Selling on Amazon

CATEGORY STYLE GUIDE: SHOES
About this document

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

In addition to using this document, we encourage you to take advantage of the wealth of information available in our Seller Help pages.

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Shoes (Approval is required to sell in this category)

Whether you're selling products for men, women, boys, girls or all of the above, 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. Clear and concise listings in a consistent format will better inform customers and enhance discoverability of products. This can result in increased traffic to product listings.

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

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

<table>
<thead>
<tr>
<th>Title Style</th>
<th>Get customer attention with great titles. Clear and concise titles will improve search results and catch the customer’s attention.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand &amp; Manufacturer</td>
<td>Improve discoverability and duplicate detection 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 bring life and added attractiveness to your product.</td>
</tr>
<tr>
<td>Key Product Features</td>
<td>Highlight the key features and benefits of your product.</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. Provide this 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. Always use the size/color variation theme for your shoe products and always supply us with a value for both size and color for each of your shoe products.</td>
</tr>
<tr>
<td>Browse &amp; Search</td>
<td>Improve discoverability and traffic through search terms, Item Type Keywords (ITKs) and refinements.</td>
</tr>
</tbody>
</table>
Title Style

The product title is the first thing customers see when visiting a detail page. Does the title provide the customer with the right information? Will they continue looking at the detail page?

Amazon uses product titles to display products in search results. A concise and relevant title will drive traffic to a product detail page. Always check titles for consistent format and accuracy. Follow the guidelines below to create product titles that create a good first impression.

When you list your child products, fully describe each one so they can be included in browse and search results. Each individual word in the product name is searchable by itself. For example, suppose your product name is "Doc Marten's Black and White Smooth 5 Eye Wingtip Brogue Shoes.” Because this product name is very detailed, this product already has a good selection of search terms even before you add additional search terms.

Tips on how to create a great title

<table>
<thead>
<tr>
<th>Do</th>
<th>Do Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Capitalize the first letter of each word (but see exceptions under Do Not)</td>
<td>• Do not include price and quantity</td>
</tr>
<tr>
<td>• Use numerals (2 instead of two)</td>
<td>• Do not use ALL CAPS</td>
</tr>
<tr>
<td>• If a bundled product, state value in parenthesis as (pack of X)</td>
<td>• Do not capitalize:</td>
</tr>
<tr>
<td>• Keep it short, but include critical information</td>
<td>• Conjunctions (and, or, for)</td>
</tr>
<tr>
<td>• 50 characters maximum</td>
<td>• Articles (the, a, an)</td>
</tr>
<tr>
<td><strong>Note:</strong> Please include only standard text. Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported</td>
<td>• Prepositions with fewer than five letters (in, on, over, with, etc.)</td>
</tr>
<tr>
<td></td>
<td>• Do not include seller information</td>
</tr>
<tr>
<td></td>
<td>• Do not include promotional messages such as &quot;sale&quot; or &quot;free ship&quot; (use the Promotion Manager tool to include messaging instead)</td>
</tr>
<tr>
<td></td>
<td>• Do not use your seller name for Brand or Manufacturer information, unless your product is Private Label</td>
</tr>
<tr>
<td></td>
<td>• Do not include symbols in your listings (such as: ! * $ ?)</td>
</tr>
<tr>
<td></td>
<td>• Do not include commentary such as “Hot Item” or “Best Seller”</td>
</tr>
</tbody>
</table>

Elements to Include

For Parent ASINs:
[Brand]+[Gender/Age Group]+[Product Line]+[Material*]+[Shoe Type] (e.g. "Kenneth Cole REACTION Women's Work Space Leather Pump")

Examples:

<table>
<thead>
<tr>
<th>Brand</th>
<th>Gender/Age Group</th>
<th>Product Line</th>
<th>Material*</th>
<th>Shoe Type</th>
<th>Title:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenneth Cole</td>
<td>Women's</td>
<td>Work Space</td>
<td>Leather</td>
<td>Pump</td>
<td>Kenneth Cole REACTION Women's Work Space Leather Pump</td>
</tr>
<tr>
<td>New Balance</td>
<td>Women's</td>
<td>WK8509</td>
<td>Running</td>
<td>Shoe</td>
<td>New Balance Women's WK8509 Running Shoe</td>
</tr>
</tbody>
</table>
For Child ASINs:
[Brand] + [Gender/Age Group] + [Product Line] + [Color] + [Material*] + [Shoe Type] + [Size] (e.g. "Kenneth Cole REACTION Women's Work Space Black Leather Pump 7.5 M US")

Examples

<table>
<thead>
<tr>
<th>Brand</th>
<th>Gender/Age Group</th>
<th>Product Line</th>
<th>Color</th>
<th>Material*</th>
<th>Shoe Type</th>
<th>Size</th>
<th>Title:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adidas Originals</td>
<td>Men's</td>
<td>Superstar II</td>
<td>White</td>
<td></td>
<td>Sneaker</td>
<td>10 M US</td>
<td>Adidas Originals Men's Superstar II White Sneaker 10 M US</td>
</tr>
<tr>
<td>Birki's</td>
<td>Toddler/Little Kid</td>
<td>Aruba</td>
<td></td>
<td></td>
<td>Sandal</td>
<td></td>
<td>Birki's Toddler/Little Kid Aruba Sandal</td>
</tr>
<tr>
<td>Sperry Top-Sider</td>
<td>Toddler/Little Kid</td>
<td>Bluefish</td>
<td></td>
<td></td>
<td>Boat Shoe</td>
<td></td>
<td>Sperry Top-Sider Toddler/Little Kid Bluefish Boat Shoe</td>
</tr>
</tbody>
</table>

*Only include the Material in the title if relevant to your product

Note:
1. Include the size and color in the "child" item only. Do not include size or color in the parent. See the Variation Relationships Help page for more information.
2. Including your company information or sale messaging in your product titles may negatively impact your seller account.
3. For more information on 'Shoe Types,' please visit our Visual Guide to Shoe Categories in Seller Central.
4. For more information on how to properly format and submit shoe sizes for your products, please visit our Shoe Size Guidelines, Charts, and FAQ Help page in Seller Central:
Examples

Correct:
Incorrect:

Hot Sale! ❤️ Women's Sandals, Neartime Summer Fashion Flip Flops Hollow Wedge High Heel Shoes Ladies Mesh Party Sandals (❤️US7, Gold)
by Neartime Sandals

Price: $14.29 + $8.99 shipping

Get $50 off instantly: Pay $0.00 upon approval for the Amazon Rewards Visa Card. No annual fee.

Size ❤️US7

Color: Gold

- women nice shoes for women brown shoes women shoe shopping shoe shopping websites cheap footwear online shopping ladies shoes website long shoes for women online women footwear online sites women's shoes for men new footwear for ladies high heels women shoe sites new shoes online shopping where to buy women's shoes online sneakers shoes cheap shoe sites online low shoes for ladies.

- ☺️ slippers memory foam slippers women's cute house shoes slippers novelty slippers ladies summer slippers white slipper boots cute slippers for women slippers sheepskin slippers buy women's slippers women's bedroom shoes women's red slippers trendy slippers terry cloth slippers women's full slippers balletina slippers women's slide slippers night slippers for women's cheap slippers bathroom slippers for ladies.

- ✿️ Lace up pump heels taurpump pumps heels pointed pump heels patent pumps heels floral pump heels grey pump heels lace pump heels sandals pumps heels neutral pumps heels fashion pumps heels small heel pumps pump slingbacks slippers shoes high heels pumps women's shoes black lace up pumps women's black high heel pumps women's dress shoes pumps white leather pumps women's heels shoes high heel shoes red sea shoes women.
Key Product Features

The Key Product Features bullets on the detail page give the customer more details about the product and can influence the customer purchase decision. Customers use feature bullets 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 read the full product description.

