Selling on Amazon

CATEGORY STYLE GUIDE: MOTORCYCLE & ATV

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 Motorcycle & ATV 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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Motorcycle & ATV or Powersports Parts and Accessories

Accurate data is **crucial** to discovery 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 increase the probability of discovering your products. This in turn should result in increased traffic to your detail pages and sales of your product on Amazon.com.

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

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

Title Style	Clear and concise titles will improve your search results and catch the customer"s attention.
Brand & Manufacturer	Improve discovery and duplicate detection by entering accurate brand and manufacturer information.
Images	Show customers what they're buying. Professional images on white backgrounds will bring life and added selling power to your product.
Key Product Features	Highlight the key features and benefits of your products.
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 sizes, and color options on a single detail page.
Browse & Search	Improve discoverability, traffic and sales through search terms and item-type-keywords.

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.

Do's	Don'ts
- Capitalize the first letter of each word (see exceptions under Do Not) - Use numerals (2 instead of two) - If a bundled product, state value in parenthesis as (pack of X) - Include year/make/model on **application specific products** - Keep it short, but include critical information 50 characters maximum. **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 or end the sentence with a period - Do not capitalize: - Conjunctions (and, or, for) - Articles (the, a, an) - Prepositions with fewer than five letters (in, on, over, with, etc.) - Do not include merchant information - Do not include promotional messages such as "sale" or "free ship" (use the Promotion Manager tool to include messaging) - Do not use your merchant 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 of a Motorcycle & ATV Title

Motorcycle/ATV/Powersports Parts:
[Brand]+ [Part Model #] + [Product Package Title*/Multiple Product Package Titles for Combo packs] +ItemPackageQuantity 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).

*Note: List the year-make-model information in the **Product Description** (first line) AND in **Search Terms**, NOT in the title.*

Motorcycle/ATV/Powersports Apparel/Protective Gear with Variations:
Parent - [Brand] + [Model] + [Product Package Title]
Child - [Brand] + [Model] + [Product Package Title] + [Variation Size] + [Variation Color]

Note:
1. Only include Year/Make/Model on **application-specific** products.
2. Include the size and color in the "child" item only. Do not include size or color in the parent. For more information, see Variation Relationships.
3. If you include your company information or sale messaging in your product titles, your selling account may be suspended.

Examples of Good Titles: Apparel/Protective Gear

(Parent ASIN): Raider 26-934B-S Modular Helmet

> Brand: Raider
> Model #: 26-934B-S
> Product Line: Modular Helmet

(Child ASIN): Raider 26-934B-S Modular Helmet – Small, Blue

> Brand: Raider
> Model #: 26-934B-S
> Product Line: Modular Helmet
> Variation Size: Small
> Variation Color: Blue

Examples of Good Titles: Parts

FMF 12345 Factory Fatty Pipe Exhaust

> Brand: FMF
> Model #: 12345
> Product line: Fatty Pipe Exhaust

K&N 56789 X-Stream Air Filter

> Brand: K&N
> Model #: 56789
> Product Line: X-Stream Air Filter

Examples of Bad Titles:

NEW MENS MOTORCYCLE GLOVES RAIN REFLECTIVE GEAR Yellow

> - Do not use ALL CAPS; capitalize the first letter of each word only
> - Check spelling
> - Do not use "New" or other promotional/sale language
> - Title should read: "Men's Reflective Motorcycle Gloves, Yellow"

Motorcycle Covers. XXL. Fits most 1500cc and larger Cruiser, Full dress touring, Chopper with all accessories. Fit up to 108" length bikes. (ss500)

> - Do not include bullet information (features/benefits) in titles
> - Title should read: "Formosa Covers Motorcycle Cover, XXL"

> - Do not include year, make, or model information in the title; put YMM information in the product description and search terms
> - Do not use ALL CAPS
> - Spell-check your titles

2007-2009 HONDA CBR600RR: TWO BROTHERS M-2 VALE CARBON FIBER SLIP-ON EXHAUS

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.

Brand	Manufacturer
- 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 Package Title, 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 **Example: Fram**	- A business engaged in manufacturing a product - Someone who manufactures something **Example: Honeywell International Inc.**

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.

- 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.
- Maintain a consistent order. If your first bullet point is material, keep that same order for all your products
- Reiterate important information from the title and description
- Begin each bullet point with a capital letter
- Include warranty information if applicable
- Write with sentence fragments and do not include ending punctuation
- Do not exceed 200 characters per bullet point
- Do not include promotional and pricing information
- Do not include shipping or company information. Amazon policy prohibits including merchant, company, or shipping information
- The description helps customers evaluate a product, so any non-product-specific information can decrease your chances of a sale

Elements of Featured Bullets

Content	Example: Featured Bullets
Features	Adjustable double D ring secured nylon chin strap
Materials	Top quality ABS thermoplastic resin shell that exceeds DOT standards
Place of Origin	Made in China
Warranty Information	1-year limited warranty
Dimensions and Weight	Built to fit hat size - 7 1/8 to 7 1/4 or head size - 22.44 to 22.83 inches
Care instructions	Wipe with damp cloth to clean
Other	Solid pink design

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.

