



CATEGORY STYLE GUIDE: AUTOMOTIVE

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 category.

In addition to using this document, we encourage you 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.

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Overview

Whether you're selling parts, accessories, car care products, diagnostic tools, or any other automotive product, 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.ca. 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:

Title Style	Get customer attention with great titles. Clear and concise titles will improve search results and catch the customer's attention.
Brand & Manufacturer	Improve discoverability and duplicate detection by entering accurate brand and manufacturer information.
Partfinder Data	In order to match replacement parts to the appropriate make, model, and year of vehicle we require certain fields to be populated.
Images	Show customers what they're buying. Professional images on white backgrounds will bring life and added attractiveness to your product.
Key Product Features	Highlight the key features and benefits of your product.
Product Descriptions	Elaborate on the features and uses of your product.
Item Package Quantity	Indicates how many items are in the package. Please use if there is more than one identical unit in the package of the product you are selling.
Variation Relationships	Make choices easy: Display multiple size and colour options on a single detail page.
Browse & Search	Improve discoverability and traffic through search terms and keywords.

Title Style

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

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.

Tips on how to create a great title

Do	Do Not
<ul style="list-style-type: none">• Capitalize the first letter of each word (but see exceptions under Do Not)• Use numerals (2 instead of two)• Include the brand, series, model number, product type, colour and size if applicable• If a set or a bundled product, state value in parenthesis as (set of 3, pack of X)• Keep it short, but include critical information• 100 characters maximum• Spell out dimensions/units such as Centimetres or Volt <p>Note: Please include only standard text. Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.</p>	<ul style="list-style-type: none">• Do not include price and quantity• Do not use ALL CAPS• Do not capitalize:<ul style="list-style-type: none">○ Conjunctions (and, or, for)○ Articles (the, a, an)○ Prepositions with fewer than five letters (in, on, over, with, etc.)• Do not include seller information• Do not include promotional messages such as "sale" or "free ship" (use the Promotion Manager tool to include messaging)• Do not use your seller name for Brand or Manufacturer information, unless your product is Private Label• Do not include symbols in your listings (such as: ! * \$?)• Do not include subjective commentary such as "Hot Item" or "Best Seller"

Elements to Include (where applicable)

Brand + Model/Style Number (only if applicable to customer) + Size + Product Name, Colour

Good Examples:

- Pilot Automotive SW-101 Genuine Leather Steering Wheel Cover, Black
- OTC 4572 Large Valve Spring Compressor
- Klein Tools 606-2 1/16-Inch Keystone Tip Miniature Screwdriver with 2-Inch Round Shank
- Stanley J5C09 500-Amp Jump Starter with Built-In Air Compressor

Bad Example:

- Jumper 180DS Compatible "Jump Starts" Jump Starter with Air Compressor compatible with Ford, Chevy, GMC, Audi, Hyundai, Honda, Toyota, Porsche, Volkswagen, Volvo, Scion, Hummer, Mini. Jump Strats ***by TST Manufacturing***
- Title is too long, includes words in all caps, brand name multiple times, seller name, and typos

Note: Including your company information or sale messaging in your product titles may negatively impact your seller account.

Note: Be sure to include the count of items included if applicable

Brand & Manufacturer

Brand information allows the Amazon.ca customer to determine the model and brand of the product offered. These fields improve the accuracy of your product 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 (they may be the same in many cases).

Brand	Manufacturer
<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; it can apply to a single product, an entire product line, or even a company• A name or symbol used to identify a seller's goods or services, and to differentiate them from those of competitors	<ul style="list-style-type: none">• A business engaged in manufacturing a product• Someone who manufactures something (may also be a brand name)
Example: Bosch, Pennzoil	Example: 3M Automotive

Partfinder Data

In order to match replacement parts to the appropriate make, model, and year of vehicle, we require the fields of Brand Name, Part Number, and Part Type ID or the ABPA Partslink Number to be entered. If this data is omitted, the part will not be presented to any user that searches using our Partfinder feature.

Brand Name

The column title brand_name should be filled out for all products.

Part #

The column title part_number should be filled out for all applicable products.

Part Type ID

The column title part_type_id should be filled out for all applicable products.

ABPA Partslink Number

The column title abpa_partslink_number should be filled out for all applicable products.