<table>
<thead>
<tr>
<th>Do</th>
<th>Do Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Highlight key features you want customers to consider, such as age appropriateness, ideal conditions for the product, contents, country of origin, and so on</td>
<td>• Do not include your seller name, e-mail address, website URL, or any company-specific information</td>
</tr>
<tr>
<td>• Maintain a consistent order; if your first bullet point is country of origin, keep that same order for all your products</td>
<td>• Do not include product information such as color, size, heel height or material; you can include these attributes in the new product feed templates</td>
</tr>
<tr>
<td>• Reiterate important information from the title and description</td>
<td>• Do not include promotional language such as &quot;sale&quot; or &quot;free ship&quot; (use the Manage Promotions tool)</td>
</tr>
<tr>
<td>• Begin each bullet point with a capital letter</td>
<td>• Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are viewing</td>
</tr>
<tr>
<td>• Write sentence fragments that do not include ending punctuation</td>
<td>• Do not include shipping or company information; Amazon policy prohibits including seller or shipping information</td>
</tr>
<tr>
<td></td>
<td>• Do not use hyphens, symbols, periods, or exclamation points</td>
</tr>
<tr>
<td></td>
<td>• Do not write vague statements; be as specific as possible with product features and attributes</td>
</tr>
</tbody>
</table>

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
Product Descriptions

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

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

Correct:

Product Description

Naughty Monkey is a fresh fun shoe collection that originated in California and has everyone clamoring for the monkey from coast to coast. The naughty monkey, whose identity shall remain nameless, heard constant gripes and complaints about how mundane and boring footwear had become. In his monkey mind came the devastating first designs of a brand that would leave a lasting impression on fashion and how fun it could be. The evolution of naughty monkey to this day continues on the same maddening quest to bring the opposite of boring to fashion and can only be appreciated by those who have a little of the naughty monkey inside of them.

Incorrect:

Product Description

- Too vague, more like a feature bullet point than a description
Images

Importance of high-quality images

In an online store, the product image is one of your most valuable marketing tools. When customers browse Amazon.com pages, often the image draws them to consider your product. In addition, with so many choices available for online purchases, a well-formed image can set your product apart from the others. Poor quality images turn away customers.

Use your product images to communicate the selling points and features of your products, to inform and interest customers, and to reinforce your brand. Every SKU must have a main image.

Image types

Amazon.com can display several images for each product. It is in your interest to provide several high-resolution product images of your products so customers can make informed buying decisions. You can use four types of images to illustrate your products:

- **The parent SKU main image**, used for the product detail page (the page customers see when they search and browse results). The parent SKU main image is required for each parent product. The main image appears as a smaller representation of the full-size image on the product detail page; when customers click the smaller picture, the full-size picture appears in a pop-up window. You must supply a parent main image.
- **The child SKU main image** shows the product in the specific color of the child SKU variation. This image is displayed in the image pop-up window on the product detail page, and is required for each color of a product.
- **Alternate images** show different views of the product to help clarify use, details, fabric, and cut, and to show the product from different angles. You can provide up to eight alternate images for each parent and child SKU. The alternate image for a parent SKU appears in the image pop-up window on the product detail page. When a customer clicks a specific color in the pop-up window, the alternate image for that color is displayed.
- **A swatch image** shows a different color, fabric, or other variation available for the product. You can provide one swatch image for each child SKU. Swatch images display on the product detail page along with the name of the variation.
**Image requirements**

Your product images must meet certain technical and style requirements. Failure to meet the requirements can result in the suspension of your seller account.

