

Selling on Amazon

CATEGORY STYLE GUIDE: SPORTS & OUTDOORS

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 & Outdoors category on Amazon.ca.

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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Sports & Outdoors

Whether you're selling Exercise & Fitness equipment, Outdoor Recreational products, Team Sports equipment or Action Sports equipment, 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 document covers the following guidelines for setting up product detail pages:

UPCs	UPCs are required to list Sporting Goods products on Amazon.
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.
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 Browse Node IDs.

Required fields for each new product listing

- **UPC**
- **Title**
- **Brand**
- **Image**
- **Manufacturer Model or Part Number**
- **Item Package Quantity**
- **Recommended Browse Node ID**

UPCs

UPCs are a required field for all Sports & Outdoors products. UPCs are provided by manufacturers as single identifiers for products and are used across a marketplace. UPCs create a better store experience for our customers by ensuring that offers for identical products are correctly grouped together. Most sellers know the frustration of having products incorrectly matched due to similar information on the listing when no UPC was provided.

Note: Failure to provide a UPC for a product, when available, could result in removal of your offer for that item.

For more information, see [Category Guidelines for UPCs and GTINs](#).

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?

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) • If a multi-pack product, state value in parenthesis as (pack of X) • Keep it short, but include critical information • 50 characters maximum <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 or you are the Manufacturer • Do not include symbols in your listings (such as ! * \$?) • Do not include subjective commentary such as 'Hot Item' or 'Best Seller'

Elements to Include

1. For products that vary by size

For Parent ASINs:
[Brand] + [Product Line]

For Child ASINs:
[Brand] + [Product Line] + [Size_Name]

Example of variation:

Parent/Child	Brand	Product Line	Size_Name
Parent	Abc	XYZ product	
Child	Abc	XYZ product	Small
Child	Abc	XYZ product	Medium

2. For products that vary by colour and size

For Parent ASINs:
[Brand] + [Product Line]

For Child ASINs:
[Brand] + [Product Line] + [Color_Name] + [Size_Name]

Example of variation:

Parent/Child	Brand	Product Line	Color_Name	Size_Name
Parent	Abc	XYZ product		
Child	Abc	XYZ product	Red	Small
Child	Abc	XYZ product	Blue	Medium

3. For products that vary by colour

For Parent ASINs:
[Brand] + [Product Line]

For Child ASINs:
[Brand] + [Product Line] + [Color_Name]

Example of variation:

Parent/Child	Brand	Product Line	Color_Name
Parent	Abc	XYZ product	
Child	Abc	XYZ product	Red
Child	Abc	XYZ product	Blue

4. For products that vary by style

For Parent ASINs:
[Brand] + [Product Line]

For Child ASINs:
[Brand] + [Product Line] + [Style_Name]

Example of variation:

Parent/Child	Brand	Product Line	Style_Name
Parent	Abc	XYZ product	
Child	Abc	XYZ product	PC
Child	Abc	XYZ product	Mac

5. For products that vary by pattern and style

For Parent ASINs:
[Brand] + [Product Line]

For Child ASINs:
[Brand] + [Product Line] + [Pattern_Name] + [Style_Name]

Example of variation:

Parent/Child	Brand	Product Line	Pattern_Name	Style_Name
Parent	Abc	XYZ product		
Child	Abc	XYZ product	Striped	PC
Child	Abc	XYZ product	Polka-Dot	Mac

6. For products that vary by pattern

For Parent ASINs:
[Brand] + [Product Line]

For Child ASINs:
[Brand] + [Product Line] + [Pattern_Name]

Example of variation:

Parent/Child	Brand	Product Line	Pattern_Name
Parent	Abc	XYZ product	
Child	Abc	XYZ product	Polka-Dot
Child	Abc	XYZ product	Striped

7. For products that vary by material type

For Parent ASINs:
[Brand] + [Product Line]

For Child ASINs:
[Brand] + [Product Line] + [Material_Type]

Example of variation:

