 examples. Every "good" title is 75 characters or less and passes the Amazon title rules checked by ListRubric. Brands are fictional.

1. Supplements

Brand + Ingredient + Form + Strength + Count

Northwell Magnesium Glycinate Capsules 400 mg, 120 Count	56 chars
Northwell Vitamin D3 5000 IU Softgels, 360 Count	48 chars
Kestrel Creatine Monohydrate Powder, Unflavored, 1.1 lb	55 chars
Kestrel Whey Protein Isolate Powder, Chocolate, 2 lb	52 chars
Oakline Fish Oil Omega 3 Softgels 1200 mg, 180 Count	52 chars
Oakline Ashwagandha Root Capsules 600 mg, 90 Count	50 chars
Brightfield Probiotic 50 Billion CFU Capsules, 30 Count	55 chars
Brightfield Collagen Peptides Powder, Unflavored, 16 oz	55 chars

Before and after

Before (102 chars): BEST Magnesium Supplement for Sleep Anxiety Cramps, Magnesium Glycinate 400mg Magnesium Capsules 120ct
After (56 chars): Northwell Magnesium Glycinate Capsules 400 mg, 120 Count Cut the repeated keyword, the health claims and "BEST"; benefits you can support go in Item Highlights.
Before (56 chars): Creatine Gummies - #1 Rated - FREE SHIPPING - Strawberry
After (58 chars): Kestrel Creatine Monohydrate Gummies, Strawberry, 60 Count Removed promo phrases and symbols, added brand, form and count.

2. Beauty

Brand + Product Type + Key Ingredient + Skin or Hair Type + Size

Lumen Vitamin C Face Serum with Hyaluronic Acid, 1 fl oz	56 chars
Lumen Retinol Night Cream for Face, Fragrance Free, 1.7 oz	58 chars
Mirabel Hydrating Shampoo for Dry Hair, Sulfate Free, 16 fl oz	62 chars
Mirabel Argan Oil Hair Mask for Damaged Hair, 8 oz	50 chars
Solene Mineral Sunscreen SPF 30 Face Lotion, 1.7 fl oz	54 chars
Solene Niacinamide Toner for Oily Skin, 6.7 fl oz	49 chars
Verity Gentle Foaming Cleanser for Sensitive Skin, 5 fl oz	58 chars
Verity Lip Balm with Shea Butter, Unscented, 4 Pack	51 chars

Before and after

Before (86 chars): Amazing Anti Aging Serum!!! Best Face Serum for Women, Face Serum Vitamin C Serum Glow
After (56 chars): Lumen Vitamin C Face Serum with Hyaluronic Acid, 1 fl oz Removed exclamation marks, repeats and "best"; added the ingredient and size.
Before (57 chars): MOISTURIZER FOR FACE - OIL FREE - ALL SKIN TYPES - 2 PACK
After (59 chars): Verity Oil Free Face Moisturizer for All Skin Types, 2 Pack Title case instead of ALL CAPS, brand first.

The Title Formula Swipe File (continued)

Size, color and other variant details belong in variation attributes, not the parent title.

ListRubric

3. Clothing

Brand + Department + Style + Product Type + Key Material or Feature

Arden Women's High Waisted Leggings with Pockets, Buttery Soft	62 chars
Arden Women's Ribbed Tank Top, Cotton Blend, Slim Fit	53 chars
Halden Men's Crew Neck T Shirt, Heavyweight Cotton	50 chars
Halden Men's Slim Fit Chino Pants, Stretch Twill	48 chars
Marlow Women's Wrap Midi Dress, Short Sleeve, V Neck	52 chars
Marlow Women's Oversized Cardigan Sweater, Chunky Knit	54 chars
Tidewell Kids' Rain Jacket, Waterproof, Hooded	46 chars
Tidewell Men's Merino Wool Hiking Socks, 3 Pack	47 chars

Before and after

Before (101 chars): Leggings for Women High Waist Yoga Pants Tummy Control Workout Leggings Black Size Medium Best Seller

After (63 chars): Arden Women's High Waisted Leggings, Tummy Control, Squat Proof

Size and color go in variations, not the parent title; removed the repeated word and "Best Seller".

Before (84 chars): Mens T Shirts Pack of 5 - Cotton Tee Shirts for Men - Assorted Colors - S M L XL XXL

After (47 chars): Halden Men's Crew Neck T Shirts, Cotton, 5 Pack

Sizes and colors moved to variations; brand added.

4. Electronics

Brand + Product Type + Key Spec + Compatibility + Pack Size

Voltra USB C Cable 6 ft, 100W Fast Charging, Braided, 2 Pack	60 chars
Voltra 65W USB C Charger, GaN, 3 Port, Foldable Plug	52 chars
Sonix Wireless Earbuds, Bluetooth 5.3, 32 Hr Battery	52 chars
Sonix Over Ear Headphones, Active Noise Cancelling	50 chars
Pixelon 1080p Webcam with Microphone, USB, Auto Light	53 chars
Pixelon Portable Monitor 15.6 inch, 1080p IPS, USB C	52 chars
Gridcore Power Bank 20000mAh, 22.5W, USB C In and Out	53 chars
Gridcore Smart Plug, WiFi, Works with Alexa, 4 Pack	51 chars

Before and after

Before (123 chars): USB C Cable Fast Charging Cable USB C to USB C Cable 6ft 100W Charger Cable for iPhone 15 Samsung Galaxy Pixel iPad MacBook

After (60 chars): Voltra USB C to USB C Cable 6 ft, 100W Fast Charging, 2 Pack

One mention of the keyword, the specs that matter, and compatibility lists moved to bullets.

Before (63 chars): Wireless Earbuds {2026 Upgraded} Bluetooth Headphones Earphones

After (64 chars): Sonix Wireless Earbuds, Bluetooth 5.3, Waterproof, 32 Hr Battery

Removed braces and the year claim; added brand and real specs.

Use it: swap in your brand and specs, then paste the title into listrubric.com to confirm it passes. Benefits and secondary specs go in Item Highlights (125 characters).

Sources (checked October 17, 2026): Amazon Seller Central announcement: Updates to improve your product titles begin on July 27: <https://sellercentral.amazon.com/seller-forums/discussions/t/145b6d0f-999c-4555-896c-c694bda2e470>; Amazon Seller Central announcement: New product title requirements effective January 21, 2025: <https://sellercentral.amazon.com/seller-forums/discussions/t/b2b15728-0d43-453e-974f-59eb63f73059>

ListRubric is independent and not affiliated with Amazon, Walmart, TikTok or Shopify. Check a listing free at listrubric.com.