

STYLE GUIDE ACCESSORY

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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.

A. Image Guidelines:

- The product should occupy 90 of the image area
- The background must be 100 white with RGB value 255 255 255
- Images must be with a resolution of 1000 DPI to allow the zoom function to be enabled
- Flat shots (without model) are MANDATORY. Shots with models are not allowed
- Each product must compulsorily have 3 image a front shot (Refer Section Accepted Images) complying with the above standards with extra detail shots to highlight product features a front shot, detail shot and alternate view of the product Refer Section Accepted Images highlight product features
- Include only what the customer will receive in the main image no additional accessories to be included in the shot
- The product image must be free of text or watermarks
- Include only what the customer will receive in the first image no accessories like sunglasses, extra jewelry, scarves flowers unless they are accompanied with the product (Refer section Prohibited Images for more details)
- The product image must be free of text or watermarks (Refer section Prohibited Images for more details)
- Celebrity images are NOT allowed unless you have a legal contract with the celebrity to use their images on an ecommerce market place

Accepted Images



WHAT NOT TO DO



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

Recommended Format for Departments:[Women/Men/Girls/Boys/Baby Boys/Baby Girls/Unisex]:

[Brand] + [Department] + [Material] + [Name of the Product] + [Unit Count Type] + [Unit Count]

Examples:

1. ABC Women's Cotton Belt (Pack of 2)
2. 123 Men's Leather Belt (Pack of 2)
3. ACD Unisex Elastic Shoe Lace (Pack of 3)
4. 124 Men's Nickel Buckle (Pack of 1)

For Standalone or Child products

Recommended Format for Departments:[Women/Men/Girls/Boys/Baby Boys/Baby Girls/Unisex]:

[Brand] + [Department] + [Material] + Name of the Product + [Unit Count Type] + [Unit Count] (Part Number_ Color)

Examples:

1. ABC Women's Cotton Belt (Pack of 2) Belt101_Beige/Black
2. 123 Men's Leather Belt (Pack of 2) (DHGFK_ White with Colored lines)
3. ACD Unisex Elastic Shoe Lace (Pack of 3) DEHG034_Multicolor)
4. 124 Men's Nickel Buckle (Pack of 1) Belt01_Chrome)

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. CDF Baby Girl's Cotton Belt (Pack of 3) (IL201_Multicolor)	Do not use all capital letters: CDF BABY GIRL'S COTTON BELT (PACK OF 3) (IL201_MULTICOLOR)
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

Recommended Format [Women/Men/Girls/Boys/Baby Boys/Baby

- Bullet Point 1 Fabric :[Material Composition]
- Bullet Point 2 Unit Count Type] +[Unit Count]] Care Instructions : Care Instructions
- Bullet Point 3 Pattern Type Pattern Type]] Closure ::[Closure Type]
- Bullet Point 4 Occasion Type Occasion Type]
- Bullet Point 5 Special Features

Example

- Fabric 90 Cotton, 10 Polyester
- Pack of 2 Wash Care Machine Wash
- Closure Type Buckle Pattern Type Braided
- Occasion Type: Casual
- Special Feature Scratch Resistant Durable Buckles

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex : Fabric 90 Cotton, 10 Polyester	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 detailed 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 [Women]

Enrich your look with this from [Brand] available on Amazon. Stylish and trendy, this [Material] [Name of the Product] will get you noticed for all the right reasons

Example Women

Enrich your look with this Belt from ABC available on the Amazon. Stylish and trendy, this Cotton Belt will get you noticed for all the right reasons

Example Men

Enrich your look with this Belt from 123 available on Amazon. Stylish and trendy, this Leather Belt will get you noticed for all the right reasons

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