CATEGORY STYLE GUIDE: AUTOMOTIVE PARTS AND ACCESSORIES
About this document

This Style Guide is intended to give you the guidance you need to create effective, accurate product detail pages in the Automotive Parts and Accessories category.

In addition to using this document, we encourage you to take advantage of the wealth of information available in our Help pages. Click "Help" on the upper-right side of the Seller Central home page.

Table of Contents

Section I: Overview
Section II: Listing Automotive Parts & Accessories
Section III: Title Style
Section IV: Brand & Manufacturer
Section V: Key Product Features
Section VI: Product Descriptions
Section VII: Item Package Quantity
Section VIII: Images
Section IX: Variation Relationships
Automotive Style Guide

Accurate data is crucial to discoverability and sales. How you present your products will greatly influence the customer's purchasing decision when shopping on Amazon.com. Providing a clear and concise listing while following a consistent format will better inform customers and enhance the discoverability of your products. This can result in increased traffic to your product listings.

Please review the following information in detail and make the appropriate adjustments to your product listings.

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

<table>
<thead>
<tr>
<th>Title Style</th>
<th>Get customer attention with great titles. Clear and concise titles will improve your search results and catch the customer’s attention.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand &amp; Manufacturer</td>
<td>Improve discoverability by entering accurate brand and manufacturer information.</td>
</tr>
<tr>
<td>Images</td>
<td>Show customers what they're buying. Professional images on white backgrounds will add selling power to your product.</td>
</tr>
<tr>
<td>Key Product Features</td>
<td>Highlight the key features and benefits of your products.</td>
</tr>
<tr>
<td>Product Descriptions</td>
<td>Elaborate on the features and uses of your product.</td>
</tr>
<tr>
<td>Item Package Quantity</td>
<td>Indicates how many items are in the package. Use if there is more than one identical unit in the package of the product you are selling.</td>
</tr>
<tr>
<td>Variation Relationships</td>
<td>Make choices easy: Display multiple size, and color options on a single detail page.</td>
</tr>
<tr>
<td>Browse &amp; Search</td>
<td>Improve discoverability, traffic and sales through search terms and item-type-keywords.</td>
</tr>
</tbody>
</table>
Listing Automotive Parts & Accessories

About the Automotive Part Finder

The Part Finder helps customers find the right products by filtering Amazon selection to show only the products that are relevant to the customer’s vehicle. The Part Finder creates a home page for each vehicle that presents the customer with parts categories to browse.

The Part Finder is more authoritative and dynamic than using search or title keywords, and handles variables such as engine type, transmission, and trim level. Amazon sources large amounts of vehicle fitment data for use by merchants like you, but we can accommodate vehicle fitment data directly from merchants as well.

Items in the Part Finder perform better than items outside the Part Finder, so we strongly encourage you to work with your data and ensure your application-specific products are in the Part Finder.

Automotive Homepage featuring the Part Finder stripe:
The Part Finder:

PART FINDER
Hello. Sign in to add vehicles.

OR

Select the Year, Make, and Model:

(All fields are required)

Example of a Part Finder Results Page

***Because the Part Finder tells the customer which parts will fit their vehicle, DO NOT put year, make, and model information in the titles if you are listing application-specific parts.***

Review the following information in detail and make the necessary updates to your product listings.
Title Style

Titles must be accurate and consistent. A concise and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. To ensure that your title creates a good first impression, follow the guidelines below.

