Selling on Amazon

CATEGORY STYLE GUIDE:
SPORTS COLLECTIBLES STORE

amazon services

About this document

This Style Guide is intended to give you the guidance you need to create effective, accurate product detail pages in the Sports Collectibles Store.

In addition to using this document, we encourage you to take advantage of the wealth of information available in our Help pages by clicking "Help" in the upper-right corner of any page in Seller Central.

Table of Contents

Contents

Introduction: Overview

Sports Collectibles (Approval is required to sell in this category)

Sellers are required to obtain approval from Amazon before listing in this category. For more information, see this seller Help page: Categories and Products Requiring Approval

Vocabulary Terms

As you begin using this style guide, you'll run across a variety of terms that may be new to you. A few terms are listed below, and you can see a more complete list in the New Seller Glossary in Seller Central.

ASIN
The acronym for Amazon Standard Identification Number, a 10-digit alphanumeric sting that identifies a product in our catalog. Every product is automatically assigned its own unique ASIN at the time it is created.

Browse structure
The way Amazon.com organizes products hierarchically so that customers can browse products by categories. Browse is important to sellers as a way to properly categorize products so customers can find them. The **Item Type Keyword** helps classify each ASIN in the correct node of the browse structure. How you classify (categorize) a product determines which area of the website the product will appear in. Proper subcategorizing helps place your product in the most appropriate browse area on the site, where customers are most likely to browse for it.

Buy box
The box on the upper right of the product detail page where qualifying offers are displayed. This is where a customer starts the purchase process by adding an item to their shopping cart.

Detail page (also called product detail page)
On Amazon.com each product is displayed on a single page that includes all of the details about the product along with images, sports collectible specifications, and more.

Offer
The inclusion of a price and quantity to make a listing buyable. Without a price and quantity, the listing remains unavailable to the buyer and does not appear on the product detail page.

Seller SKU
The acronym for Stock-Keeping Unit. A SKU is a specific seller's product identifier with a maximum length of 40 characters. You might call it a catalogue number or inventory number. It can be a combination of letters and numbers. The SKU is a critical piece of data in every inventory file that you submit to us. If you upload an inventory file with data for a SKU that already exists, the more recent data replaces data from previous feeds. For more details on the role of SKUs in your inventory, please see this Help page in Seller Central: Build My Inventory File

Sports Collectibles

Whether you're selling Game Used equipment, Autographed Memorabilia, Graded Trading Cards or unopened Wax Boxes, accurate data is crucial to improving discoverability and sales. How you present your products will influence the customer's purchasing decision when shopping on Amazon.com. Providing clear and concise listings in a consistent format will better inform customers and enhance discoverability of your products. This can result in increased traffic to your product listings.

Please carefully review the following information and make the necessary updates to your product listings.

This section covers the following guidelines for setting up product detail pages:

SKU	A unique identifier for the product provided by the seller.
Item Type Keyword	Selecting the correct Item Type Keyword for your product is the first step in creating an accurate, searchable and browseable product on Amazon.
Brand & Manufacturer	Improve discoverability and minimize duplicate information detection by entering accurate brand and manufacturer information.
Product Name (Title Style)	Get customer attention with great titles. Clear and concise titles will improve search results and catch the customer's attention.
Product Description	Elaborate on the features and uses of your product.
Standard Price	The price at which the product is offered for sale, in the local currency.
Key Product Features	Highlight the key features and benefits of your product.
Search Terms	A word or phrase that best describes the product. This will help Amazon.com locate the product when customers perform searches on our site.
Main Image URL *Sellers must also populate Main Offer Image with the same image for trading cards	Show customers what they're buying. Professional images on white backgrounds will bring life and added attractiveness to your product.
Fulfillment Center ID	Merchant-fulfilled products: Do not enter fulfillment_center_id, as it is not applicable. Products fulfilled by Amazon (FBA): For those merchants using Amazon fulfillment services, this designates which fulfillment network will be used. Specifying a value other than 'DEFAULT' for fulfillment_center_id will cancel the Merchant-fulfilled offering. Resubmitting with a blank or 'DEFAULT' value for the fulfillment_center_id, along with quantity, will switch the item back to Merchant-fulfilled.
Authentication Provided By	Providing the Authentication party will help build buyer

	confidence
Grade Rating	This will provide clarity around the grading of the card
Grading Provided By	Who is providing the condition and grading of the item?