<table>
<thead>
<tr>
<th>Required</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Shoe images should be of the shoes and NOT the shoes in a shoe box or</td>
<td>• Only one shoe per product image is permitted</td>
</tr>
<tr>
<td>near the shoe box</td>
<td>• Use pure white backgrounds (RGB 0,0,0; hex #FFFFFF)</td>
</tr>
<tr>
<td>• Only one shoe per product image is permitted</td>
<td>• The .MAIN image is to be photographed at a 3/4 view from slightly above with the toe of the shoe facing left (This</td>
</tr>
<tr>
<td>• Product images should be at least 1001 pixels on the longest side</td>
<td>holds true for child main images as well)</td>
</tr>
<tr>
<td>• Product images should be in color, not black &amp; white</td>
<td>• Show the entire product; the product should occupy at least 80 percent of the image area</td>
</tr>
<tr>
<td>• Include only what the customer will receive; accessories that are not</td>
<td>• Multiple angles of each product are preferred</td>
</tr>
<tr>
<td>part of the product should not be shown</td>
<td>• If it is a bundled product, it is not necessary to show the entire lot; a single image of the product is appropriate</td>
</tr>
<tr>
<td>• Do not use images containing multiple products</td>
<td></td>
</tr>
<tr>
<td>• Do not use images containing graphs of product ratings</td>
<td></td>
</tr>
<tr>
<td>• Do not include promotional text such as &quot;sale&quot; or &quot;freeship&quot; (use the</td>
<td></td>
</tr>
<tr>
<td>Manage Promotions tool instead)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Prohibited</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Do not include brand tags or packaging in any of the images</td>
<td>• Do not use images of second hand or slightly used products</td>
</tr>
<tr>
<td>• Do not use images of second hand or slightly used products</td>
<td>• Do not include borders, watermarks, text, or other decorations</td>
</tr>
<tr>
<td>• Do not use sketches or drawings of the product; real images only</td>
<td>• Do not use colored backgrounds or lifestyle pictures</td>
</tr>
<tr>
<td>• Do not use colored backgrounds or lifestyle pictures</td>
<td>• Do not use mannequins</td>
</tr>
<tr>
<td>• Do not include other products, items, or accessories that are not part</td>
<td>• Do not use image place holders (such as temporary images or &quot;no image available&quot; text)</td>
</tr>
<tr>
<td>of the product listing; only include exactly what the customer is</td>
<td>• Do not use images containing multiple products</td>
</tr>
<tr>
<td>buying</td>
<td>• Do not use images containing graphs of product ratings</td>
</tr>
<tr>
<td>• Do not include promotional text such as &quot;sale&quot; or &quot;freeship&quot; (use the</td>
<td>• Do not include promotional text such as &quot;sale&quot; or &quot;freeship&quot; (use the Manage Promotions tool instead)</td>
</tr>
<tr>
<td>Manage Promotions tool instead)</td>
<td></td>
</tr>
</tbody>
</table>

**Note:**

- When submitting the main image for child products be sure the image represents the actual child product being listed. For instance, if you are listing different colors of the same product, it is important that you provide the image that represents the color of the specific variation.
- Zoom Functionality - When you submit an image of at least 1001 pixels on the longest side, 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.
Swatch Image Requirements

Using Swatches for Product Variations

Product detail pages show the "main" image for the parent products. The .MAIN shot is to be photographed at a 3/4 view from slightly above.

Swatches for child products, if available, appear below the main image as 30 x 30 pixel thumbnails. When a customer clicks the swatch image, one of two things happens:

- If the main image for the child product is available, then the swatch image and/or color name text on the detail page links to the image pop-up windows, and the main image for the child SKU appears in a pop-up window.
- If the main image for the child product is not available, then the swatch and/or color name text on the detail page does not link to anything.

Alternative images help customers see other aspects of your product, such as color or detail.

- The .LEFT shot is to be photographed at a 90-degree view from the same slightly-above height as the MAIN, with the toe of the shoe facing left.
- The .BACK shot is to be photographed directly into the rear of the shoe.
- The .RGHT shot is to be photographed at a 90-degree view with the toe of the shoe facing right.
- The .FRNT shot is to be photographed directly into the front of the shoe.
- The .TOPP shot is to be photographed directly into the top of the shoe, with the shoe pointing to the right.
- The .BOTT shot is to be photographed directly into the bottom of the shoe, with the toe of the shoe pointing to the right (whether the logo is visible in that view or not).
Acceptable and Unacceptable Images

Examples of both good and bad images are below.

**Examples of acceptable images**

**Examples of unacceptable images**
Variation Relationships

Variations allow customers to choose the desired color 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, Color, or Size-Color.

