

Style Guidelines



COOK LIKE A PRO

with the **MAGICOOK PRO RANGE** of Convection Microwave Ovens

- Grilling
- Stewing
- Steaming
- Barbecuing
- Baking



ALL-IN-ONE™ MICROWAVE WITH **MULTIHEAT TECHNOLOGY**^

- MICROWAVE
- CONVECTION
- GRILL/GRILL+CONVECTION
- MICROWAVE+GRILL
- MICROWAVE+CONVECTION
- MICROWAVE+GRILL+CONVECTION

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

- Main image should have 100% White Background.
- The product must fill 85% or more of the image. Minimum 3 images required.
- 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
- 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.
- You can include Images/Banners with Infographics and Callouts highlighting product features.
- Detail shots where applicable need to be added
- Include only what the customer will receive; no accessories unless they are accompanied with the product.

Detailed Information

Image 1: Main Image – Front side / Front facing image

Image 2: Product Feature Image covering icons & information on below: (Do not show product on this image)

Capacity : Suitable for xx (see grid for family size details corresponding to capacity in bullet points section)

Smart/ Wi - fi control

Pattern and Finish type

Oven type : Solo, Convection, grill

Warranty

Power consumption, Voltage Fluctuation Protection/ Shock Proof

Image 3: Inner Cavity Image with Feature icons on below (wherever applicable)

Turntable with diameter value in inches, Defrost weight

Inner Cavity material : Ex Stainless steel

Silent Operation / Noise level in (db)

Heating type

Easy Clean / Steam clean

Overheat Protection, Deodorizer, Timer alert

Image 4: Panel image with Feature icons on below

Display type : ex : Digital display, LED display

Control Type : ex : Touch control, Mechanical Knob, Tact Button etc

Total no of programs : XX no: of programs, Name each program / function in detail

Heating method / technology

Power Level, Auto backup / Memory function

Image 5: Dimension image with feature icons on the below

Any Brand specific features to be highlighted

Installation support contact details

Image 6: Back shot of the image with In the box – accessories

Accepted Images

1



Main Image-Front View

2



Product Feature Image covering icons



Keep Warm



Auto Defrost



Steam Clean

3



Inner Cavity Image

4



Product Usage



Dessert



Beverage



Bread Snack

5



Item Dimensions

4



Product View



Glass Turntable



Handle



Over Heat Protection

A+ Content Guidelines

A+ content is a combination of high quality images and text, highlighting the key product features, benefits and usage of the products in detail. It is a valuable product marketing tool to help customers get better product insights, make informed buying decisions and deliver strong brand value through increased conversion, organic SEO and unit sales.



1st Module : Single Long Banner



Up to 5 different power levels to help you enjoy delicious Indian dishes with the help of multiple power levels



Save the space & enjoy the ease of Use with the Press Type Door Lock



Easy to use feather touch control panel.



2nd Module : 3 – 4 images with text



Enjoy home made DAHI or sweetened Yogurt with New SOLO Microwave at the touch of the button.



Easy to read digital numbers keep you informed about cooking time, power level and time at every stage of use.



Enjoy your favorite Cuisines cooked inside Powder Coated 20L cavity.



3rd Module : 3 – 4 images with text



The quickest way to thaw your frozen foods.



Keep a tab of time with the Clock feature of your Microwave.



Now with Dough rising you can prepare the dough - the healthy way at home for all your Bhaturas or Breads



4th Module : 3 – 4 images with text



With the help of the large turntable, you can cook large quantity of food items, or reheat multiple food pots with ease in one go.



With Jet Start, kick start your microwave at a touch of a button.



Choose from a wide variety of pre programmed menus to prepare various exotic dishes at the comfort of your home.



5th Module : 3 – 4 images with text

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] + [Capacity] + [Capacity Unit of Measure] + [Heating Method] (Convection/Grill/Solo) + “Microwave Oven”

Example:

1. ABC 30 L Convection Microwave Oven
2. 12 28 L Solo Microwave Oven

For the child of Variation

[Brand Name] + [Capacity] + [Capacity Unit of Measure] + [Heating Method] (Convection/Grill/Solo) + “Microwave Oven” + ([Model number] + [Color] + [With Included Components (Starter Kit only)] <wherever applicable>

Example:

1. ABC 30 L Convection Microwave Oven (30BRC2, Black, With Starter Kit)
2. 12 28 L Solo Microwave Oven (BITRC2, Silver)

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. ABC 30 L Convection Microwave Oven (30BRC2, Black, With Starter Kit)	Do not use all capital letters: ABC 30 L CONVECTION MICROWAVE OVEN (30BRC2, BLACK, WITH STARTER KIT)
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 – Capacity | Suitable for ____ <fill basis grid>**