Key Product Features

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

- Highlight the five key features you want customers to consider, such as include a general summary of the product, special features, materials, suggested uses, care instructions, safety information, dimensions, and more
- Maintain a consistent 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

Good Examples:

- Heavy duty construction and rugged design for long lasting use
- Angled head and rubber coated handle for easy gripping
- Large, easy-to-read LCD display
- Equipped with an automatic shut off to prevent deflation
- Accurate to within 0.05 PSI, reading air pressure from 5-150 PSI in 0.5 pound increments

Bad Examples:

- Do it yourself
- Not applicable
- Unique design
- Another essential product and a great deal from MTT Automotive
- Test with ease and always be certain that your measurements are accurate with our unique design and speci

Customers use this section to get a snapshot of the product. They may finalize 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
- In bullets with multiple phrases; separate the phrases with semicolons
- Spell out measurements such as quart, inch, feet, and so on

Do Not:

- 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
- Feel obliged to fill in all 5 fields – 3 good bullet points are better than 5 weak ones
- Use ending punctuation eg. full stops or exclamation marks
- Include subjective or time-sensitive comments eg. "great value" or "hot this year"
- List more than 10 compatible models – use the Product Description instead
- Include detail specific to your listings, eg. pricing, promotional or shipping information
- Use HTML tags or special characters not on a standard keyboard (eg. ®, ©, ™ or other Type 1 High ASCII characters)

Product Descriptions

The Product Description lists the product's features, explains what the product is used for, and provides other product-specific information. The customer reads the description to learn more about the product than is obvious from the Title, Image, or Key Product Features. Product Descriptions are limited to 2000 characters.

Do	Do Not
<ul style="list-style-type: none">• Describe the major product features and list product information including brand, colour, materials, size, weight, voltage/amps (if applicable), warranty information (if applicable) and compatible vehicles,• Keep it short, but include critical information.• Include accurate dimensions, care instructions and warranty information• Use correct grammar and complete sentences• Be sure that product claims are truthful and substantiated• Include the brand name, series and model number, even if they're already in the product title• Include makes, models, and years that your item is compatible with• Use sentence case (only capitalise the first word of a sentence, or proper nouns)• Use <p> to insert a paragraph break• Check spelling and grammar	<ul style="list-style-type: none">• 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)• Use any HTML other than <p>• Include any web or email addresses• Use special characters not on a standard keyboard (eg. ®, ©, ™ or other Type 1 High ASCII characters)

Examples

Good:

Product Description

Adeco 2700 car floor mats provide great protection for your vehicle floor. Made of rubber material to trap water, snow, road salt, mud and sand. The mats are black and have a universal and trimmed design so that they may be customized to fit almost any vehicle. Two front mats: 29.1" x 17.5" inches; Two rear mats: 17.3" x 17.3" inches.

The Accutire MS-4021B digital tire pressure gauge features a large, easy to read LCD display that provides pressure readings from 5-150 PSI in 0.5-pound increments. It is ergonomically designed with an angled head and a rubber coated easy-grip handle. The heavy-duty construction will easily withstand shifting around in your glove compartment or toolbox. If you forget to turn the gauge off, don't worry, it is equipped with an automatic shut off system. What's more, the included lithium battery will never need to be recharged or replaced.

Bad:

Product Description

THIS IS A GREAT FLOOR MAT IN A BOX! GOOD FOR CARS, TRUCKS, VANS, IT'S JUST A GREAT FLOOR MAT! BUY WITH CONFIDENCE! [HTTP://AWESOMEPRODSFORYOUANDME.COM](http://AWESOMEPRODSFORYOUANDME.COM) OR CALL US AT 800-333-35686 PLEASE EAMIL WITH QUSETIONS, YOU CAN REACH US AT THESEAWESOMEPRODUCTS@HOTMAIL.COM!!!! YOU WILL LOVE TH PURCHASE!

-Only capitalize the first letter of each word

-This is not specific enough information to be helpful

-Avoid exclamation points and non product-specific information

-Do not include website URL or other contact information

Item Package Quantity

The Item Package Quantity (IPQ) provides customers with information on the number of units within an offer. 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 scannable unit. When bundling multiple units you must create a "count" variation.