Tips to improve Key Product Features 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
- Do not use ALL CAPS
- 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 Product Features

Product Features
- Super strong case hardened, tempered boron manganese chain for ultimate strength with a unique six sided hexagonal shape
- Weather and heat resistant nylon cover
- Includes a disc lock with one lighted key and two standard keys
- The ultimate in motorcycle security in high theft areas
- Narrower inner width of individual links prevents leverage attacks

Product Features
- True component system for cleaning and detailing hard-to-reach surfaces
- Handles can be connected together for up to 24" of reach
- Cleaning heads are constructed of self-lubricating, non-marking, high-density plastic
- Included knit cotton cloth is machine washable and reusable
- Includes storage pouch

Examples of Bad Product Features

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

-Do not include promotion/sale information
-Only capitalize the first letter of each word
-Do not include information that does not describe the product

Product Features
- **Five section removable armor for back, shoulders and elbows. Armor is completely removable through Velcro locked pockets. Shoulder and elbow armor is made of injection molded plastic padded with foam. This provides superior protection compared to standard foam armor. No one on eBay comes close to our jacket's armor system. Some sellers are so ashamed of their product that they won't even show you what armor system has been installed in their jackets.**
- **Built from premium 1.5 mm grade cowhide top grain milled cow hide leather. Top section has perforated leather to make it breathable yet warm.**
- **Dual ultra-comfort full sleeve liner for maximum comfort inside the jacket. First layer of liner is full sleeve and removable. Second layer is full sleeves mesh liner that holds armor.**
- **Strong METAL zippers all over.**
- **Two external pockets. Checkout the external pockets picture for holding cell phone, wallet, valuable documents.**
- **Jacket also features dual sturdy snap on cuffs with zippers and thick elastic at both sides of the waist for a customized fit. Elastic sides are excellent they gives yo**

- **Do NOT include HTML** (bold, colors, underlining, font, etc.)
- Do not use ALL CAPS
- Do not use periods at the end of bullets
- Make sure to check for spelling and grammar errors
- Do not include information that does not describe the product

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	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 **Be sure to check spelling and grammar before you submit.**	- Do not include your merchant name, e-mail address, website, 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). - Do not include extra spaces, HTML code, or symbols (® ™ ©, ~, etc.).

Examples of Good Product Descriptions

Product Description
Rugged universal fit saddle bag cargo system. Dual saddle bags attach quickly with adjustable rubberized straps and quick-release buckles. Has heavy-duty U.V. resistant ProtekX Extreme fabric shell with PVC backing for maximum weather and abrasion protection. Heat shield panels on the bottom and sides protect against hot exhaust. Foam panels provide structure and protect your gear. Bags feature reflective trim, pull-out storm shields and big zippered cargo compartments with easy-open handles.

Product Description
Classic Accessories QuadGear Black ATV Mitt is manufactured to keep hands warm and dry in bad weather. It is constructed with UV resistant ProtekX fabric that is abrasion and corrosion resistant. This mitt features water repellent shell with warm insulated lining. It is backed by one year warranty.

Product Description
Fits: Honda CRF250R 2004-2008, CRF450R 2003-2008, and CRF450R 2007-2009. The K&N X-stream Air Filter will provide increased airflow. K&N's developed filter system allows this increased airflow without sacrificing the quality of air coming through the intake.

Examples of Bad Product Description

Product Description
SILKOLENE OIL ATV 10W40 GALLON 65136101055

- Not descriptive
- Only first letter of each sentence should be capitalized
- Doesn't provide a compelling reason to purchase the product

Product Description
These Are The Latest 2008 10x Stronger Shifter Skinz - Note: We will ship a Black one to you unless you contact or email us after you purchase it and let us know what color you want and only one is needed per motorcycle rider since there is only one gear shifter on the left side, The Skinz feature New Indestructible Sleeves to protect elastic straps on bottom + New Heel Strap and Shoe Lace Hook and Loop Fastner To Keep The Shoe and Boot Protector In Place At All Times. Price + Shipping equals same store MSRP price. Quality Satisfaction Guarantee" Take The Test With The Shifter Skinz for 45 days and For Any Reason Your Expectations Are Not Fully Met We Will Take it Back For A Full Refund!!!

- Only capitalize the first word of each sentence
- **Only use information that describes the product**
- Check for correct grammar and spelling
- Do not use promotional language or shipping information

UPC and IPQ for multi-packs

For most products listed on Amazon, a multi-pack listing is only allowed for a manufacturer-created pack with its own unique UPC. You must enter an Item Package Quantity (IPQ) for these products.

