

## 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:

Every product requires at least one high-quality image showing an accurate and clear representation of your product.

### Image Standards

Every product needs one or more product images. The primary image of your product is the MAIN image. The MAIN image displays for a product in the search results and browse pages, and is the first image customers see on product detail pages. Since images are very important to customers, quality matters. Choose images that are clear, easy to understand, and attractively presented.

- Images must accurately represent the product and show only the product that's for sale. Also there should be consistency between the main and secondary images
- MAIN images must have a pure white background (pure white blends in with the search and product detail pages—RGB color values of 255,255, 255).
- MAIN images must be professional photographs of the actual product. Graphics, illustrations, mockups or placeholders aren't allowed. They must not show excluded accessories; props that might confuse the customer; Text, logos, watermark, or inset images are not allowed.
- **Each product must compulsorily have minimum 3 images**
- Images must match the product title.
- Images must have more than 72 dpi resolution.
- Images should be 1,000 pixels or larger in either height or width. This minimum size requirement enables the zoom function on the website. Zoom has been proven to enhance sales. The smallest your file can be is 500 pixels on its longest side.
- Images must not exceed 10,000 pixels on the longest side.
- Accepted image formats: JPEG (preferred), TIFF, PNG, or GIF (animated GIFs are not allowed)
- Secondary images can have lifestyle images displaying product in use/Infographic images highlighting product feature Detail shots where applicable need to be added

## Accepted Images

1



2



3

PAPAYA is a luscious tropic fruit with enzymes known for their revitalizing and healing benefits. This exfoliating scrub is blended with pure papaya fruit to dissolve dead surface cells, unclog pore openings and smooth the way for clear skin to surface. Gentle refining action uncovers skin's natural brightness for a younger-looking complexion.

4

*To Use: Massage on wet face and neck with fingertips. Avoid eye area. Remove with water or damp washcloth. Use daily or as needed.*

**Contains: Papita Fruit & Seeds-5.0%, Kela Fruit Pulp-3.0%, Khajur Fruit Pulp-2.0%, Neem Bark-5.0%, Methi Seeds-1.0%, Yashad Bhasm-5.0%, Banhaldi Rhizome-1.0%, Aam Beej-1.0%, Bees Wax-3.5%, Kikar Gum-1.5%, Moongphali Oil-2.5%, Purified Water-Q.S.**

# 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] + [Collection Name (if applicable)] + [Active Ingredients (if applicable)] + [Recommended Uses of Product (if applicable)] + [Name of the Product]**

Example:

1. ABC Bio Papaya Tan Removal Scrub
2. 12 Naturals Exfoliating Apricot Scrub
3. ARCU Raw Coffee Body Scrub

## *For the child of Variation*

**[Brand Name] + [Collection Name (if applicable)] + [Active Ingredients (if applicable)] + [Recommended Uses of Product (if applicable)] + [Name of the Product] + [[Item Weight] + [Item Weight Unit of Measure]]**

Example:

1. ABC Bio Papaya Tan Removal Scrub, 100g
2. 12 Naturals Exfoliating Apricot Scrub, 200 g
3. ARCU Raw Coffee Body Scrub, 100 g

### WHAT TO DO

Capitalize the first letter of each word. Ex: ARCU Raw Coffee Body Scrub, 100 g

Title length should be less than 200 characters

Use numerals instead of text ("Pack of 2" instead of "Pack of Two")

### WHAT NOT TO DO

Do not use all capital letters: **ARCU RAW COFFEE BODY SCRUB, 100 G**

Do not include promotional messages such as 'sale', 'price', 'offer', 'free'

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 : Product Benefit
- Bullet Point 3 : Recommended Uses of Product
- Bullet Point 4 : Directions
- Bullet Point 5 : Special Feature

Example :

- Ingredients: Papita fruit, Kela Fruit Neem Bark
- Product Benefit: Removes Tan, Dissolve Dead Surface Cells.; Unclog Pore Openings And Smooth The Way For Clear Skin To Surface
- Recommended Uses of product: Natural Exfoliator for all Skin Types
- Directions: Massage On Wet Face And Neck With Fingertips, Avoid Eye Area, Remove With Water Or Damp Washcloth. Use Daily Or As Needed
- Special Feature : Gentle refining action uncovers skin's natural brightness for a younger-looking complexion.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex : Ingredients: Papita fruit, Kela Fruit Neem Bark	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

Explore a wide range of [Name of the Product] from [Brand Name] on Amazon. [Name of the Product] which is enriched with [Ingredients] suits [skin Type].

Example: Explore a wide range of Facial and Scrubs from XYZ on Amazon. Scrub which is enriched with Papita fruit, Kela Fruit Neem Bark suits all skin types.

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