Required fields for each new Sports Memorabilia product listing:
- SKU/item_sku
- Item Type/item_type
- Brand Name/brand_name
- Product Name/item_name
- Product Description/product_description
- Standard Price/standard_price
- Main Image URL/main_image_url
- Authentication Provided By/authenticated_by
- Is Autographed /is_autographed
- Game Use/special_features

Required fields for each new Trading Card product listing:
- SKU/item_sku
- Item Type/item_type
- Brand Name/brand_name
- Product Name/item_name *Some titles will be automatically generated
- Product Description/product_description
- Standard Price/standard_price
- Main Image URL/main_image_url
- Main Offer Image/main_offer_image

Additional required attributes that vary by Product Type:
- Year/model_year
- Grade Rating/grade_rating
- Graded Provided By/graded_by
- League Name/league_name
- Insert Set Name/insert_type
- Card Number/card_number

Section 1: Item Type Keyword

Want to make sure your product ends up in the correct part of the store? Selecting the correct Item Type Keyword ensures that customers can find your product via search and browse.

Use the Item Type Keyword guide to select the category in which your product fits, then select the most appropriate Item Type Keyword from the list. Be as specific as possible – this will ensure the best results for your product.

Item Type Keyword is a required field and incorrect use is monitored by Amazon. Assigning an incorrect Item Type Keyword to your product will likely result in a negative customer experience; no one wants to search for game-used jerseys and end up with search results full of trading cards.

The Item Type Keyword Glossary should be provided to you at launch and can be obtained by e-mailing ds-collectibles@amazon.com.

Section 2: SKU

The acronym for Stock-Keeping Unit. A SKU is a specific seller's product identifier with a maximum length of 40 characters. You might call it a catalogue number or inventory number. It can be a combination of letters and numbers. The SKU is a critical piece of data in every inventory file that you submit to us. If you upload an inventory file with data for a SKU that already exists, the more recent data replaces data from previous feeds. For more details on the role of SKUs in your inventory, please see this Help page: Build My Inventory File

Section 3: Product Name (Title Style)

Your product title is the first thing customers see when visiting your detail page. Does your title provide customers with the right information? Will they continue looking at your product offering after reading your title?

The customer should be able to make a purchase decision based on the information in the product title alone, and only product-related information should be included. Amazon uses the words in product titles to display your product 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 trading cards with Product Types Graded Cards and Inserts, Ungraded Cards and Sets and Ungraded Inserts, titles will be automatically generated based on attributes about the card.

Tips on how to create a great title

Do	Do Not

• Capitalize the first letter of each word (but see exceptions in the Do Not column)
• Use numerals (e.g. "2" instead of "two")
• Include player's name (first name then last)
• For memorabilia, include year followed by player name/team and description
• Keep it short (50 characters maximum), but include critical information
Note: Please include only standard text. Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.
	• Do not include price and quantity
	• Do not use ALL CAPS
	• Do not capitalize:
	  o Conjunctions (and, or, for)
	  o Articles (the, a, an)
	  o Prepositions with fewer than five letters (in, on, over, with, etc.)
	• Do not include your company information (Phone Numbers, Emails, etc.)
	• For memorabilia and complete sets that include multiple players or a team, include the most popular players; do not list all.
	• Do not include promotional messages such as "sale" or "free shipping" (use the Promotion Manager tool to include messaging)
	• Do not include symbols in your listings (such as ! * $?)
	• Do not include commentary such as "Hot Item" or "Best Seller"

Titles:
On detail pages, the first thing a customer will see is your title. Include information such as Year, Sport, Team Name, Player Name, Brand, Item being sold, Autographed and/or Game Used and Authentication information. This allows customers to make sure they are purchasing the product they are shopping for. This also makes it easier for you to fulfill an order because you can see the exact information about the item sold.

Additionally, titles should be short, containing only information specific to the product being sold. Only the first letter of each word should be capitalized.

NOTE: Please do not include Brand name if you are using your specific company name, unless you are the actual Brand of the product.

Title Format:
Year + Signed + Game Used + Brand + Team Name + Player Name + Sport+ Item for Sale + Authenticated

Title Example:
1986 Riddell San Francisco 49ers Joe Montana Full Sized Football Helmet Autographed and Authenticated PSA/DNA

Examples:
Good:

Lynn Swann Autographed Hand Signed Pittsburgh Steelers Full Size Helmet - with SB X MVP Inscription - PSA/DNA
by Creative Sports
Be the first to review this item

Price: **$399.99** + $10.99 shipping

Only 1 left in stock.
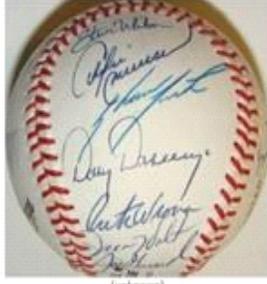Ships from and sold by Creative Sports Ent. Gift-wrap available.