Parent/Child	Brand	Product Line	Material_Type
Parent	Abc	XYZ product	
Child	Abc	XYZ product	Wood
Child	Abc	XYZ product	Metal

8. For products that vary by item weight

For Parent ASINs:
[Brand] + [Product Line]

For Child ASINs:
[Brand] + [Product Line] + [item_Display_Weight]

Example of variation:

Parent/Child	Brand	Product Line	Item_Display_Weight	Item_Display_Weight_UOM
Parent	Abc	XYZ product		
Child	Abc	XYZ product	3	Ounces
Child	Abc	XYZ product	6	Ounces

9. For products that vary by item length

For Parent ASINs:
[Brand] + [Product Line]

For Child ASINs:
[Brand] + [Product Line] + [Item_Display_Length]

Example of variation:

Parent/Child	Brand	Product Line	Item_Display_Length	Item_Display_Length_UOM
Parent	Abc	XYZ product		
Child	Abc	XYZ product	9	Inches
Child	Abc	XYZ product	12	Inches

10. For Golfing products that vary by club flex

For Parent ASINs:
[Brand] + [Product Line]

For Child ASINs:
[Brand] + [Product Line] + [Golf_Club_Flex]

Example of variation:

Parent/Child	Brand	Product Line	Golf_Club_Flex
Parent	Abc	XYZ product	
Child	Abc	XYZ product	Regular
Child	Abc	XYZ product	Stiff

11. For Golfing products that vary by hand orientation, shaft material type and club flex

For Parent ASINs:
[Brand] + [Product Line]

For Child ASINs:
[Brand] + [Product Line] + [Hand_Orientation] + [Shaft_Material_Type] + [Golf_Club_Flex]

Example of variation:

Parent/Child	Brand	Product Line	Hand_Orientation	Shaft_Material_Type	Golf_Club_Flex
Parent	Abc	XYZ product			
Child	Abc	XYZ product	Left-Handed	Aldila	Regular
Child	Abc	XYZ product	Right-Handed	RE-AX 55 Graphite	Stiff

12. For Golfing products that vary by hand orientation, shaft material, and club loft

For Parent ASINs:
[Brand] + [Product Line]

For Child ASINs:
[Brand] + [Product Line] + [Hand_Orientation] + [Shaft_Material_Type] + [Golf_Club_Flex] + [Golf_Club_Loft]

Example of variation:

Parent/Child	Brand	Product Line	Hand_Orientation	Shaft_Material_Type	Golf_Club_Flex	Golf_Club_Loft
Parent	Abc	XYZ product				
Child	Abc	XYZ product	Left-Handed	Aldila	Regular	10.5 degrees
Child	Abc	XYZ product	Right-Handed	RE-AX 55 Graphite	Stiff	9.0 degrees

Note:

1. Include size and colour in the "child" item only. Do not include size or colour in the parent. For more information, see the [Variation Relationships](#) section of this Style Guide and the [Creating Parent/Child Variation Relationships](#) page in Seller Central Help.
2. Including your company information or sale messaging in your product titles may negatively impact your seller account.

Examples:

Good:



Schwinn 430 Elliptical Trainer

Other products by [Schwinn](#)
 ★★★★★ (380 customer reviews) | [More about this product](#)

List Price: ~~\$799.00~~

Price: **\$599.00** & this item ships for **FREE with Super Saver Shipping**. [Details](#)

You Save: **\$200.00 (25%)**

In Stock.

Ships from and sold by **Amazon.com**.

Ships Separately in Original Packaging: If sending as a gift, note that contents cannot be concealed.

1 used from \$439.00

[See larger image and other views](#)



[See all product images](#)

[Share your own customer images](#)

Six Month Financing

No Interest and No Payments If Paid in Full in 6 Months ...

When you purchase this item or other [qualifying Sports & Outdoors products](#) using the [Amazon.com Store Card](#). Applies only to products sold by Amazon.com. Does not apply to products sold on our site by third-party sellers. 1-Click and phone orders do not apply. [Additional restrictions apply.](#)



Barbarian Match Rugby Ball

Other products by [Gilbert](#)
 No customer reviews yet. [Be the first.](#) | [More about this product](#)

Price: **\$54.44**

To Buy, Add to Shopping Cart

Size: 5



[See merchant's sizing charts](#)

In Stock.