Your Product	Your Product IPQ	Why?
MT Auto Floor Mat	1	The customer will receive only 1 floor mat
MT Auto Rear Floor Mat Set, 2 Mats	2	There are 2 units. Scannable UPC is just for 1 unit.
MT Auto Air Fresheners - Variety Pack of 10	1	Scannable UPC is for set of 10 (count is still 1)

How to Set Up IPQ for a Product:

Add a Product in Seller Central

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 "Count" field of the template.

For example:

Selling one pack of air fresheners: UPC = 235235235235

Selling two of the same packs of air fresheners: UPC = 235235235235, Count = 2

Selling three of the same packs of air fresheners: UPC = 235235235235, Count = 3

Detailed descriptions of examples in row.	parentage	parent-sku	relationship-type	variation-theme	count	size	color
Example 2: Here's an example of a "parent" with two "children". The parent (the one listed in the first row of this example) is <i>not</i> a sellable product; it is a description of a <i>set</i> of products. Note: don't enter a size, color, count, type, parent sku, relationship type or quantity for the parent product, but do enter an image URL. It is recommended that you do <i>not</i> enter fields like price, time-to-ship, weight, etc., for the parents since these are overridden by the children. Be sure to put the price, weight, size etc., in the child, since this will be different for each child.	parent			count			
	child	03AMZNTRUF01-P	Variation	count	100		
	child	03AMZNTRUF01-P	Variation	count	250		

Note that when using the Auto feed template, the parentage column must be populated with "child" if the "Count" field is being populated with item package quantity (count).

XML

Air Fresheners that are available as a single pack or in multiple packs would be entered as:

Single: (Title) = Brand X Pack. (UPC) = 000001234567 (Parent/Child) = Child (Count) = 1

Multiple: (Title) = Brand X Pack, Y packs. (UPC) = 000001234567 (Parent/Child) = Child (Count) = Y

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.

Required	<ul style="list-style-type: none">• Use simple and clean white backgrounds that do not distract from the product• Product images should be at least 500-dpi, 1,000-dpi images are preferred• Product images should be in colour, 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• If it is a bundled product, it is not necessary to show the entire LOT, a single image of the product will suffice.• Multiple images with different angles of each product is preferred; the main image should only contain a single image of the product
Prohibited	<ul style="list-style-type: none">• Brand tags or packaging in any of the images• Additional text such as seller URL, email addresses, etc.• Images of second hand or slightly used products• Borders, watermarks, text, or other decorations• Sketches / drawings of the product – real images only• Coloured backgrounds or lifestyle pictures• Other products, items or accessories that are not part of the product listing; only include exactly what the customer is buying• Image place holders (i.e. "temporary images" or "no image available")• Images containing graphs of product ratings• Promotional text such as "sale" or "free ship" (use the Manage Promotions tool instead)

Note:

1. 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.
2. Additional images may break some of the rules for main images to showcase the product:
 - Items may be shown in context of their use or in lifestyle settings
 - Multiple configurations of the same product may be shown in the same image
 - Items do not need to have a 100% white background (though it is still preferred)

Example Images

Good main images:



- ✓ Clear images of main item only
- ✓ On white background

Bad main images:



- ✗ Text, logos, and inset images are not allowed
- ✗ Multiple shots of the same product are not allowed



- ✗ The main image should have a white background
- ✗ The main image should only include the product, not lifestyle images
- ✗ Main images shouldn't show items not included with the product

Note: These are OK as **additional** images, but not as the **main** image

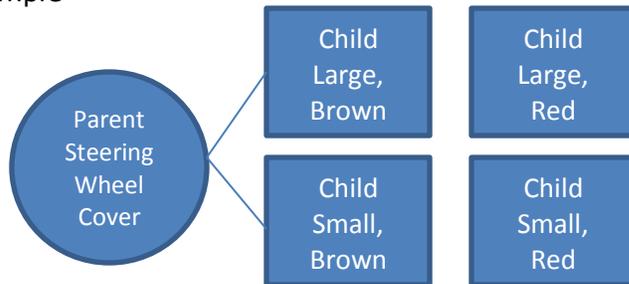
Variation Relationships

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

Note: If your products currently match with Amazon offers on the detail page, please do not use Variation Relationships because your products will automatically match to an identical product offer.

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, Colour, Size-Colour.

Example



There are three Components to a Parent/Child relationship:

- **Parent product:** Non-buyable products displayed in detail pages are parent products.
- **Child products:** Buyable products related to parent product by colour, size, material, etc.
- **Variation theme:** Defines how the child products differ from each other, such as size-colour.