<table>
<thead>
<tr>
<th>Do's</th>
<th>Don'ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Capitalize the first letter of each word (see exceptions</td>
<td>• Do not include year/make/model on application specific products</td>
</tr>
<tr>
<td>under Do Not)</td>
<td>• Do not capitalize:</td>
</tr>
<tr>
<td>• Use numerals (2 instead of two)</td>
<td>- Conjunctions (and, or, for)</td>
</tr>
<tr>
<td>• If a bundled product, state value in parenthesis as</td>
<td>- Articles (the, a, an)</td>
</tr>
<tr>
<td>(pack of X)</td>
<td>- Prepositions with fewer than five letters (in, on, over, with,</td>
</tr>
<tr>
<td>• Keep it short, but include critical information</td>
<td>etc.)</td>
</tr>
<tr>
<td>• Spell out units of common measurement (inches, feet, etc.)</td>
<td>• Do not use ALL CAPS or end the sentence with a period</td>
</tr>
<tr>
<td>• Measurement comprising a number and a unit of measure are</td>
<td>• Do not use quotation marks or apostrophes for units of measure,</td>
</tr>
<tr>
<td>hyphenated before the noun, like this:</td>
<td>such as &quot; (inches) or ' (feet)</td>
</tr>
<tr>
<td>20-by-27-inch</td>
<td>• Do not include price or quantity Do not include your company</td>
</tr>
<tr>
<td>• 50 characters maximum</td>
<td>information</td>
</tr>
<tr>
<td>Note: Please include only standard text.</td>
<td>• Do not include promotional messages such as &quot;sale&quot; or &quot;free ship&quot;</td>
</tr>
<tr>
<td>Type 1 High ASCII characters (®, ©, ™, etc.) or other special</td>
<td>(use the Promotion Manager tool to include messaging)</td>
</tr>
<tr>
<td>characters are not supported</td>
<td>• Do not use your company name for Brand or Manufacturer information,</td>
</tr>
<tr>
<td></td>
<td>unless your product is Private Label</td>
</tr>
<tr>
<td></td>
<td>• Do not include symbols in your listings</td>
</tr>
<tr>
<td></td>
<td>(such as ! $ ? ® ™ ~)</td>
</tr>
<tr>
<td></td>
<td>• Do not include subjective commentary such as 'Hot Item' or 'Best</td>
</tr>
<tr>
<td></td>
<td>Seller'</td>
</tr>
</tbody>
</table>

Core Elements of Automotive Product Titles:

Regular Parts & Accessories: [Brand]+[Model #, if applicable]+[Product Package Title*/Multiple Product Package Titles for Combo packs]+[Item Package Quantity for Multi-packs]

"Product Package Title" is what the item IS according to what's listed on the package (i.e. floor mat, steering wheel cover, battery charger).

Items with Variations:
Parent - [Brand] + [Model] + [Product Package Title]
Child - [Brand] + [Model] + [Product Package Title] + [Variation Size] + [Variation Color]

Crash Parts/Replacement Parts: [Brand] + [Part Number] + [Make*] + [Model**] + [Style] + [Color] + [Heated (if applicable to product type)] + [Manual] - OR - [Power] + [Replacement] + [Folding (if applicable to product type)] + [Position (Driver or Passenger)] + [Product Package Title]

*Only use if all fitments are for the same Make
**Only use if all fitments are for the same Make and Model
Note:
1. **DO NOT include Year/Make/Model on application-specific products,** except for those Crash Parts and Replacement Parts that fit only one Make or only one Make/Model combination.
2. If your product has variations (size, color, etc.), please see the Variation Relationships Help page for more information.
3. If you include your company information or sale messaging in your product titles, your account will be at risk of being suspended.

Examples of Good Titles:

- **Ed Hardy Love Kills Slowly Floor Mats & Steering Wheel Cover 3-pc Set**
  - Brand: Ed Hardy
  - Model #: N/A
  - Product Package Title: Love Kills Slowly Floor Mats & Steering Wheel Cover
  - Item Package Quantity: 3-pc Set

- **K&N HP-1015 Oil Filter**
  - Brand: K&N
  - Model #: HP-1015
  - Product Package Title: Oil Filter

- **Bell CO416 Deluxe Visor Sun Guard**
  - Brand: Bell
  - Model #: CO416
  - Product Line: Deluxe Visor Sun Guard
Examples of Bad Titles:

- Do not include year/make/model for application-specific products
- Title is longer than 50 characters

- Titles is longer than 50 characters
- Do not use ALL CAPS
- Do not use special characters like pipes (|)
Brand & Manufacturer

