

CATEGORY STYLE GUIDELINE: AUTOMOTIVE HELMET

Style Guidelines



On a marketplace, the product image is one of your most valuable marketing tools. When customers browse Amazon.in pages, often the image draws them to consider your product. In addition, with so many choices available for online purchases, a well-formed image can set your product apart from the others. Poor quality images turn customers away. Use your product images to communicate the selling points and features of your products, to inform and interest customers, and reinforce your brand. Listings with missing or non-compliant images are suppressed from the site, thereby getting low customer traffic and conversion rates, resulting in missed sales opportunities.

Image Guidelines

- Main image should have 100% White Background,
- The product must fill 85% or more of the image. Required minimum of 3 Images.
- MAIN images should be supplemented with additional images showing different sides of a product, or details that are not visible in the MAIN image.
- Secondary images should complement to the main image
- Main and additional images should not include logos or watermarks/texts.
- Images should be 1000 pixels or more in either height or width as this will enable the zoom function on the website (zoom has been proven to enhance sales). Files measuring less than 500 pixels on the longest side will be rejected by our system.
- Additional Image must have ISI image
- Detail shots where applicable need to be added
- Include only what the customer will receive; no accessories unless they are accompanied with the product.

Prohibited Images:



Watermarks or text



Product should occupy 85% of image space



Non-White Background in Main Image



Multi views in MAIN



Blurry or pixilated images

1



2



3



4



5



Title Guidelines

Your title is the first thing customers see when visiting your detail page and is vital in helping customers to find your products when they visit Amazon.in or search online. The title should be constructed in the following manner and contain only the below attributes:

For the Parent of Variation Products

[Brand Name] + [Model] + [Material] + [Name of the Product]

Example:

- 1. ABC 1234NE ABS Helmet
- 2. XYZ 110 Polycarbonate Helmet

For Standalone or Child products

[Brand Name] + [Model] + [Material]+ [Name of the Product] + [Size] + ([Color])

Example:

- 1. ABC 1234NE ABS Helmet, Large, White
- 2. XYZ 110 Polycarbonate Helmet, Small, Black

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. E.g. ABC 1234NE ABS Helmet	Do not use all capital letters: ABC 1234NE ABS Helmet
Title length should be less than 200 characters	Do not include promotional messages such as 'sale', 'price', 'offer', 'free'
Use numerals instead of text ("Pack of 2" instead of "Pack of Two")	Do not use email Id's, URL's, external links, symbols or seller information

Bullet Point Guidelines

Bullet points Specify details of your product and can influence the customer purchase decision. The bullet point should be constructed in the following manner and contain the below attributes:

Recommended bullet point format

- Bullet Point 1 – Included Component
- Bullet Point 2 – Item Weight: Item Weight + Item Weight Unit of Measure, Size, Compatible with Vehicle Type
- Bullet Point 3 – Certificate Type, Finish Type, Closure Type
- Bullet point 4 – Number of Vents, Item Shape, ISI Number
- Bullet point 5 – Special Features

Example:

- Included Component: Pack of 1 Helmet
- Maximum Weight: 15 KG, Size: Large, Compatible with Vehicle Type: All-Terrain Vehicles
- Certificate Type: Lab Certificate, Finish Type: Matte, Closure Type: Double Ring
- Number of Vents: 2, Item Shape: Round, ISI Number: CM/L- 8900010879
- Special Feature: Lightweight fiberglass shell construction, Comfort fit, fire retardant padded interior with removable cheek pads, Airflow venting for comfort & Kevlar chin strap

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex Size: Large	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
Use numerals instead of text "Pack of 2" instead of "Pack of Two"	Do not include irrelevant keywords like 'original', 'guaranteed ', 'latest'
Add product relevant and value adding information as bullet points 5	Do not use email Id's, URL's, external links, symbols or seller information
	Do not use end punctuations like full stop (.) or exclamation mark (!)

Product Description Guidelines

This section is an opportunity to sell or promote your product & brand. An accurate and consistent description of an item enable a customer to gain insight into a product and improves the overall shopping experience. Please ensure the following flow of information is used for a product Description

Recommended product description format

Shop variety of [Name of the Product] products from [Brand Name] available on Amazon. [Special Features]

Example: Shop variety of Helmet from ABC available on Amazon. Lightweight fiberglass shell construction, Comfort fit, fire retardant padded interior with removable cheek pads, Airflow venting for comfort & Kevlar chin strap

WHAT TO DO	WHAT NOT TO DO
Include brand name and 'Amazon' name to enable search engine optimization	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
Include product specific information like material name, special features etc	Do not include irrelevant keywords like 'original', 'guaranteed ', 'latest'
Provide detailed included components, style name, capacity etc will enable customers to make purchase decision	Do not use email Id's, URL's, external links, symbols or seller information