When to use Variation Relationships

Use Single Variations (Size or Colour or Count or Number of Items)	-The product is one size, but with a variety of colours -The product is available with various materials -The product is available in different sizes -The product varies by size or colour or number of items in a sellable SKU
Use Double Variations (Size or Colour or Count or Number of Items)	-An identical product comes in a variety of sizes and colors or number of items in a sellable SKU -You are selling the same products another merchant varies by count or colour or number of items in a sellable SKU
No Variations Available (create separate listings)	-When the product varies by use -When the product does not vary by sizes, counts, colors, flavors or number of items in sellable SKU -When the product is slightly different based on year, model number, quality or brand

Note: Please create Variations only with regard to variations of the same product; do not use this feature to create "collections" of certain brands or products. For example, a single product detail page should not include variations for a doll house, a doll dress, and another doll outfit, even if those items are of the same brand. Product detail pages that reflect incorrect use of product variations may be removed by Amazon at its discretion.

How to set up Variations for a product

To properly set up your variation theme and product relationships, please see [Creating Parent/Child Variation Relationships](#) in Seller Central Help.

Text-file Feed Template

BF	BG	BH	BI
/weightUnitOfMeasure	Parentage	ParentSKU	RelationshipType
/weightUnitOfMeasure	Parentage	ParentSKU	RelationshipType
	parent		Variation
	child		Variation
	parent		Variation

[Watch a video tutorial on creating Variations with a text-file feed.](#)

Browse & Search

Customers come to Amazon.ca to shop for products. They can find your products in 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 the correct browse node.

Classification - Browse

Amazon.ca uses your Recommended Browse Node (RBN) 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. See the latest Browse Tree Guide in the Help section of Seller Central.

You can think of browse nodes as being like a tree, with branches and leaves. Branches allow multiple choices deeper within the department. The "leaf nodes" are the end point from which customers can't make any more selections. For example:



Recommended Browse Node

The more specific the node you choose, the more easily customers will be able to find your product by filtering. Items are assigned a single node in the flat file column 'Recommended Browse Node'. The branch and leaf nodes available depend on the category and sub-category you have already selected.

Important Note: Products assigned to a leaf will be included in the branches above it by default. In the example above, a product assigned to the leaf node (Cup Holders) will also be included in the Automotive and Interior Accessories branches. You will maximize the places that your product appears by assigning it to the lowest possible level node. If possible all items should be assigned to a leaf node. Leaves and branches are mapped to all relevant points in the tree, so you only need to assign the item to one leaf node for it to appear in all relevant places.

Search

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. Make sure they can find your products!



Guidelines for listing your Search Terms

- 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 uses when customers search the site
- The individual words of the title, seller, and brand are automatically included as search terms and do not need to add them to the keyword field
- Any combination of title words and search terms are fully searchable

Examples

Text-file feed

AJ	AK	AL	AM	AN
SearchTerms1	SearchTerms2	SearchTerms3	SearchTerms4	SearchTerms5

If you are using an inventory text file, the template fields for search terms appear as search-terms1, search-terms2, and so on.

Search Terms: (Provide specific search terms to help customers find your product.)	fill this space with your search terms
	you should fill up all 5 lines with words
	you don't need to repeat your title words
	customers search these words to find your products
	word space word space word space

Example: Dark Chocolate, Apples, Cookies

Search and Browse Refinements

Refinements are the additional filters that you see in the left column under browse ("Departments") after you either search for a keyword or navigate (browse) through the Amazon website.

The deeper you navigate through the departments, the more specific the refinements get to that sub-department (leaf node). This refined set of results, whether used alone or with search keywords, helps customers home in on a very specific set of items. If a customer filters by a refinement, **your product will not show up unless you provided data for that refinement in your flat file.**

Please populate the relevant refinements available for your products in the following categories. Do not select a refinement if it is not relevant or all values apply

Available Refinements

- Brightness
- Theme
- Pattern Name
- Material Type
- Right Connector Gender
- Left Connector Gender
- Special Feature
- Size Map
- Target Audience
- Battery Average Life
- Display Size
- Map Type

Each Refinement has a set of valid values (e.g. 'canvas', 'cloth', 'cotton') that can be entered using the dropdown in the flat file. Certain Refinements (e.g. 'Display Size') allow numerical entries.