

Amazon Services Quick Start Style Guide

Create Great Product Detail Pages

The way you present your products influences a customer's decision to buy your product on Amazon. Provide clear and concise product information in a consistent format to attract customers to your products.

Note: If your products do not have all the following types of information, they may be suppressed from the website.

Title	<ul style="list-style-type: none">• Capitalize the first letter of each word.• Do not capitalize conjunctions (and, or, for), articles (the, a, an), or prepositions with fewer than five letters (in, on, over, with).• Use numerals (2 instead of two).• State the number of items in a bundled product (pack of 10).• Keep it under 200 characters, but make sure to include critical information.• Use only standard text, since special characters or symbols like © will not display in the title.• Do not include price and quantity.• Do not use ALL CAPS.• Do not include information about yourself or your company. If you own the brand, put your brand information in the brand field.• Do not include promotional messages, such as “sale” or “free ship.” Follow these instructions on how to set up promotions (sign in required).• Use your seller name as the Brand or Manufacturer only if your product is Private Label.• Do not include subjective commentary, such as “Hot Item,” or “Best Seller.”
Brand	<ul style="list-style-type: none">• A unique and identifiable, symbol, association, name or trademark which serves to differentiate competing products or services• A name used to distinguish one product from its competitors that can apply to a single product, an entire product line, or a company• A name or symbol used to identify a seller's goods or services, and to differentiate them from those of competitors <p>Example: Sonicare</p>
Manufacturer	<ul style="list-style-type: none">• A business engaged in manufacturing a product• Anyone who manufactures a product <p>Example: Phillips</p> <p>Note: Do not use your seller name as the Brand or Manufacturer, unless your product is Private Label.</p>

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Key features (bullet points)	<ul style="list-style-type: none">• Highlight the top five features that you want customers to consider. For example:<ul style="list-style-type: none">○ Dimensions○ Age appropriateness○ Country of origin○ Warranty information• Begin each bullet point with a capital letter• Write in fragments and do not include ending punctuation• Write all numbers as numerals• Separate phrases in one bullet with semicolons• Spell out measurements, such as quart, inch, or feet• Do not use hyphens, symbols, periods, or exclamation points• Do not write vague statements; be as specific as possible with product features and attributes• Do not enter company-specific information; this section is for product features only• Do not include promotional and pricing information• Do not include shipping or company information. Amazon policy prohibits including seller, company, or shipping information
Product description	<ul style="list-style-type: none">• Describe the major product features, such as size, style, and what the product can be used for• Include accurate dimensions, care instructions, and warranty information• Use correct grammar, punctuation, and complete sentences• Do not include any of the following types of information:<ul style="list-style-type: none">○ Seller name○ E-mail address○ Website URL○ Company-specific information○ Details about another product that you sell○ Promotional language such as “SALE” or “free shipping”
Images	<p>The best product images will:</p> <ul style="list-style-type: none">• Have a pure white backgrounds• Have at least 1,000 dpi, so that it won't turn fuzzy when customers zoom in on your image• Show the entire product, and have the product occupy at least 80 percent of the image area• Include only what the customer will receive <p>If you image includes any of the following elements, you may receive a quality alert on your listing:</p> <ul style="list-style-type: none">• Borders, watermarks, text, or other decorations• Colored backgrounds or lifestyle pictures• Drawings or sketches of the product• Accessories or additional products not included in the offer• Image placeholders, such as “no image available” text. Amazon will provide a placeholder if you do not have an image for your product.• Promotional text, such as “SALE” or “free shipping”• Multiple colors of the same product