

STYLE GUIDE PERSONAL FRAGRANCE

Quick Nav.

- Image Guidelines
- Prohibited Images
- Accepted Images
- Title Guidelines
- Bullet Points
- Product Description

This document is intended to give you the guidance you need to create effective, accurate product detail pages and maximize your business. A product detail page shows information about the product- including title, bullet points, product description and images. This data is crucial to ensure that customers will be able to find and purchase your products. Providing a consistent format for your listings will better inform customers and enhance the discoverability of your products.



In addition to using this document, we encourage you take advantage of the information available in our 'Help pages'.

Image Guidelines

- Main image should have 100% White background. The product must fill 85% or more of the image.
- Need to have minimum 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 and can have relevant information.
- 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.
- Secondary images can have nonwhite background (RGB value: 255,255,255).
- 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:



1. Watermarks or text



2. Product should occupy 85% of image space



3. Non-white background for Main Image



4. Multi views in MAIN



5. Blurry or pixelated images

Accepted Images



1. Main Image - front shot



2. Type and ML



3. How to use



4. Scent Type or olfactory group



5. Bottle sizing

Title Guidelines: Your product title is the first thing customers see when visiting your detail page and is vital in helping customers to find your products when they search online or visit Amazon.in. Titles also give important information to browsing customers, increasing the chances that they will click on and purchase one of your items. Amazon uses the words in product titles to display your products in search results. A concise and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. Follow the guidelines below to create product titles that make a good first impression.

For the Parent of Variation Products

[Brand] + [Department] + [Item Type Name] + [Type of Perfume]

Examples:

1. ABC Women Perfume, EDP
2. XYZ Men Perfume, EDT

For Standalone or Child products

[Brand] + [Department] + [Item Type Name] + [Type of Perfume] + [Item Volume + Item Volume Unit of Measure]

Examples:

1. ABC Women Perfume, EDP, 100ml
2. XYZ Men Perfume, EDT, 50ml

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. E.g ABC Women Perfume, EDP	Do not use all capital letters: ABC WOMEN PERFUME, EDP
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 – Ingredients
- Bullet Point 2 – Material Type Free
- Bullet Point 3 – Scent
- Bullet Point 4 – Item type (EDT, EDP, EDC, Parfum)
- Bullet Point 5 – Special Features

Example:

- Ingredients: Ethanol alcohol, perfume oil, basil, propylene glycol, dm water.
- Material Type Free: Chemical Free
- Scent: Jasmine
- Item form: Spray
- Special Features: Luxury perfumes crafted with unique ingredients. Top Note with - Bergamot; Middle note with Jasmine, Rose and the Base Note Sandal, Vetiver. One of the unique propositions of the EDT Black is that it does not contain any gas fragrance.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex Item Weight: 300 Grams	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	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 wide range of collection of [Item Type Name] from the house of [Brand] on Amazon. [Special Features]

Example: Shop wide range of collection of Perfume from the house of ABC on Amazon. Luxury perfumes crafted with unique ingredients. Top Note with - Bergamot; Middle note with Jasmine, Rose and the Base Note Sandal, Vetiver. One of the unique propositions of the EDT Black is that it does not contain any gas fragrance your hand.

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