There are three Components to a Parent/Child relationship:
- **Parent product:** Non-buyable products displayed in search results are parent products, such as shoe styles.
- **Child products:** Buyable products related to parent product by size and/or color, such as 7 wide, blue shoe.
- **Variation theme:** Defines how the child products differ from each other, such as size-color.

**Note:** If you enter the Relationship Type and fail to enter the color or size, you may receive an error when uploading your data or the product’s detail page might not display properly on the website. Make sure you enter all required variation fields for your products. If you fail to enter any of the required fields, your products may not display on Amazon.com. If you have questions, please contact Seller Support.

<table>
<thead>
<tr>
<th>Required</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Fully describe each child product so they will be included in browse</td>
<td>• Add the size and color to the child product title</td>
</tr>
<tr>
<td>and search results</td>
<td>• Use SKUs to build relationships using fields for SKU and Parent SKU</td>
</tr>
<tr>
<td>• Add the size and color to the child product title</td>
<td>• List the Child offers under the Parent SKU in your flat file template</td>
</tr>
<tr>
<td>• Use SKUs to build relationships using fields for SKU and Parent SKU</td>
<td>or XML markup</td>
</tr>
<tr>
<td>• List the Child offers under the Parent SKU in your flat file template</td>
<td></td>
</tr>
</tbody>
</table>
| Prohibited                                                                 | • Do not include price or 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 Variations for a product

To properly set up your variation theme and product relationships, please see the Guide to Creating Shoe Variation Themes in Seller Central.

XML Help:

XML Sample Feed:
Seller Central Help: Download Templates and Guides: Sample XML Feeds

Shoe color instructions

**Note:** If your products currently matches with another product in a variation, you *must* match the color value to the existing color. For example:

![Shoe Image]

The color value of this ASIN is ‘Black/Gym Red’. If you are uploading the same product, but in a different size, you must have the color value of your product match the ‘Black/Gym Red’. If you were to upload ‘Black / Gym Red’, that would *not* be valid.

If updating the color value of an existing product, you MUST update the colors of the related products in order to not split product selection. For example, there is a shoe family that has 3 ASINs with the color ‘Black/Gym Red’ and the sizes ‘8 M US’, ‘9 M US’, and ‘10 M US’. If you want to update the color of the ‘8 M US’ shoe to be ‘Midnight Black/Gym Red’, you must also update the color values of the ‘9 M US’ and ‘10 M US’ shoes. To be ‘Midnight Black/Gym Red’.
### Good Color Values

- 'Red/White'
- 'Purple Sky'
- 'Red'
- 'Red/Green'
- 'Moonrock Grey'
- 'Grey'

### Bad Color Values

- 'Red /White', 'Red/ White', 'Red/White'
- 'Prpl Sky'
- 'red', '.red'
- 'Red - Green', 'Red-Green'
- 'moonrck gry'
- 'Gry'

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**Shoe size instructions**

For specific instructions on how to submit shoe sizes so they will be displayed properly on Amazon.com, please visit our [Shoe Size Guide](#) in Seller Central.

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**Browse & Search**

Customers visit Amazon.com to shop for products. They can find 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 Item Type Keywords (ITKs) and Search Terms.

**Classification - Browse**

Thousands of merchants sell millions of products on Amazon.com. 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.

Amazon uses your Item Type Keywords to classify product detail pages 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 Guides](#) (BTGs) in Seller Central for Shoes, Handbags, Eyewear, and Shoe Accessories.

The Shoes BTG contains all of the Item Type Keywords that you will need in order to fully and properly classify your products for browse discovery purposes. Be sure that when adding Item Type Keywords to products that they match *exactly* to the spelling and format of the Item Type Keywords listed in the BTG. For example, if you have a pair of women's flats, the appropriate Item Type Keyword to use is "flats-shoes," (along with a department value of "womens," ). If you spell the style keyword as "flats shoes," (i.e. exclude the "-_" (hyphen)), Amazon will not recognize the item-type keyword and the product will not be browsed into the women's flats node. **The Item Type Keywords you use must be exact matches to those listed in the BTG.**

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**How to Pick and Apply Terms to an Item**
Start with the item to classify and refer to the Shoes, Handbags, Eyewear, and Shoe Accessory Browse Tree Guide (BTG) for Item Type Keywords. Refer to the Valid Values tables in the flat file template for the appropriate and relevant refinements.