Brand information allows the Amazon.com customer to determine the model and brand of the product they may purchase. These fields improve the accuracy of your data listings and help customers discover your products. Typically, Brand is the best identifier for a product, but occasionally Manufacturer is used. We request that you fill out both fields.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Manufacturer</th>
</tr>
</thead>
<tbody>
<tr>
<td>• A unique and identifiable symbol, association, name or trademark which serves to differentiate competing products or services</td>
<td>• A business engaged in manufacturing a product</td>
</tr>
<tr>
<td>• A name used to distinguish one product from its competitors; it can apply to a single product, an entire Product Package Title, or even a company</td>
<td>• Someone who manufactures something</td>
</tr>
<tr>
<td>• A name or symbol used to identify a seller’s goods or services, and to differentiate them from those of competitors</td>
<td>Example: Honeywell International Inc.</td>
</tr>
</tbody>
</table>

Example: Fram

Note: DO NOT use your company name for Brand or Manufacturer information, unless your product is Private Label.
**Key Product Features**

The Key Product Features bullets on the detail page tell the customer about the details of your product and can drive the customer purchase decision.

<table>
<thead>
<tr>
<th>Do</th>
<th>Do Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Highlight the five key features you want customers to consider in terms of feature/benefit, such as materials, dimensions, ideal conditions for the product, skill level, contents, country of origin, etc.</td>
<td>• Do not include your contact information, such as “Call 1-800-XXX-XXXX”</td>
</tr>
<tr>
<td>• Maintain a consistent order. If your first bullet point is material, keep that same order for all your products.</td>
<td>• Do not exceed 200 characters per bullet point</td>
</tr>
<tr>
<td>• Reiterate important information from the title and description.</td>
<td>• Do not include promotional and pricing information.</td>
</tr>
<tr>
<td>• Begin each bullet point with a capital letter.</td>
<td>• Do not include shipping or company information. Amazon policy prohibits including merchant, company, or shipping information.</td>
</tr>
<tr>
<td>• Include warranty information if applicable.</td>
<td>• Do not include ending punctuation.</td>
</tr>
<tr>
<td>• Write with short sentences.</td>
<td>• Do not include irrelevant information. The bullet points help customers evaluate a product, so any non-product-specific information can decrease your chances of a sale.</td>
</tr>
</tbody>
</table>

### Elements of Regular Featured Bullets

<table>
<thead>
<tr>
<th>Elements of Regular Featured Bullets</th>
<th>Featured Bullets Example:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Features</td>
<td>Fits most bucket seats</td>
</tr>
<tr>
<td>Materials</td>
<td>Made of waterproof wetsuit fabric</td>
</tr>
<tr>
<td>Place of Origin</td>
<td>Made in USA</td>
</tr>
<tr>
<td>Warranty Information</td>
<td>1-year warranty with proof of purchase</td>
</tr>
<tr>
<td>Dimensions and Weight</td>
<td>30 by 20 inches, 12.5 lbs</td>
</tr>
<tr>
<td>Care instructions</td>
<td>Easy care; machine washable</td>
</tr>
<tr>
<td>Other</td>
<td>Protects and stylizes your interior</td>
</tr>
</tbody>
</table>

### Elements of Crash/Replacement Featured Bullets

<table>
<thead>
<tr>
<th>Elements of Crash/Replacement Featured Bullets</th>
<th>Featured Bullets Example:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Fit, OE Replacement</td>
<td>OE replacement mirror</td>
</tr>
<tr>
<td>Country of Origin</td>
<td>Made in China</td>
</tr>
<tr>
<td>OEM Part#</td>
<td>OE #21112690</td>
</tr>
<tr>
<td>Glass type (flat vs. convex)</td>
<td>Flat glass mirror</td>
</tr>
<tr>
<td>Warranty information</td>
<td>1-year limited warranty</td>
</tr>
</tbody>
</table>

Customers use this section to get a snapshot of the product. They may use this section to finalize a purchase decision or it may interest them enough so they will then read the full product description.