See [pricing and availability chart](#) for details.
 Ships from and sold by

Bad:



"YOUR PHOTO Rugby Ball Regulation Size. Great for game balls, gifts, coaches, players, fans, awards, contests, graduations, seniors, leagues, high school, college, varsity, holidays, parents, trophies, clubs. Print pictures, individuals, teams, logos."

Other products by [Diams](#)
★★★★★ (1 customer review) | [More about this product](#)

Price: **\$35.00**

In stock.

Processing takes an additional 2 to 3 days for orders from this seller.
Ships from and sold by

-Too long
-Doesn't summarize product

[See larger image and other views](#)



[See all product images](#)

[Share your own customer images](#)



[See larger image and other views](#)



[Share your own customer images](#)

GILBERT ALPHA QUEST SHOULDER PROTECTOR

Other products by [Gilbert](#)
No customer reviews yet. [Be the first.](#) | [More about this product](#)

Price: **\$40.00**

Select Color and Size

Color:

[NAVY CAMO](#) [NAVY SILVER](#)

Size:

[2X-LARGE](#) [YOUTH LARGE](#) [Small](#) [Medium](#) [X-Large](#) [Large](#)

[See merchant's sizing charts](#)

-Only capitalize the first letter of each word

Select Color and Size to view availability (or, see the complete [pricing and availability chart.](#))

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.

Note: Brand is a required 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: O'Neill	Example: La Jolla Group

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

Key Product Features

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

- Highlight the five key features you want customers to consider, such as dimensions, age appropriateness, ideal conditions for the product, skill level, contents, country of origin, and so on
- Maintain a consistent order; if your first bullet point is country of origin, 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 any non-product-specific information can distract from a customer's purchase decision

Content	Example: Feature Bullets
Features	5 point harness, safety features
Materials	100% organic cotton
Place of Origin	Made in USA
Warranty Information	1-year warranty with proof of purchase
Dimensions and Weight	30 by 20 inches, 12.5 lbs
Care instructions	Dry clean only
Other	Assembly required, appropriate for 6 month and older, Awards won, etc.

Customers use this section of the detail page 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.

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:

- 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

Examples:

Good:

Product Features

- High quality Gilbert match ball in royal blue and green
- Patented Truflight(TM) bladder and valve inseam design for ultimate balance and truer, longer flight
- High grade all weather rubber surface
- Size 5, four panel ball of core spun polyester and cotton laminate
- 1-year manufacturer's warranty

Product Features

- 21-speed mountain bike features a full-suspension, strong aluminum frame
- Floating beam suspension design is mated to a Zoom suspension fork with elastomer/spring technology
- Microshift push shifters and Shimano TZ-30GS derailleur
- Strong aluminum wheelset featuring V-shape rim profile and high-flange alloy hubs
- Front and rear Promax disk brakes work great, even in adverse conditions

Bad:

Product Features

- - orange
- for your bed**
- anyone will love this product!
- 5 X 8
- comes in bag!

Product Descriptions

When you describe your product, you might 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 the customer imagine the experience of owning or handling your product. Product Descriptions are limited to 2000 characters.

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 customer's imagination. This is as close as you can come to creating an in-store experience.

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 tool instead)

Examples:

Good:

Product Description

Product Description

The GMC Topkick 21-Speed Mountain Bike features a full-suspension, strong aluminum frame that utilizes a floating beam suspension design that is mated to a Zoom suspension fork with elastomer/spring technology. The Topkick's drivetrain starts with Microshift push shifters. These shifters control Shimano's tried and true TZ-30GS derailleur. The drivetrain finishes up with a strong aluminum wheelset featuring V-shape rim profile and high-flange alloy hubs. Stopping is handled by Promax disk brakes on the front and rear. These brakes are vastly superior to rim brakes, especially under adverse road conditions. True to its GMC roots, this bicycle is rugged, good looking, and built for the long haul.

