

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

- The product should occupy 90% of the image area. Need to have minimum 3 images.
- The background for the MAIN must be 100% white with RGB value 255,255,255. For other images, the background can be in white or colored
- Images must be with a resolution of 1000 DPI to allow the zoom function to be enabled
- Main image must be shot on a flat surface. Any one of the secondary images should have one model shot
- Each product must compulsorily have 4 images – a main front image, back image, detail shot showing the locks/clasps and a model shot in respective order complying with the above standards – with extra optional detail shots if required to highlight product features
- The model shot must zoom in on the jewelry where the model is facing the camera. No dramatic postures allowed
- Side image and Video will be optional
- The product image must be free of text or watermarks
- For sets, MAIN image to have an image of all designs, followed by front, back, side, and detail shot image for each product and model shots for each product
- Celebrity images are NOT allowed unless you have a legal contract with the celebrity to use their images on an ecommerce market place
- Main image and back image should complement to each other and there should not be any inconsistency

Prohibited Images:



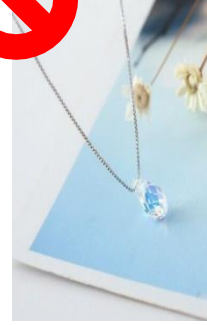
Full model shots; only crop of product along with the body part



Half cut images



Images with text or watermarks



Images with props or accessories



Mannequin or Ghost body shots



Images with reflection



Images with packaging



No additional information allowed



Photo shopped images or random angles

Accepted Images

1



2



3



4



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 Name] + [Metal Stamp (Optional)] + [Metal Type] + [Gem Type (If Present)] + [Style (Optional)] + [Name of the Product] + “for” [Department]

Examples:

1. ABC Copper Almandite Garnet Antique Nose Pins for Women
2. XYZ Plat 950 Silver Barbells Jewelry for Women

For Standalone or Child products

[Brand Name] + [Metal Stamp (Optional)] + [Metal Type] + [Gem Type (If Present)] + [Style (Optional)] + [Name of the Product] + “for” [Department] + [Color] + Unit Count + Unit Count Type

Examples:

1. ABC Copper Almandite Garnet Antique Nose Pins for Women, Gold, Pack of 10
2. XYZ Plat 950 Silver Barbells Jewelry for Women, Silver, Pack of 5

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. E.g ABC Human Hair clip Straight Hair Extension	Do not use all capital letters: ABC HUMAN HAIR CLIP STRAIGHT HAIR EXTENSION
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 – Material: [Material Type], Collection Name
- Bullet Point 2 – Item Dimension: [Item Length + Item Width]
- Bullet Point 3 – Item Weight: Item Weight + Item Weight Unit of Measure
- Bullet Point 4 – Closure Type, Gauge
- Bullet Point 5 – Occasion Type

Example:

- Material: Stainless Steel, Collection Name: Rivington
- Item Dimension: 10 * 12 Inch
- Item Weight: 3gm
- Closure Type: Clasp, Gauge: 10
- Occasion Type: Wedding

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 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 wide range of collection of [Name of the Product] from the house of [Brand Name] on Amazon. Complete your look with perfect Jewellery for [Occasion Type]

Example: Shop wide range of collection of Nose Pin from the house of ABC on Amazon. Complete your look with perfect Jewellery for wedding.

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