Examples

There are different UPCs for a single unit and a pack with multiples of that unit. If you create a multi-pack that is not sold by the manufacturer, verify if an ASIN for the multi-pack already exists. If it does exist, match to it accordingly. If the ASIN for the multi-pack doesn't already exist, you must create a new ASIN using its own unique UPC. The examples below illustrate the importance of UPC and IPQ for multi-packs. Non-manufacturer-created multi-pack ASINs cannot be listed as variations of a manufacturer-created multi-pack ASIN. You must either match to an identical multi-pack product detail page or create a new ASIN with a unique UPC.

Title (manufacturer-created pack)	UPC	IPQ	Price
Same product detail page			
Product X (Pack of 2)	000123456789	2	$38
Product X	000123456788	1	$19
Title (non-manufacturer-created pack)			
New product detail page			
Product X (Pack of 6)	000123456790	6	$114

Title (manufacturer-created pack)	UPC	IPQ	Price
Same product detail page			
Brand Y Beverage, 12 Pack	000123456789	12	$35
Brand Y Beverage, 1 bottle	000123456788	1	$4
Title (non-manufacturer-created pack)			

Title (manufacturer-created pack)	UPC	IPQ	Price
New product detail page			
Brand Y Beverage, 48 Pack	000123456790	48	$130

Title (manufacturer-created pack)	UPC	IPQ	Price
Same product detail page			
Brand Y Dinner Plates, Set of Four	000123456789	4	$20
Brand Y Dinner Plate	000123456788	1	$6
Title (non-manufacturer-created pack)			
New product detail page			
Brand Y Dinner Plate, Set of 16	000123456790	16	$68

How to Set Up IPQ for a Product

XML

Once you have located the IPQ field with the template, you will enter the IPQ value as shown below.

Title (manufacturer-created pack)	UPC	IPQ	Price
Same product detail page			
Product X (Pack of 2)	000123456789	2	$38
Product X	000123456788	1	$19

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.

Image Do's and Don'ts

Required (Do's)	- Use simple and clean backgrounds that do not distract from the product; ideally, the background is pure white - Product images should be at least 300-dpi 1,000-dpi images are preferred - Product images should be in color, not black & white - Show the entire product. It should occupy at least 80 percent of the image area. - Include only what the customer will be receiving; accessories that are not part of the product should not be shown
Prohibited (Don'ts)	- Do not include borders, watermarks, text, or other decorations - Do not use sketches / drawings of the product – real images only - Do not use colored backgrounds or lifestyle pictures. - Do not include other products; only include exactly what the customer will be buying - Image place holders (i.e. "temporary images" or "no image available") - Image containing graphs of product ratings - Do not show a picture with multiple colors of your product; only the product color you are offering should be displayed in the image - Do not include 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 Good Images

Examples of Bad Images

-Only include the product; do not include watermarks or other text

-Do not use colored backgrounds
- Do not include watermarks or other text

-Do not include borders

Note: Be sure to provide the correct image for **each child product** when using variation relationships *(discussed below).* 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.
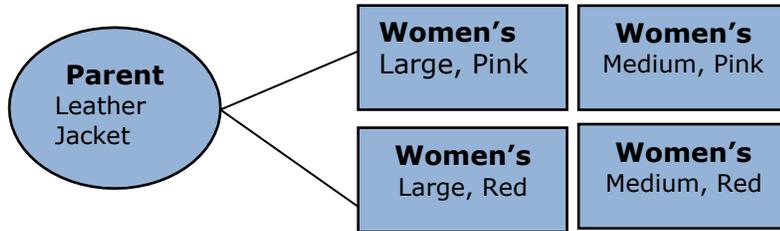
There are three Components to a Parent/Child relationship:
- **Parent product:** Non-buyable products when a variation has been created, such as Leather Jacket
- **Child products**: Buyable products related to parent product by size and/or color, such as Leather Jacket, Large, Pink

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

When to Use Variation Relationships

Variations should be used in Motorcycle & ATV 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 Single Variations…	…if the product is one-size-fits-all, but with a variety of colors	
Use Size - OR - Color Variations…	…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	
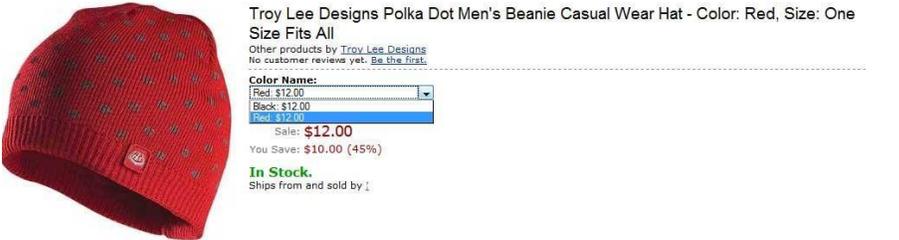
Use Double Variations (Size-Color)…	…if an identical product comes in a variety of sizes and colors …if you are selling the same products another seller varies by size and color, such as seat covers or protective gear	
DO NOT use variations…	…if the product has no different sizes or colors …if the product 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)

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.

