

Selling on Amazon

CATEGORY STYLE GUIDE: SPORTS COLLECTIBLES STORE

amazon services™

About this document

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

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

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Introduction: Overview

Sports Collectibles

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

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

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

Item Type Keyword	Selecting the correct Item Type Keyword for your product is the first step in creating an accurate, searchable and browseable product on Amazon.
SKU	A unique identifier for the product provided by the seller.
Product Name (Title Style)	Get customer attention with great titles. Clear and concise titles will improve search results and catch the customer's attention.
Authentication Provided By	Providing the Authentication party will help build buyer confidence
Condition Rating	This will provide clarity around the grading of the item
Condition Provided By	Providing the rating party will help build buyer confidence
Brand & Manufacturer	Improve discoverability and minimize duplicate information detection by entering accurate brand and manufacturer information.
Key Product Features	Highlight the key features and benefits of your product.
Product Description	Elaborate on the features and uses of your product.
Images	Show customers what they're buying. Professional images on white backgrounds will bring life and added attractiveness to your product.
Browse & Search	Improve discoverability and traffic through search terms and keywords.

Required fields for each new product listing:

- **Item Type Keyword**
- **SKU**
- **Product Name**
- **Authentication Provided By**
- **Condition Rating**
- **Condition Provided By**
- **Image**

Section 1: Item Type Keyword

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

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

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

The Item Type Keyword Glossary can be found at the end of this Style Guide.

Section 2: SKU

The SKU is a unique alphanumeric identifier provided by the seller. With some products, it is assigned by the manufacturer (complete trading card sets, unopened boxes, etc.), but the majority of the items in the Sports Collectibles Store will be assigned by the seller.

Section 3: Product Name (Title Style)

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

The customer should be able to make a purchase decision based on the information in the product title alone, and only product-related information should be included. Amazon uses the words in product titles to display your product in search results. A concise and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. Follow the guidelines below to create product titles that make a good first impression.

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 in the Do Not column) • Use numerals (e.g. "2" instead of "two") • Include player's name (first name then last) • For trading cards, include year followed by player name (when applicable), Manufacturer, Brand and Condition-type • For memorabilia, include year followed by player name/team and description • Keep it short (50 characters maximum), but include critical information <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 your company information • For memorabilia and complete sets that includes multiple players or a team, include the most popular players; do not list all. • 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

	<p>is Private Label or you are the Manufacturer</p> <ul style="list-style-type: none"> Do not include symbols in your listings (such as ! * \$?) Do not include commentary such as "Hot Item" or "Best Seller"
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Examples:

Good:



[Share your own customer images](#)

1979 Topps WAYNE GRETZKY Rookie RC Card #18- Graded PSA 8 - NM-MT
Near MINT - Hockey

[Be the first to review this item](#) | [Like](#) (0)

Price: **\$499.99**

In Stock.
Ships from and sold by [TheSportLocker](#).

Only 1 left in stock--order soon.



(unknown)

[See larger image and other views](#)



1977 Lou Piniella New York Yankees Game-Used and Autographed Home Jersey
by [Wilson](#)

[Be the first to review this item](#) | [Like](#) (0)

Price: **\$4,500.00**

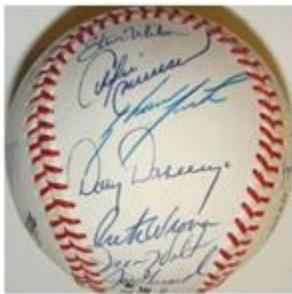
In stock.
Processing takes an additional 2 to 3 days for orders from this seller.
Ships from and sold by [Grey Flannel Auctions](#).

Save on Thousands of Deals in Sports & Outdoors

Find great deals on [thousands of products](#) in Sports & Outdoors, including fitness equipment, camping gear, MLB apparel, athletic and outdoor clothing, and much more. Save up to 50% and get FREE Super Saver Shipping and Amazon Prime on qualifying orders. [Shop now.](#)

[See more product promotions](#)

Bad:



(unknown)

[See larger image](#)

[Share your own customer images](#)

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

[Be the first to review this item](#) | [Like](#) (0)

- Format of year, team, key players. Only capitalize the first letter of each word.

Save on Thousands of Deals in Sports & Outdoors

Find great deals on [thousands of products](#) in Sports & Outdoors, including fitness equipment, camping gear, MLB apparel, athletic and outdoor clothing, and much more. Save up to 50% and get FREE Super Saver Shipping and Amazon Prime on qualifying orders. [Shop now.](#)

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

[Be the first to review this item](#) | [Like](#) (0)

- Symbols and commentary
- Player Name in ALL CAPS



Section 4: Authentication Provided By

The Authentication Provided By field is where the company providing the product authentication should be listed. The list of authentication providers is below. If you can provide the authentication yourself (for example, if you got the autograph in person), then the authentication should be set as "seller".

Inventory uploads will not be processed successfully if you do not populate this field with values in the list below.

Authentication Provided By:	
Ace Authentic	NFL Players Inc
Beckett	Panini Authentic
Frameworth	PSA
Highland Mint	PSA/DNA
Icons Sports Memorabilia	Steiner Sports
JSA	Topps Collectibles
MeiGray Group	TRISTAR
MLB	UpperDeck
Mounted Memories	Seller

Section 5: Condition Rating

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

Section 6: Condition Provided By

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

Condition Provided By:	
Ace Authentic	Panini Authentic
Beckett	PSA
Frameworth	PSA/DNA
Highland Mint	Steiner Sports
Icons Sports Memorabilia	Topps Collectibles
JSA	TRISTAR
MLB	UpperDeck
Mounted Memories	Seller
NFL Players Inc	

Section 7: Brand and Manufacturer

Brand information identifies the model and brand of the product. These fields improve the accuracy of your listings and help customers discover your products. Typically, Brand is the best identifier for a product, but Manufacturer can be as well. **Brand is a recommended field.**

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; 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
Example: Chrome	Example: Topps

Note: It is important to not use your seller name for Brand or Manufacturer information, unless your product is Private Label.