**To improve readability:**
- Write all numbers as numerals
- Separate phrases in one bullet with semicolons
- Spell out measurements such as quart, inch, feet, and so on
Do Not:
- Do not use hyphens, symbols, periods, or exclamation points
  - NOTE: DO use hyphens if you are describing a measurement, like 3/8-inch by 50-foot
- 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

Examples of Good Feature Bullets:

**Product Features**
- Special wax-treated cotton fiber strands lift dust without scratching paint
- Includes 2 clay bars, Showtime Instant Detailer, Microfiber towel
- Steel reinforced frame for durability
- Safe to use on paint
- Regular use provides a long lasting benefit to your vehicle

**Product Features**
- Absorbs up to 2 gallons of hazardous or non-hazardous liquids
- Leak-resistant rubber backing keeps undersurface clean
- Works under cars, trucks, motorcycles, golf carts, and more
- Can be cut with scissors or utility knife into any size and will not fray
- Measures 35-by-84 inches long

Examples of Bad Feature Bullets:

**Product Features**
- - orange
- For your car**
- anyone will love this product!
- Hot Low Price!!!
- Best place to buy

**Product Features**
- Brand New in Box, aftermarket replacement part.
  These are excellent quality aftermarket parts offered at a fraction of OEM cost.
- Fit & Quality Guaranteed.
  110% Lowest Price Guarantee.
- THIS PART FITS THE FOLLOWING VEHICLES:
  92-96 TOYOTA CAMRY, Outer
- Call 1-800-XXX-XXXX for fitment information

- Only capitalize the first letter of each sentence
- Do not include application data
- Do not end the line with punctuation
- Do not use all-caps
- Do not include pricing or promotional language
- Do not include contact information
Product Descriptions

Include some key features listed in your bullet points. However, go beyond a simple to-the-point description. Product descriptions must be well-written and concise. Incorporating information about the feel, usage and benefits of your product can fire the customer's imagination. This is as close as you can come to creating an in-store experience. NOTE: Product Descriptions are limited to 2000 characters.

### Do
- 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
- Spell out common units of measurements (inches, feet, etc.)
- Use *by* instead of *x* when describing measurements, such as “113 by 2 inches”
- **Be sure to spell-check before you submit**

### Do Not
- Do not include your company name, e-mail address, website, or any company-specific information
- Do not include links to external sites
- 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)
- Do not include extra spaces, HTML code, or symbols (@ ™ ©, etc.)
- Do not use “ (inches) or ’ (feet); spell these out

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### Examples of Good Product Descriptions:

**Product Description**
The Auto Expressions Tree Frogs Bucket Seat cover features innovative fabric and design for both fashion and fit. This seat cover updates the appearance of old or dirty seats and protects against splits, stains, fading, dirt, and pet hairs. Made from strong, sturdy fabrics, the unique design features the "Superfit" flap for a snugger, wrinkle-free fit. The seat cover is easy to install and fits most bucket seats. Each package contains one bucket seat cover.

**Product Description**
Mothers High Performance Car Care Accessories are a complete line featuring unique microfiber products, lightweight, ergonomic brushes and finishing products. The brushes feature non-slip comfort grips, lightweight ergonomic designs, and protective rubber bumpers. “It’s all in the details” Getting the body clean and shiny is one thing, but you don’t want to overlook the details. Perfect for trim, emblems and more, the unique rubber seam-cleaning tip and extra-soft scratch-free bristles of the Mothers Detail Brushes will help one hit every nook and cranny. Mothers High Performance brushes are the choice for enthusiasts everywhere.

**Product Description**
Air Lift adjustable air helper springs level your load, and give your truck, van, or SUV a safer, more comfortable ride. Air springs are easy to install between your existing springs and the vehicle frame. Just add air when towing or hauling a heavy load, and reduce air pressure when unloaded; they are fully adjustable for a great ride. Air Lift air springs eliminate sag, sway, and bottoming out. They are made with rugged, durable components for long, reliable service.

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### Examples of Bad Product Descriptions:

**Product Description**
SILKOLENE OIL ATV 10W40 GALLON 65136101055

-Not descriptive
-Do not use all-caps
-Doesn’t provide a compelling reason to purchase the product
Product Description
"Brand New" Coolant Bottle for 92 93 94 95 96 Toyota Camry 4 Cylinder or 6 cylinder model. Thank you for shopping with us, we appreciated your business!