Image Do's and Don'ts

Required (Do's)	• Fully describe each child product, so they will be included in browse and search results. • Add the size and color to the child product title. • Use SKUs to build relationships using field for SKU and parent SKU. • List the child offers under the parent SKU in the flat-file or XML.
Prohibited (Don'ts)	• 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, but 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) and **Search Terms**.

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.

Amazon uses **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. This means your motorcycle oil filter should be classified as "powersports-oil-filters" and not just "filters".

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.

Sample from the Motorcycle & ATV ICG*

*Note: Motorcycle & ATV Item Types are in the Powersports section of the Automotive ICG.

Terms that can go in the **ItemType** field:

- powersports-accessories
    - powersports-archery-cases
    - powersports-bags
        - powersports-gear-bags
        - powersports-helmet-bags
        - powersports-saddle-bags
        - powersports-tank-bags
        - powersports-tire-bags
    - powersports-boot-guards
    - powersports-brush-guards
    - powersports-carrying-racks
    - powersports-enduro-computers
    - powersports-fast-fuelers
    - powersports-graphics
    - powersports-gun-racks
    - powersports-handlebar-accessories
    - powersports-heel-plates
    - powersports-hydration-packs
    - powersports-loading-ramps
    - powersports-manual-lift-kits
    - powersports-number-plates
    - powersports-plows
    - powersports-seat-covers
    - powersports-stands
    - powersports-tie-downs
    - powersports-tool-sets
    - powersports-towing-equipment
    - powersports-trailer-hitches
    - powersports-vehicle-covers
- powersports-parts
    - powersports-body-parts
        - powersports-body-kits
        - powersports-body-panels
        - powersports-bumpers
        - powersports-chassis
        - powersports-engine-mounts
        - powersports-fenders
        - powersports-foot-pegs
        - powersports-footboards
        - powersports-footrests
        - powersports-fork-brackets
        - powersports-fork-sliders

Examples of the Browse Tree Category Structure on Amazon.com

Department
< Automotive
  < Motorcycle & ATV
    < Protective Gear
      Helmets

Department
< Automotive
  < Motorcycle & ATV
    < Parts
      < Body Parts
        Mirrors

The attributes below are used for browse classification:

Attribute	Definition	Example
**Item Type	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.	Select an item type value from the ICG, such as powersports-saddle-bags, powersports-helmets, or powersports-engine-gaskets.
Color	The color of the product. If color is sent, then colormap is **required**.	Select from the Valid values tab of the Flat.File.AutoAccessory.xls file found in Seller Central. Example: Eggplant
Colormap	The standard color that corresponds to the color of the product (e.g. for the color "Eggplant" the colormap would be "purple". Colormap **MUST** be a valid value.	Select a value from the Valid Values tab of the Flat.File.AutoAccessory.xls file found in Seller Central. Example: purple
clothing-type	The apparel category that best describes the class of product.	Select a value from the Valid Values tab of the Flat.File.AutoAccessory.xls file found in Seller Central. Example: Jacket
department	The department of clothing (men"s, women"s, etc.) in which the product is found.	Select a value from the Valid Values tab of the Flat.File.AutoAccessory.xls file found in Seller Central. Example: men"s
style-keyword	A word or phrase the best describes the product. This will help Amazon.com locate the product when customers perform searches on our site.	Select a value from the Valid Values tab of the Flat.File.AutoAccessory.xls file found in Seller Central. Example: heavyweight
model-name	The model name for the product.	Example: 8100
UsedFor	Further clarifies how and what the item can be use for, such as seasons or events.	Select other-item attribute values from the ICG, such as "off-road-vehicles" or "snowmobiles"

*** 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. 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 keywords for the most specific subcategory possible

Search Terms

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. This allows you to add even more search terms to your products. Each field can contain up to **50 characters**, separated by spaces. (For example, word *helmetbag* is a different search term than *helmet bag.)*

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.

Default Search Term Examples:

Fuel SH-M10016 Gloss Black Large Triple Vented Modular Full Face Helmet

Default search terms

Other Possible Search Terms:

- Kevlar
- summer
- DOT approved
- 2003 2004 2005
- Honda Kawasaki BMW

Guidelines for Listing 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 pulls from when customers search the site
- The individual words of the standard-product-id (e.g. UPC/EAN), product-title, brand, manufacturer, and manufacturer-part-number 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

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

Add a Product in Seller Central:

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