For example, to classify a women's rain boot, you would complete the following steps:
1. Refer to the Amazon Shoes BTG, and locate the footwear section in that guide
2. Identify the Item-Type-Key (in this case, "rain-boots")
3. Refer to the Amazon Valid Values document, and locate Department and Material values
4. Identify the appropriate Department (in this case, "womens")
5. Choose the appropriate Material (rubber), Occasion-lifestyle (rain), etc.

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

Correct Item-Type-Keyword Examples
You MUST validate that the Item-Type-Keyword (ITK) matches the actual product. Below are some examples of products and correct/incorrect ITKs for them.

Example:

Correct ITK: ‘athletic-water-shoes’
Example Incorrect ITK: ‘hiking-boots’
Example:

Correct ITK: ‘sandals’

Example Incorrect ITK: ‘boots’

Example:

Correct ITK: ‘rain-footwear’

Example Incorrect ITK: ‘rain-boots’
Search

Amazon automatically indexes the search terms that are derived from the standard-product-id (e.g. UPC/EAN), product-title, brand, manufacturer, and manufacturer-part-number, so you don’t have to. This allows you to add even more keywords to your products. There are five separate entries for the keyword field and each can contain up to 50 characters—comma separated.

Search terms help customers find products. Product titles and company names are already searchable, so think about other words that describe the product. We have added new attributes and refinements such as heel height, shoe style, toe style, strap type and frame material that will help customers narrow their search results. Refinements correspond with new fields in the feed templates, XML XSDs, and Add a Product tool, so you can provide additional attributes that apply to the products. Think like a customer when choosing your terms; use words customers might enter into the search bar, including synonyms. Make sure they can find the 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 you 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

<table>
<thead>
<tr>
<th>AJ</th>
<th>AK</th>
<th>AL</th>
<th>AM</th>
<th>AN</th>
</tr>
</thead>
<tbody>
<tr>
<td>SearchTerms1</td>
<td>SearchTerms2</td>
<td>SearchTerms3</td>
<td>SearchTerms4</td>
<td>SearchTerms5</td>
</tr>
</tbody>
</table>

If you are using an inventory flat 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
Visual Guide to Shoe Categories

You can use the following visual guide to help identify Item Type Keywords (ITKs) and attributes when classifying products. Please reference the Browse Tree Guide (BTG) for the full list of ITKs and attributes.

**Athletic & Outdoor**

Athletic and Outdoor shoes should consist of technical athletic shoe brands (Nike, Adidas, New Balance, Asics, etc.) and rugged outdoor brands (Merrell, Hi-Tec, Timberland, Columbia, etc.). We’ve also created Item Type Keywords for various sub-categories to ensure products are classified correctly.

All non-technical athletic shoes should be categorized under Fashion Sneakers. This includes brands such as Diesel, Pony, Tsubo, most Puma, adidas Originals, and so on.

**Item_Type_Keyword(s):** american-handball-shoes, baseball-shoes, cross-trainer-shoes, walking-shoes, hiking-shoes, mountaineering-boots, and more

**Attributes to include:** Department, Closure Type, Material, Special Features, etc.

Men:  

![Men's Athletic & Outdoor Shoes]

Women:  

![Women's Athletic & Outdoor Shoes]
**Boat Shoes & Moccasins**

Boat Shoes are shoes intended for wear on boat decks. They feature non-marking siped, rubber soles. Moccasins include casual slip-ons with a reversed stitched moccasin toe. Moccasins should not include loafers or other wear-to-work styles that happen to have a moccasin stitched toe.