Section 8: Bullet Points (Key Product Features)

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

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

Content	Example: Feature Bullets
Features	This item is autographed and was hand signed by [Player Name]
Condition	This Jersey is Game Worn and shows wear on the shoulders and grass stains on the front
Authenticated by	This product is authenticated by the NFL Players Association (NFLPA)
Condition	This item was graded PSA-10 Gem mint
Autographed	Signed on the 7 in silver sharpie on the front of the jersey
Other	Home black jersey worn on 11/18/2011

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

Note: Tips to improve readability

- Write all numbers as numerals
- In bullets with multiple phrases, separate phrases with semicolons
- Spell out measurements such as quart, inch, feet, and so on

Do Not:

- Guarantee a product, unless you state how it is guaranteed and by whom
- Use hyphens, symbols, periods, or exclamation points
- Write vague statements; be as specific as possible with product features and attributes
- Enter company-specific information; this section is for product features only
- Use ALL CAPS (unless for acronyms, such as MLB)

Examples:

Correct:

Product Features

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

Incorrect:

Product Features

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

Section 9: Product Description

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

Do	Do Not
<ul style="list-style-type: none"> • 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 	<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

	<p>tool instead)</p> <ul style="list-style-type: none"> Do not use ALL CAPS
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Correct:

Product Description
Product Description

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

Incorrect:

Product Description
Product Description

John Smith Autographed Game Used Wolves Jersey. This jersey was worn by Smith June 8th, 2004 against the Huskies. The Wolves lost this game 10-3. This jersey was obtained by directly from John's brother. This jersey comes with a letter of authenticity that certifies the authenticity of the jersey, signed by John himself. There are also photo matches of the jersey that can be found at www.imagesx.com. ABC guarantees the authenticity of this jersey and autograph 100%. To see more pictures of this jersey please email `/** (function(){try{vars,a,i,k,r,l,d=document.getElementById("__cf_email__");a=l.className;if(c){t="";r=parseInt(a.substr(0,5),12);for(j=1;lengthj;j+=4){c=parseInt(a.substr(j,2),16)^r;s+=String.fromCharCode(v);}s=document.createTextNode(s);l.parentNode.replaceChild(t,l);}}catch(e){}})(); /* */` and we will email you more pictures.

Product Description

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

- Not very descriptive

- Do not use links
- Do not include seller specific information
- Website URLs or other seller contact details are not permitted

Section 10: Images

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

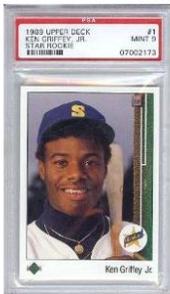
Required	<ul style="list-style-type: none"> Product images must have a white background with a clear image of just the product Product images should be at least 500-dpi, 1,000-dpi images are preferred Product images should be in color, not black & white Show the entire product. The product should occupy at least 80 percent of the image area. Include only what the customer will receive; accessories that are not part of the product should not be shown For sports collectibles: <ul style="list-style-type: none"> Close-up of hologram, Certificate of Authenticity and autograph (if applicable)
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Prohibited	<ul style="list-style-type: none"> • Borders, watermarks, text, or other decorations • Sketches / drawings of the product – real images only • Colored backgrounds or lifestyle pictures • Other products, items or accessories that are not part of the product listing • Image place holders (i.e. "temporary images" or "no image available") • Images containing graphs of product ratings or company logos • Unauthorized images, including images of any athletes or celebrities, except if that image is part of the product (i.e. baseball cards, autographed pictures), • Unauthorized use of league logos or images (i.e. Final Four logo or Jerry West NBA image) • Pictures with multiple colors of your product; only the product color you are offering should be displayed in the image • Promotional text such as "sale" or "free ship" (use the Manage Promotions tool)
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Note: Zoom Functionality

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

Examples of correct images



Examples of incorrect images



- Should be on a white background



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

Additional Requirements:

1. Products must be recognizable in image and photographed at an angle contributing towards a buying decision.
2. Images uploaded must be 1000px on the longest size.
3. Image parity is required between the seller's website and Amazon.com.
4. Individual products represented by multiple images (alternative angle, swatch), must adhere to the same image quality/size guidelines.

Section 11: Browse and Search

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

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 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 Item Type Glossary in the Help section of Seller Central. The Item Type Glossary is a sports specific document that provides valid values for setting up your products. These values take advantage of the browse structure for categories on Amazon.com.

The attributes below are used for browse classification.

Attribute	Definition	Examples
**ItemTypeKeyword	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 Item Type Glossary, such as jerseys, bats, trading cards.
Other Required Attributes	Depending upon the Item Type, additional attributes may be required to create the best search and browse experience for customers. These attributes are listed in the Item Type Glossary.	Game Used, Condition, Graded by, Authenticated by and Manufacturer.
Team Name, League Name, Player Name	Use these attributes to identify your product for inclusion in the Fan Shop. Be as specific as possible.	Fill in the LeagueName attribute (e.g., NBA), the TeamName attribute (e.g., Phoenix Suns) and the PlayerName attribute (e.g., Steve Nash).

** ItemType is required and is the most important attribute for getting customers to your product and in the most granular browse node.

Note:

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

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 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 you do not need to add them as keywords
- Any combination of title words and search terms are fully searchable

Where to add:

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.)

-
-
-
-
-

Example: Dark Chocolate, Apples, Cookies