#	Capacity	Family Size
1	Capacity : < = 21 L	Suitable for bachelors & small families
2	Capacity : 22 L - 27 L	Suitable for families with 3 to 4 members
3	Capacity : > = 28 L	Suitable for large families

- **Bullet Point 2 – Heating Method | Specific Uses of Product**

Example: a) Convection: Can be used for baking along with grilling, reheating, defrosting and cooking

b) Solo: Can be used for reheating, defrosting and cooking

c) Grill: Can be used for grilling along with reheating, defrosting and cooking

- **Bullet Point 3 – Included Components** [Brand provides a starter kit with this product < If it’s explicitly mentioned that brand will provide> OR Brand does NOT provide a starter kit with this product <if nothing is mentioned>]

- **Bullet Point 4 – Control Type| Number of Programs** [name and explain the programs | Panel information in detail]| Child lock Ensures complete safety especially for homes with young children <if present>

Examples:

a) Control: Touch Key Pad (Membrane) is sensitive to touch and easy to clean

b) Control: Jog Dials that are easy to use with a long life

c) Control: Touch Key Pad (Membrane) is sensitive to touch and easy to clean

- **Bullet Point 5 – Special Feature** < Wi-Fi, Deodorizer, Programmable , Auto Cook Menu, Control Panel Lock, Interior light, Racks, Shortcut Keys, Timer, Turntable, Defrost, Steam clean>

Example 1:

1. Capacity : 25 Ltr. Suitable for families with 3 to 4 members
2. Convection: can be used for baking along with grilling, reheating, defrosting and cooking
3. Included Components: 1 Microwave Unit, User Manual, Warranty Card (Any other box component) Brand does not provides starter kit with this product
4. Control: Touch Key Pad (Membrane) is sensitive to touch and easy to clean| No:of Programs - 20 Programs and **(explain the programs in detail)** | Panel information in detail| Child Lock: Ensures complete safety especially for homes with small children
5. Special features: Wi-Fi, Deodorizer, Programmable , Auto Cook Menu, Control Panel Lock, Interior light, Racks, Shortcut Keys, Timer, Turntable, Defrost, Steam clean (Any other brand specific feature)

Example 2:

1. Capacity: 27L, Suitable for families with 3 to 4 members
2. Convection: Can be used for baking along with grilling, reheating, defrosting and cooking
3. Included Components : Crusty Plate / Round Rack microwave, Warranty card, user manual, Multi Spit
4. Control: Touch Key Pad (Membrane) is sensitive to touch and easy to clean| Programmable Buttons: 101 auto-cook menu options
5. Special Feature: Slimfry, Indian Recipe, Auto cook menu

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex : Capacity: 27L, Suitable for families with 3 to 4 members	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 variety of [Item Type Name] products from [Brand Name] available on Amazon ..[special features]

Example

Shop variety of Microwave Ovens from LG Store available on Amazon This countertop microwave with glass turntable is compact, allowing you to devote less space to electronics and more to interior capacity microwave controls 51 pre auto cook menu items

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

Brand Store Integration: With the help of Stores, brands can curate content that inspires, educates and helps shoppers discover the entire product selection range, in one destination. It also helps in driving organic traffic from byline (brand name below title) as well from social media. **Kindly ensure that all product listings are included in your brand store.**

Sample reference : <https://tiny.amazon.com/bbld0bpt/amazinstorpage4801>

Search Term Keywords:

Generic keywords, are an important attribute as it influences the organic search ranking, of the product. When a customer enters a query in the search bar, our search engine looks up those words against the values filled in for the generic attribute (along with attributes such as title, bullet point etc.) to find an appropriate product match to the customer search query.

In order for customers to find your products on Amazon, it's important to provide the most relevant search terms they might use while searching for what they wish to purchase. The length of the Generic keywords attribute should be less than 200 bytes. Please note that factors such as degree of text match, price, availability, selection and sales history help determine where your product appears in a customer's search results.

Recommended Browse Node:

To help customers find products through browse, Amazon has developed a detailed product hierarchy, known as the browse-tree structure. It is a classification system that assigns products to accurate categories and subcategories. Customers navigate and reach products through this browse tree structure. The categories and refinement possibilities are presented dynamically in the left-nav for every category.

