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STYLE GUIDE EYELID COLOR

In an online store, 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 should have 100% White background
- The product must fill 85% or more of the image.
- MAIN images should be supplemented with additional images showing different sides of a product, or details that are not visible in the MAIN image.
- Each product must compulsory have minimum of 3 Images.
- 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.
- 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. Images with watermarks



2. Non-white background for MAIN image




3. Multi views in MAIN image




4. Blurry or pixelated images


Image Guidelines




1. Main Image – front shot




2. Texture and Finish



3. Key Benefits/ Features



4. How to Apply



5. Shades swatched

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 variation parent listings

Recommended format:
 [Brand Name] + [Model] + [Item Type Name] + [Size]
 Examples:
 1. ABC Revolution Creative Eye Shadow, 12 Shade
 2. XYZ London Scandaleyes Eye Liner, 1 Shade
 3. PQR Super Star Kajal, 1 Shade

For variation child or stand-alone listings

Recommended format:
 [Brand Name] + [Model] + [Item Type Name] + [Color] + [Finish Type] "Finish"
 Examples:
 1. ABC Revolution Creative Eye Shadow, 12 Shade, Multicolor, Matte Finish
 2. XYZ London Scandaleyes Eye Liner, 1 Shade, Black, Glossy

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. Ex: ABC Revolution Creative Eye Shadow	Do not use all capital letters: ABC REVOLUTION CREATIVE EYE SHADOW
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 customer purchase decision. Bullet points should be constructed in the following manner and contain the below attributes:

- Recommended Format:
- Bullet Point 1 – Item Form
 - Bullet Point 2 – Finish Type, Duration
 - Bullet Point 3 – Ingredients
 - Bullet Point 4 – Directions
 - Bullet Point 5 – Special Features

Example:

- Skin Type: Normal, Item Form: Liquid
- Finish Type: Creme, Duration: Up to 9 Hours
- Ingredients: Natural shea and cocoa butter extracts
- Directions: Color entire eye area, shade lid, contour crease and line around eye
- Special Features: Super pigmented, match most skin tone to make the makeup look brighter. This palette is made of only the highest quality ingredients to provide you a fresh and long-lasting makeup all day long.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: • Material: Precious Metal	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 'designer', 'bollywood', 'latest'
	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 enables a customer to gain insight into a product and improves the overall shopping experience. Please ensure the following flow of information is used for product descriptions:

Recommended Format:

Shop from a wide range of [Item Type Name] from [Brand Name] on Amazon. Add some lovely, trendy color with the [Brand Name] [Finish Type].
 Example:
 Shop from a wide range of Eye Shadow from ABC on Amazon. Add some lovely, trendy color with the Lakme Matte Finish Eye Shadow.

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'
Provide styling tips that enable customers to make purchase decision	Do not include irrelevant keywords like 'designer', 'bollywood', 'latest'
	Do not use email id's, URL's, external links, symbols or seller information
	Do not exceed 2000 characters in length