- Quotes imply that the item is not actually new
- Only cap the first word of the sentence
- Do not include application data
- Do not include information that is not about the product

Product Description
CIPA original style replacement mirror Replaces OE #10113834

If you cannot find your mirror, click here for complete application data

Usually ships in 3-5 business days

- Do not include links to external sites
- Do not include HTML code (bold, colored fonts, etc.)
- Check spelling
**Item Package Quantity**

The Item Package Quantity (IPQ) is **required**. It provides customers with information on the number of units within an offer. For example, if you are selling a case pack* of oil filters where there is ONE (1) pack containing EIGHT (8) oil filters, the IPQ is one (1).

<table>
<thead>
<tr>
<th>Your Product</th>
<th>Your Product IPQ</th>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>K&amp;N HP-1015 Oil Filter</td>
<td>1</td>
<td>The customer will receive only 1 oil filter</td>
</tr>
<tr>
<td>Pulstar BE-1 Pulse Plug, Pack of 2</td>
<td>1</td>
<td>There are 2 units. Scanable UPC is just for 1 unit</td>
</tr>
<tr>
<td>Item XYZ (Pack of 2, broken and sold as individual units)</td>
<td>1</td>
<td>Scanable UPC is only for a 2-pack unit. In this case, leave the UPC field blank AND ensure that titles accurately reflect the number of items the customer will receive</td>
</tr>
</tbody>
</table>

*Each case pack MUST have its own UPC. If the UPC is the same for a single item and a case pack, the IPQ should be the same as the number of units. (Example: 1 case of 10 safety kits).

Make sure you enter the correct IPQ in your listing data so your product will attach to the correct detail page.

**Note:** Most manufacturers create UPCs for the lowest selling scanable unit.

**How to Set Up IPQ for a Product**

**Text-file Feed Template**

If you are selling more than one of the same product with the same UPC in "packs" (e.g. "Pack of 2"), enter the number of items in the bundle into the "Item-package-quantity" field of the Automotive template.

**XML**

Using the product feed use the ItemPackageQuantity element to specify the quantity for a given UPC.
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 detail page. 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.

<table>
<thead>
<tr>
<th>Do (Required)</th>
<th>Don't (Prohibited)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Use simple and clean backgrounds that do not distract from the product; ideally, the background is pure white</td>
<td>• Do not include borders, watermarks, text, or other decorations like a company logo</td>
</tr>
<tr>
<td>• Product images should be at least 300-dpi 1,000-dpi images are preferred</td>
<td>• Do not use sketches / drawings of the product – real images only</td>
</tr>
<tr>
<td>• Product images should be in color, not black &amp; white</td>
<td>• Do not use colored backgrounds or lifestyle pictures.</td>
</tr>
<tr>
<td>• Show the entire product; It should occupy at least 80 percent of the image area</td>
<td>• Do not show other products</td>
</tr>
<tr>
<td>• Include only what the customer will be receiving; Accessories that are not part of the product should not be shown</td>
<td>• Image place holders (i.e. “temporary images” or “no image available”); Amazon has a default placeholder image if you do not have an image DO NOT load a placeholder</td>
</tr>
<tr>
<td></td>
<td>• Image containing graphs of product ratings</td>
</tr>
<tr>
<td></td>
<td>• Do not show a picture with multiple colors of your product; only the product color you are offering should be displayed in the image</td>
</tr>
<tr>
<td></td>
<td>• Do not include promotional text such as “sale” or “free ship” (use the Manage Promotions tool)</td>
</tr>
<tr>
<td></td>
<td>• Do not include website information, phone numbers, or other contact information</td>
</tr>
</tbody>
</table>

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 Good Images
Examples of Bad Images

- Do not include watermarks
- Do not use colored background

- Do not include borders

- Do not use colored backgrounds

- Do not upload placeholder images; if you don’t have an image of the product, don’t load an image.