- Only capitalize the first letter of each word
- Do not include seller specific information
- Website URLs or other seller contact details are not permitted

Product Description

Product Description

THIS IS A GREAT BIKE THAT FOLDS INTO A SUITCASE! GOOD FOR KIDS, YOU, ME, IT'S JUST A GREAT BIKE! BUY WITH CONFIDENCE! 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 THIS PURCHASE!

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.

<p>Required</p>	<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 300-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
<p>Prohibited</p>	<ul style="list-style-type: none"> • 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 • Image place holders (i.e. "temporary images" or "no image available") • Images containing graphs of product ratings • Pictures with multiple colours of your product; only the product colour you are offering should be displayed in the image • 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.

Additional Requirements for Sports Apparel Images

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. All colour variations must include a "main image" representative of that specific colour. (swatches are not acceptable)
4. Image parity is required between the seller's website and Amazon.ca.
5. Individual products represented by multiple images (alternative, swatch), must adhere to the same image quality/size guidelines.

Examples of good images



Examples of bad images

- Should not contain promotional text



FREE SHIPPING!

[See larger image](#)
[Share your own customer images](#)

Large Scooter Cover



Fits scooters up to 67 inches long
Copyright DiscountRamps.com

[See larger image and other views](#)



- Should not contain text describing the product

- Should be on a white background



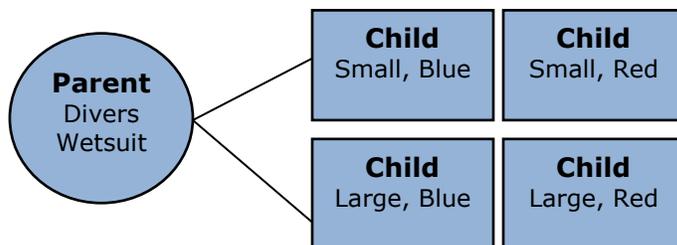
Note: Be sure to provide the correct image for each child product when using variation relationships (discussed below). If the product varies by colour, provide the image of the product (in the designated colour) for each child product as the Main Image.

Variation Relationships

Variations allow customers to choose the desired colour, size, or hand orientation of the product from a single detail page, which you create using parent-child product relationships. Variations provide a cleaner customer buying experience. When setting up a product with variations, please consult the list of recommended variation themes by product type.

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. In the example below, the product varies by both colour and size, so the variation theme is ColorSize.



There are three Components to a Parent/Child relationship:

- **Parent product:** Non-buyable products displayed in search results are parent products, such as sheets.
- **Child products:** Buyable products related to parent product by size and/or colour, such as "7 wide" or "blue shoe."
- **Variation theme:** Defines how the child products differ from each other, such as ColorSize.

In this example, the Child products must have both the Color and Size attributes filled out correctly. These are the required "Variation Attributes" in this example.

When to use Variation Relationships

Variations should be used in Sports & Outdoors to minimize the number of similar items listed individually. Sellers can improve the customer experience by using variations.

To help you determine which variation theme to use, we have included a Variation Relationship guide that lists acceptable variation themes by Item Type. Please consult this guide to ensure you are using an acceptable variation theme for your products.

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)
- Variation Theme

Variation Themes currently available for Sports & Outdoors products on Amazon.ca:

Color	ColorLength	ColorLensColor	ColorSize
GolfFlexShaftMaterial	GripSizeGripType	Hand	HandSize
HandShaftLength	Length	LengthSize	LengthWidth
LensColor	LineCapacityWeight	ShapeSize	Size
SizeStyle	SizeTensionLevel	SizeWeight	TensionLevel
Weight	Width		

The Variation Themes in the table above are one-dimensional or two-dimensional. At this time, the Amazon.ca Sports & Outdoors category does not support additional variation themes.

Note:

If you enter the Relationship Type and Variation Theme but fail to enter all of the variation attributes, you might receive an error when uploading your data or your product listing might not display properly on the website. Make sure you have entered all required variation fields and information for your products. For example, to use the "HandSize" variation, you must also enter information into the "Hand" and "Size" fields. If you fail to enter any of the required information, your products could be suppressed from display on Amazon.ca.