360 Degree Images : 360° imagery experience helps customers to easily inspect the product from different angles for effective product evaluation, similar to offline store experience. It supports displaying an anti-clockwise spin view of the product which is powered by a set of 24, 48 or 72 images taken from a fixed elevation at 5° interval. The images can be created using both traditional digital photography methods or using photo realistic renderings from 3D models.

Please follow the below instructions for creating 360° images :

Step 1: Photography

1. Prepare the ASIN for photography as you would normally, removing any product packaging. Do not include props along with the product.
2. Position the ASIN at the center of a turntable that has been indexed at every 5°.
3. Use seamless background paper beginning below the turn table and curving up and behind the ASIN.
4. Position the camera on a tripod at an appropriate distance from the ASIN.
5. Choose an elevation angle that appropriately showcases the product. Stay within 10-30° range.
6. Set your camera to manual mode so that your focus and exposure settings are consistent for all 24, 48, or 72 photos.
7. The first photo should showcase the ASIN at a 0° angle (facing straight on to the camera).
8. Rotate counter-clockwise as you take each photo.

Step 2: Retouch

1. Remove any background details from all 24, 48, or 72 images.
2. If you apply color balance or any other filters, make sure you apply the same adjustments uniformly across all 24, 48, or 72 images.
3. Crop each image such that the dimensions are square. Make sure the center of rotation is the center of each image.
4. Resize images to maximum 2,500px, minimum 1,500px.
5. Save in .png format.

Step 3: File Naming

1. Individual .png files must follow the format : ASIN_360_0000_web.png, ASIN_360_0001_web.png etc which is the Amazon Standard Identification Number for the product. The first file should have 0000 and the last file should have 0023 (for 24 set of images) /0035 (for 36 set of images) /0071 (for 72 set of images), as the sequence number which should match the counter-clockwise rotation in which the images were captured.
2. Organize the files into the following directory structure.
 - └── B01N32NCPM (.zip folder)
 - └── B01N32NCPM_360 (folder)
 - B01N32NCPM_360_0000_web.png
 - B01N32NCPM_360_0001_web.png
 - B01N32NCPM_360_0070_web.png
 - B01N32NCPM_360_0071_web.png
3. Package the files into a .zip file, retaining the directory structure. Name the .zip file using the ASIN (e.g. B01N32NCPM.zip). Ensure that the _360 folder (containing the assets) is compressed into a .zip folder and publish the files to an internet-accessible location.
4. Send a notification to your Amazon representative with the links to the .zip packages for download.

Search Term Keywords:

A good product listing should contain attribute values that are relevant to describe a product and useful for customers to purchase it. Structured attributes coverage or fill rate impacts refinements/filters; b) search result experience; c) shopping pages; d) technical specification details shown on the detail page (Desktop or Mobile). Please update all the below attribute details as per the valid values shared respectively.

Attribute in template	Valid Values
Annual Energy Consumption	< Variable numeric values >
Brand Name	< Open Text >
Bullet point	<As per format>
Capacity	< Variable numeric values >
Color	< Beige, Black, Blue, Brown, Gold, Green, Grey, Multicolor, Off-White, Orange, Pink, Purple, Red, Silver, Transparent, Turquoise, >
Compatible Devices	< As per Template dropdown values >
Control Method	< Voice, Application, Touch, Remote >
Controller Type	< Jog Dials & Tact Buttons, Mechanical Knob, Touch Panel >
Display Type	< Open Text >
Energy Consumption	< Variable numeric values >
Finish Type	< Glossy, Matte, Metallic, Powder Coated>
Generic Keyword	< Open Text >
Heating Method	< Convection , Grill, Solo Microwave, Steam >
Human Interface Input	< As per Template dropdown values >
Included Components	< 1 Microwave Unit, User Manual, Warranty Card (Any other box component) >
Installation Type	< As per Template dropdown values >
Item Depth, height, length, weight	< Variable numeric values >
Item Type Name	< Convection , Grill, Solo Microwave, Steam >

Material	< Drop down values as per template >
Model Number	< Variable numeric values >
Model Year	< Variable numeric values >
Noise Level	< Variable numeric values >
Number of Programs	< Variable numeric values >
Product Description	< Open Text >
Recommended Browse Nodes	< As per Template dropdown values >
Special Features	< Wi-Fi, Deodorizer, Programmable , Auto Cook, Control Panel Lock, Interior light, Racks, Shortcut Keys, Timer, Turntable, Defrost, Steam clean >
Unit Count	< Variable numeric values >
Voltage	< Variable numeric values >
Warranty Description	< Open Text >
Wattage	< Variable numeric values >