1 collectible from $399.99

Pittsburgh Steelers Fan Shop
Show your team spirit with jerseys, T-shirts, caps, souvenirs, and much more. Shop now

Bad:

Ryne Sandberg Autographed Ball - 1989 Team 17 ANDRE DAWSON GREG MADDUX MINT - Autographed Baseballs

- Only the first letter in each word should be capitalized.
- Avoid repeating words and phrases

1980-81 Topps LARRY BIRD / MAGIC JOHNSON Rookie RC Card- Graded PSA 7 - Sharp Near Mint Centered - Upgrade? - Basketball

- Only the first letter in each word should be capitalized.
- Avoid marketing terms, such as "Upgrade", "Free Shipping", etc.

Section 4: Authentication Provided By

The "Authentication Provided By" field is where the company providing the product authentication should be listed. The list of authentication providers is below. If you can provide the authentication yourself (for example, if you got the autograph in person), then the authentication should be set as "seller". **Inventory uploads will not be processed successfully if you do not populate this field with values in the list below**.

Authentication Provided By:	
Ace Authentic	NFL Players Inc
Athlete Hologram	PSA/DNA
Fanatics Authentic	Panini Authentic
Frameworth	Prize Authentics
Highland Mint	Seller
Icons Sports Memorabilia	Starguard Collectibles
JSA	Steiner Sports
MLB	TRISTAR
MeiGray Group	Topps Collectibles
Ace Authentic	Upper Deck

Section 5: Grade Rating

The "Grade Rating" is the condition provided by the company who is grading the trading card. This can be entered as an alphanumeric string. When a third party is providing the condition rating, they will have a scale defined such as: PSA 10 Gem Mint, BGS 10 Mint, etc. If this card is not graded by a third party, the grade rating is provided by the seller and should be accurate. **Inventory uploads will not be processed successfully if you do not provide this field**.

Example Grade Ratings:	
GM (Gem Mint)	VG/EX (Very Good/Excellent)
M (Mint)	VG (Very Good)
NM/M (Near Mint/Mint)	G/VG (Good/Very Good)
NM (Near Mint)	Good
EX/NM (Excellent/Near Mint)	Fair
EX (Excellent)	Poor

Section 6: Grading Provided By

The "Graded By" By field is where the company providing the condition rating should be listed. In many cases, the provider will be a third party. When you are providing the condition yourself, this field should be set to "seller". The list of condition providers is below. **Inventory uploads will not be processed successfully if you do not populate this field with values in the list below**.

Authentication Provided By:	
Beckett Collectors Club Grading (BCCG)	Seller
Beckett Grading Services (BGS)	Sportscard Guaranty (SGC)
PSA	

Section 7: Brand

"Brand" information identifies the brand and/or the maker of the product.

This fields improve the accuracy of your listings and help customers discover your products. **Inventory uploads will not be processed successfully if you do not populate this field with values in the list below**.

Brand
• For Trading Cards, it is required that you use the Brand Name of the trading card you are listing (for example, Topps Chrome, Panini Contenders, Upper Deck Black Diamond, etc.). • For all other Sports Collectibles (For example, helmets, balls, bats, etc.), use your company name as Brand. • Brand can be a unique association, name or trademark which serves to differentiate competing products or services • Brand can be a name used to distinguish one product from its competitors; can apply to a single product, an entire product line, or even a company **Example:** **Sports Guru Collectibles (Seller Name)** **Topps Chrome**

Note: It is important to use the Brand name of the product being uploaded, unless this is not available. In the case that the item being uploaded does not have a "Brand", please use your seller name.

Section 8: Bullet Points (Key Product Features)

The Key Product Features bullets on the detail page provide more details about your product and can influence purchasing decisions.

- Highlight the five key features you want customers to consider; unique selling points, how product was obtained, descriptive content, etc.
- Maintain a consistent order. If your first bullet point is condition, keep that same order for all your products
- Reiterate important information from the title and description
- Begin each bullet point with a capital letter
- Write with sentence fragments and do not include ending punctuation
- Do not include promotional and pricing information
- Do not include shipping or company information. Amazon policy prohibits including seller, company, or shipping information in product detail pages and is grounds for items to be suppressed.
- Feature bullets help customers evaluate a product, so information that is not specific to this product can distract from a customer's purchase decision

Content	Example: Feature Bullets
Features	Autographed and hand signed by [Player Name]

Condition Note	Game worn. Shows wear on the shoulders and grass stains on the front
Authenticated by	Authenticated by the NFL Players Association (NFLPA)
Grade	PSA-10 Gem mint
Autographed	Signed on the 7 in silver sharpie on the front of the jersey
Other	Home black jersey worn on 11/18/2011

Customers use this section of the detail page to get a snapshot of the product. They may make a purchase decision based on this information alone, or it may interest them enough to then read the full product description.