Note: Be sure to provide the correct image for each child product when using variation relationships (discussed in next section). If the product varies by color, provide the image of the product, in the designated color, for each child product as the Main Image.
Variation Relationships

Variations allow customers to choose the desired color and size of your product from a single detail page, which you create using parent-child product relationships. Variations provide a cleaner customer buying experience.

The parent products are the initial display on the detail page. The child products are the products that are related to each parent and display when the variation is selected by the buyer. The relationship of parent to child is the variation theme: Size, Color, or Size-Color.

There are three Components to a Parent/Child relationship:

- **Parent product**: Non-buyable products when a variation has been created, such as Suede Driving Shoe
- **Child products**: Buyable products related to parent product by size and/or color, such as Suede Driving Shoe, Size 40, Black

**Variation theme**: Defines how the product differs from each other, such as size-color.

**When to use Variation Relationships**

Variations should be used in Automotive to minimize the number of similar items listed separately. By using variations, sellers can increase conversion and sales rates and improve the customer experience. Use variations if you are listing items like apparel, protective gear, floor mats, steering wheel covers, or other items that come in different sizes and/or colors.

<table>
<thead>
<tr>
<th>Use Single Variations...</th>
<th>...if the product is one-size-fits-all, but with a variety of colors</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Use Size - OR - Color Variations...</th>
<th>...if the product is available in a variety of colors...if the product is available in different sizes...for a product that varies by size or color ONLY, use single variations for size or color</th>
</tr>
</thead>
</table>

© Amazon Services LLC
Use Double Variations (Size-Color)...

...if an identical product comes in a variety of sizes and colors

...if you are selling the same products another seller varies by size and color, such as seat covers or protective gear

DO NOT use variations...

...if the product has no different sizes or colors

...if the product is slightly different based on year, model number, quantity, or brand

...if the product is an accessory or from a collection

When creating variations, you must provide information in these required fields:

- SKU
- Parentage (identify for that SKU, either "parent" or "child")
- Parent SKU (for child SKUs only, enter the parent SKU for that child)
- Relationship Type (enter “variation” if the product is part of a variation set)
- Colormap* – if appropriate
- Sizemap* – if appropriate
- Variation Theme (Size, Color, Size-Color)

*Valid mapping values are available in the text-file template.

Note: If you enter the Relationship Type and fail to enter the color or size, you might receive an error when uploading your data or your product might not display properly on the website. Make sure you have entered all required variation fields for your products. If you fail to enter any of the required fields, your products could be suppressed from the website.

<table>
<thead>
<tr>
<th>Required</th>
<th>Prohibited</th>
</tr>
</thead>
</table>
| - Fully describe each child product, so they will be included in browse and search results; treat each child like a normal offer, with feature bullets and a product description  
- Add the size and color to the child product title  
- Use SKUs to build relationships using field for SKU and ParentSKU  
- List the Child offers under the Parent SKU in the flat-file or XML | - Do not include price and quantity values for parent products  
- The parent title should not include size or color  
- Do not link any products that are not a variation of size or color to the parent product |

How to Set Up Product Variations

To properly set up your variation theme and product relationships, see Creating Variations with a Flat File. For additional information on using XML, see XML & Data Exchange and Sample XML Feeds.
Browse & Search

Customer find products on Amazon.com using two primary methods: 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 by providing Search Terms and Item Type Keywords (for Browse).

Classification: Browse

To help customers find products easily, Amazon developed a detailed product hierarchy or browse-tree structure. Customers refine by category and subcategory links until they reach the most specific product type. If your items are not in the deepest possible browse node, they will be much more difficult for customers to find. (Sometimes, a browse node may not yet exist for your specific product type. In that case, classify the item to the deepest node that makes sense.)

Amazon uses your Item Type Keywords to classify your products under the correct browse nodes. In order for your products to continue to appear when customers refine their category options, they must be classified correctly to the deepest level.

Item Classification Guides (ICGs) are category-specific documents that provide valid values for setting up your products. These values take advantage of the browse structure for categories on Amazon.com. Please see the latest Item Classification Guide.