**Item_Type_Keyword(s):** athletic-boat-shoes

**Attributes to include:** Department, Closure Type, Material, Special Features, etc.

Men:  

Women:  

**Boots**

Boots are shoes that cover the ankle bone. Styles range from dress to casual to rugged.

**Item_Type_Keyword(s):** boots, rain-boots

**Attributes to include:** Department, Toe Style, Material, Special Features, Heel Type, Shoe Height, and Occasion/Lifestyle

Men:  

Women:
Clogs & Mules

Clogs traditionally had a wood bottom, round closed-toe design and open-back styles. Many clogs now have flexible rubber soles but still look like traditional clog styles. This category does not include any open-toe sandals.

Mules can include open-toe sandals but not thongs or flip-flops. Mules are closed-toe.

**Item_Type_Keyword(s):** clogs-and-mules-shoes

**Attributes to include:** Department, Material, Special Features, Heel Type, and Occasion/Lifestyle

Men:

![Men's Clogs and Mules](image)

Women:

![Women's Clogs and Mules](image)
**Fashion Sneakers**

Fashion Sneakers can be categorized as both Athletic and Outdoor/Fashion Sneakers or simply as Fashion Sneakers. All casual but non-technical athletic shoes are categorized as Fashion Sneakers. This includes brands such as Diesel, Pony, Tsubo, most Puma, adidas Originals, and so on.

**Item_Type_Keyword(s):** fashion-sneakers

**Attributes to include:** Department, Material, Special Features, and Occasion/Lifestyle

Men:  

Women:

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**Flats and Loafers (Women)**

Flats and Loafers are closed-toe styles with a heel height of less than 1 inch.

**Item_Type_Keyword(s):** flats-shoes

**Attributes to include:** Department, Material, Toe Style, Shoe Height, Special Features, and Occasion/Lifestyle

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Loafers

Loafers are traditional slip-on styles. Some have a penny keeper and some are plain Venetian styles. Some are Monk straps and some are slip-on styles that have a buckle on the side; the buckle can be ornamental or functional. Please do not include all slip-on casual styles under loafers. Boat shoes are not loafers. Loafers do not have lace-up styles.

**Item_Type_Keyword(s):** loafers-shoes

**Attributes to include:** Department, Material, Special Features, and Occasion/Lifestyle

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Oxfords and Lace-ups

Oxfords and Lace-ups can be dressy or casual but do not include any Athletic styles or Fashion Sneakers.

**Item_Type_Keyword(s):** oxfords-shoes

**Attributes to include:** Department, Material, Special Features, and Occasion/Lifestyle

**Men:**

**Women:**
**Pumps**

Pumps include all closed-toe dress shoes with a heel of 1 inch or greater. They do not necessarily have to look like the traditional pump styles.

**Item_Type_Keyword(s):** pumps-shoes or d-orsay-shoes

**Attributes to include:** Department, Material, Heel Type, Toe Style, Special Features, and Occasion/Lifestyle

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**Sandals**

Sandals must be open-toe summer styles. For example, espadrilles, which can be made of linen, leather or nubuck and always have a jute/rope covered sole.

**Item_Type_Keyword(s):** sandals, athletic-sandals, beach-flip-flops-and-pool-shoes

**Attributes to include:** Department, Material, Heel Type, Special Features, and Occasion/Lifestyle

Men:

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Women:
Slippers

Slippers can be open-toe, closed-toe or boot styles. They sometimes have an indoor/outdoor sole.

**Item_Type_Keyword(s):** slippers

**Attributes to include:** Department, Material, Special Features, and Occasion/Lifestyle

Men:  

Women:

Work & Safety

Work Shoes are styles made specifically for construction, factory, heavy-machinery, or other industrial labor jobs. They often have steel toe construction and slip-resistant, heavy-duty soles. Fashion styles that resemble work boots should not be included. Brands include Dunham, Wolverine, Magnum and Dr. Martens.

**Item_Type_Keyword(s):** work-and-safety-shoes

**Attributes to include:** Department, Material, Toe Style, Shoe Height, Special Features, and Occasion/Lifestyle

Children’s Shoes

Children's Shoe categories follow the same rules.