Note: Tips to improve readability
- Write all numbers as numerals (7, not Seven)
- In bullets with multiple phrases, separate phrases with semicolons
- Spell out measurements such as quart, inch, feet, and so on

Do Not:
- Guarantee a product, unless you state how it is guaranteed and by whom
- Use hyphens, symbols, periods, or exclamation points
- Write vague statements; be as specific as possible with product features and attributes
- Enter company-specific information; this section is for product features only
- Use ALL CAPS (unless for acronyms, such as MLB)

Examples:

Correct:

Product Features

- Game worn home blue jersey
- Autographed on the back on the "1" in silver Sharpie, inscribed "Game Used 12/13/08"
- Shows wear, stains on the shoulder
- Authenticated by NFLPA
- Includes a 4"x6" picture of Rick signing the jersey
- Satisfaction guaranteed, backed by ABC's money back guarantee

Incorrect**:**

Product Features

- Top Sports Memorabilia company
- BASEBALL, FOOTBALL, BASKETBALL, CARDS
- MLB, NFL, NBA, NHL,
- Anyone will love this product!
- Quick shipping via UPS

Section 9: Product Description

When you describe your product, you may want to include some key features listed in your Feature bullets. However, go beyond a simple to-the-point description. Well-written product descriptions help customers imagine the experience of owning or handling your product. Put yourself in your customers' shoes: what would they want to feel, touch, or ask? Incorporating information about the feel, usage and benefits of your product can fire the imagination. This is as close as you can come to creating an in-store experience. Product Descriptions are limited to 2000 characters.

Do	Do Not
• Describe the major product features and list product information including size, used-for and style • Keep it short, but include critical information • Include accurate dimensions, care instructions and warranty information • Use correct grammar and complete sentences	• Do not include your seller name, e-mail address, website URL, or any company-specific information • Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are buying • Do not include promotional language such as "sale" or "free ship" (use the Manage Promotions tool instead) • Do not use ALL CAPS

Correct:

Product Description
Product Description

This Louisville Slugger MAC271 black 2008 game used bat has been personally hand signed by infielder Ryan Theriot with -Game Used 08- inscription. Item was obtained directly from Ryan Theriot and comes with an individually numbered; tamper evident hologram from Mounted Memories. To ensure authenticity, the hologram can be reviewed online.

Incorrect:

Product Description
Product Description

John Smith Autographed Game Used Wolves Jersey. This jersey was worn by Smith June 6th, 2004 against the Huskies. The Wolves lost this game 10-3. This jersey was obtained by directly from John's brother. This jersey comes with a letter of authenticity that certifies the authenticity of the jersey, signed by John himself. There are also photo matches of the jersey that can be found at www.imagesx.com. ABC guarantees the authenticity of this jersey and autograph 100%. To see more pictures of this jersey please email //*
(function(){try{vars,a,i,k,r,l,d=document.getElementById("__cf_email__");
a=l.className;if(c)//{t=";r=parseInt(a.substr(0,5),12);for(j=1;lengthj;j+=4){c=parseInt(a.s
ubstr(j,2),1
6)^r;s+=String.fromCharCodes(v);}s=document.createTextNode(s);l.parentNode.replaceChild(
t,l);}}catc h(e){}})(); /* */ and we will email you more pictures.

• Do not use external links
• Do not use html of special characters

Product Description

This item comes with a certificate of authenticity from ABC Collectibles.

• Too short. Try to be more descriptive about your product.

Section 10: Images

Images display on the product search page and the product detail page. A professional image helps customers discover your product and can drive traffic to your product listings. Show customers what they will receive in their shipment (and only what they will receive). Make it easy for them to identify your product with a clear, high-quality image displaying exactly what you're offering.