Examples of the Browse Tree Category Structure

Sample from the Automotive ICG
The attributes below are used for browse classification:

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Definition</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Item Type</strong></td>
<td>Enables customers to find your products as they browse to the most specific item types. This is the most important value, and determines browse category structure.</td>
<td>Select an item type value from the ICG, such as automotive-backup-alarms, automotive-oil-filters, or automotive-glass-cleaners.</td>
</tr>
<tr>
<td>Color</td>
<td>The color of the product. If color is sent, then colormap is <strong>required</strong>.</td>
<td>Select from the Valid values tab of the Flat.File.AutoAccessory.xls file found in Seller Central. Example: Eggplant</td>
</tr>
<tr>
<td>Colormap</td>
<td>The standard color that corresponds to the color of the product (e.g. for the color “Eggplant” the colormap would be “purple”. Colormap <strong>MUST</strong> be a valid value.</td>
<td>Select a value from the Valid Values tab of the Flat.File.AutoAccessory.xls file found in Seller Central. Example: purple</td>
</tr>
<tr>
<td>clothing-type</td>
<td>The apparel category that best describes the class of product.</td>
<td>Select a value from the Valid Values tab of the Flat.File.AutoAccessory.xls file found in Seller Central. Example: Shirt</td>
</tr>
</tbody>
</table>
**ItemType** is the most important attribute for getting customer's to your product and in the most granular browse node.

Find the specific browse keywords that best describe your product in the Automotive Item Classification Guides. For more information, see [Using the Online Item Classification Guide](#).

**Note:**
- The Item Type **must** have the same **exact spelling and formatting** as listed in the ICG.
- Make sure all of your products have item type keywords for the most specific subcategory possible.

### Classification: Search

Amazon automatically gives you **default search terms**: Anything in the standard-product-id (eg. UPC/EAN), product-title, brand, manufacturer, and manufacturer-part-number are already indexed as a search term.

In addition, you can add five **optional search terms** to your products through separate entries for the five “search terms” fields. Each field can contain up to 50 characters, separated by spaces. (For example, the word *seatcover* is a different search term than *seat cover*.)

Search terms help customers find your products. Your product titles and company name are already searchable, so think about other words that describe your product. Think like Amazon customers when choosing your terms; use words they might enter into the search bar, including synonyms.

**Example:** Ed Hardy "Love Kills" Bucket Seatcover

**Default search terms**

**Other Possible Search Terms:**
- universal fit
- designer accessories
- edhardy
- luv kills

### Guidelines for Listing Your Search Terms

- Do NOT use competitive brands as search terms, i.e. Magnaflow as a keyword for a Flowmaster product. Doing can create a negative customer experience.
- Each product can have up to five search lines of 50 characters per field; that's 250 characters available for your search terms.
- The words you choose are the terms our search engine pulls from when customers search the site.
• The individual words of the title, merchant, and brand are also automatically included as search terms and do not need to be repeated in your search terms
• Any combination of title words and search terms are fully searchable

**Text−file feed**

<table>
<thead>
<tr>
<th>A</th>
<th>J</th>
<th>A</th>
<th>K</th>
<th>A</th>
<th>L</th>
<th>A</th>
<th>M</th>
<th>A</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>SearchTerms1</td>
<td>SearchTerms2</td>
<td>SearchTerms3</td>
<td>SearchTerms4</td>
<td>SearchTerms5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If you are using an inventory text file, the template fields for search terms appear as search-terms1, search-terms2, and so on. For more details about how to create effective search terms, see [Using Search & Browse](#).

**Add a Product in Seller Central**

<table>
<thead>
<tr>
<th>Search Terms: (Provide specific search terms to help customers find your product)</th>
<th>fill this space with your search terms</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>you should fill up all 5 lines with words</td>
</tr>
<tr>
<td></td>
<td>you don’t need to repeat your title words</td>
</tr>
<tr>
<td></td>
<td>customers search these words to find your products</td>
</tr>
<tr>
<td></td>
<td>word space word space word space</td>
</tr>
<tr>
<td>Example: Dark Chocolate, Apples, Cookies</td>
<td></td>
</tr>
</tbody>
</table>

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