CATEGORY STYLE GUIDELINE: BEDDING SET

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 can have lifestyle image displaying product usage on the surface.
- The product must fill 85% or more of the image. Minimum 3 images required.
- 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.
- You can include Images/Banners with Infographics and Callouts highlighting product features.
- Detail shots where applicable need to be added
- Include only what the customer will receive; no accessories unless they are accompanied with the product.

Accepted Images:

1

MAIN IMAGE

2

Item Dimensions

3

Product Details

4

Product Features

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 Products

[Brand Name] + [Fabric Type] + [Pattern(If applicable)] + [Thread Count] + [Name of the Product]

Examples:
1. ABC Cotton Checkered 140 TC Bedding Set
2. DF Polyester Polka Dots 160TC Duvet Set
3. V123 Cotton Floral 150 TC Comforter Set

For Standalone or Child products For Pots and Sets

[Brand Name] + [Fabric Type] + [Pattern(If applicable)] + [Thread Count] + [Name of the Product], + [Size] "Size",+ [Color], + [Unit Count] + [Unit Count Type]

Examples:
1. ABC Cotton Checkered 140 TC Bedding Set, King Size, Red, 4 Pieces
2. DF Polyester Polka Dots 160TC Duvet Set, Queen Size, Blue, 2 Pieces
3. V123 Cotton Floral 150 TC Comforter Set, King Size, Yellow, 4 Pieces

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. Ex: DF Polyester Polka Dots 160TC Duvet Set, Queen Size, Blue, 2 Pieces	Do not use all capital letters: **DF POLYESTER POLKA DOTS 160TC DUVET SET, QUEEN SIZE, BLUE, 2 PIECES**
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 for Pots and Sets

- Bullet Point 1 – Item Dimension: Item Dimensions Unit of Measure + Item Length + Item Width
- Bullet Point 2 - Closure Type, Thread Count
- Bullet Point 3 – Included Components
- Bullet point 4 – Care Instructions
- Bullet point 5 - Special Features

Example:

- Item Dimension 88 x 95 x 220 Inch
- Closure Type: Zipper, Thread Count: 100gsm
- Special feature: Color Fade Resistant For All-season Use, Well Finished, Quality Stitch, Soft To Touch.
- Care Instructions: Machine Wash
- Included components: 4 Bedding Set and Pillow Covers

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex : Capacity: 1000 Gms	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

Recommended Format:
Shop wide range of collection of [Item Type Name] from the house of [Brand Name] on Amazon. [Item Type Name] is made from [Material Type] and this sheet have [Thread Count]. [Item Type Name] measures [Item Dimensions Unit of Measure + Item Length + Item Width]. Package includes [Included components]. Buy one today for a longer and peaceful sleep. Extremely pleasant and elegantly made, this one is a must-have bedroom accessory.

Example: Shop wide range of collection of Bedding Set from the house of ABC on Amazon. Bedding Set is made from Cotton and these sheets have 250 gsm. Bedding Set measures 88 x 95 x 220. Package includes 4 Bedding Set with Pillow Covers Set. Buy one today for a longer and peaceful sleep. Extremely pleasant and elegantly made, this one is a must-have bedroom accessory.

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