Required	**Product images must have a white background with a clear image of product by itself.** - Sellers MUST have at least 1 MAIN images and can have up to 8 additional images (5 for Trading Cards) - Product images should be at least 500-dpi, 1,000-dpi images are preferred - Product images should be in color, not black & white - Show the entire product. The product should occupy at least 80 percent of the image area. - Include only what the customer will receive; accessories that are not part of the product should not be shown. ➢ **NOTE (Trading Cards Only):** You need to upload the same image for Main Image URL and Main Offer Image to ensure images display correctly on the site ➢ **NOTE:** Images depicting holograms, certificate of Authenticity, Autograph, etc. should be added as a secondary image
Prohibited	- Borders, watermarks, text, or other decorations - Do not include phone, email or other contact information - Sketches / drawings of the product – real images only - Colored backgrounds or lifestyle pictures - Other products, items or accessories that are not part of the product listing - Image place holders (i.e. "temporary images" or "no image available") - Images containing graphs of product ratings or company logos - Unauthorized images, including images of any athletes or celebrities, except if that image is part of the product (i.e. baseball cards, autographed pictures), - Unauthorized use of league logos or images (i.e. Final Four logo or Jerry West

NBA image)

- Pictures with multiple colors of your product; only the product color you are offering should be displayed in the image
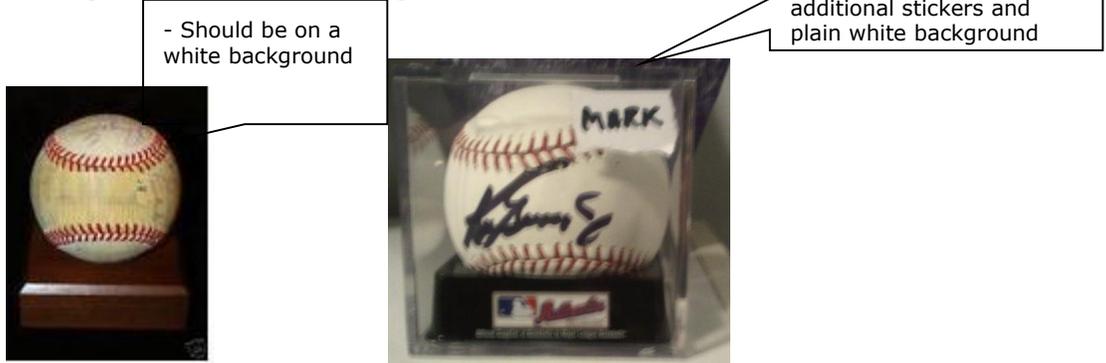- Promotional text such as "sale" or "free ship" (use the Manage Promotions tool)

Note: Zoom Functionality
When you submit an image of at least 1,000 dpi, customers can zoom in on your product image on the detail page. This provides a detailed look at your product and may reduce returns and negative feedback.

Examples of correct images

Examples of incorrect images

- Should be on a white background

- Should be a picture of the item only without additional stickers and plain white background

Section 11: Browse and Search

Customers shop for collectibles on Amazon.com using browse and search. Make sure they can find your collectibles either way, by providing good search terms and the appropriate Item Type Keyword (for browse).

Classification - Browse
Amazon uses Item Type Keywords to classify collectibles into the correct browse categories on the website. To help customers find your collectibles when they browse the website, be sure to classify your items at the most-specific level. This means, for example, that your full sized

helmets should be classified as "sports-related-collectible-mini-helmets" and not just as sports or helmets.

How to Pick and Apply Terms to Sports Collectibles

Use the Item Type Keyword (ITK) list provided to select the correct classification for your sports collectibles.

For example, to classify a baseball, you would complete the following steps:

1. Refer to the latest Sports Collectibles Item Type Keyword List or Browse Tree Guide (BTG).
2. Select sports-memorabilia-balls.

Note: The Item Type Keyword must have the same exact spelling and formatting as listed. Typos will prevent your Sports Collectibles from being assigned to the correct browse node.

Search

Search terms help customers find your Sports Collectibles. Your Sports Collectibles titles are already searchable, so think about other words that describe the item you are selling. Think like Amazon customers when choosing your terms; use words they might enter into the search bar, including synonyms.

Guidelines for Your Search Terms

- Each item can have up to five search lines of 50 characters each.
- The words you choose are the terms our search engine uses when customers search Amazon.com.
- The individual words of the title and seller are automatically included as search terms and should not be repeated in your search terms.
- Any combinations of title words and search terms are fully searchable.

Do not use search terms for items that are not specific to what you are selling or inappropriate terms. Using terms that do not match the item being sold is against Amazon policy and may result in the removal of your selling privileges. If you are using the text-file template to add your Sports Collectibles to the website, for search terms use the generic-keywords1 through generickeywords5 cells:

AB	AC	AD	AE	AF
generic_keywords1	generic_keywords2	generic_keywords3	generic_keywords4	generic_keywords5

For more details about how to create effective search terms, see Using Search & Browse.

Customers come to Amazon.com to shop for products. They can find your products two ways: either using the Browse option, or using Search Terms. Most often customers use a combination of browse and search. Make sure customers can find your products either way. Drive traffic by providing Search Terms and Item Type Keywords.