Required	<ul style="list-style-type: none"> Fully describe each child product, so all will be included in browse and search results Add the attributes to the child product title Use SKUs to build relationships using fields for SKU and ParentSKU List the Child offers under the Parent SKU in the flat-file or XML
Prohibited	<ul style="list-style-type: none"> Do not include price and quantity values for parent products The parent title should not include size or colour Only use the variation theme recommended for the type of item you are listing Do not link any products that are not a variation of theme defined for the parent product

How to set up Variations for a product

To set up your variation theme and product relationships properly, please see [How to Establish a Parent/Child Relationship](#) in Seller Central Help.

Example detail page for Team Sports, Size & Color Variation:



[See larger image and other views](#)



[Share your own customer images](#)

Mikasa Serious Soccer Ball

Other products by [Mikasa](#)

★★★★☆ (2 customer reviews) | [More about this product](#)

List Price: ~~\$16.99~~

Price: **\$16.95** & eligible for free shipping with **Amazon Prime**

To Buy, Add to Shopping Cart

Size: 4



Color: Green/White



Example detail page for Cycling & Wheel Sports, Color Variation:



Planet Bike Men's A.R.S. Anatomic Relief Bicycle Saddle

Other products by [Planet Bike](#)

★★★★☆ (29 customer reviews) | [More about this product](#)

List Price: ~~\$29.99~~

Price: **\$24.99** & eligible for free shipping with **Amazon Prime**

You Save: \$5.00 (17%)

To Buy, Add to Shopping Cart

Color: Silver/Black



Browse & Search

Customers come to Amazon.ca 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 Browse Node IDs.

Classification - Browse

Thousands of sellers sell millions of products on Amazon.ca. 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. Make your Browse Node IDs more specific and watch your sales grow!

Amazon uses Browse Node IDs 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 dynamic climbing ropes should be classified as dynamic-climbing-rope and not just climbing ropes or climbing products. Customers will use the left navigation to refine categories, and your products will show in call categories until the most specific nodes you provide.

See the latest Browse Tree Guide in the Help section of Seller Central. Browse Tree Guides (BTGs) 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.ca.

Example of the browse-tree category structure on Amazon.ca:



Instructions to classify your products within the Browse Tree Guide:

1. Locate the category path that best describes your product.
2. Once identified, ensure the numeric values for the node is placed in RecommendedBrowseNode1-2.

Attention: Please do not assign products to the greyed out main categories since they serve primarily to clarify the navigation within this document. The use of these main categories is recommended only in the exceptional case that your product(s) do not fit into any available product categories.

Example:

- You need to classify: Hockey Face Mask
- You locate the node: 2440102011 - Sports & Outdoors/Ice Hockey/Protective Gear/Masks & Shields
- In the production template you paste the corresponding Node ID in the field RecommendedBrowseNode1
- RecommendedBrowseNode1=2440102011

Note: We have provided you with a second field for RecommendedBrowseNode - this is in case you have come across an additional node that is relevant for your product. Please only use this additional field in select cases where it absolutely makes sense. Abuse of this field may impact your ability to participate on this selling platform.

The attributes below are used for browse classification.

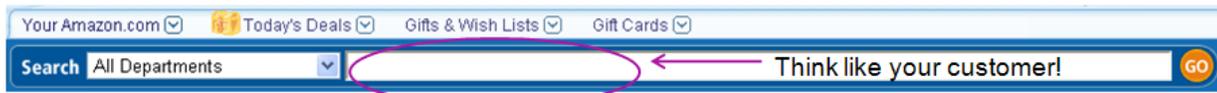
Attribute	Definition	Examples
Other Required Attributes	Depending upon the Product Type, additional attributes may be required to create the best search and browse experience for customers.	Hand-orientation or Flex for a golf club.

Find the specific browse keywords that best describe your product in the Canadian Sports Browse Tree Guide. The Browse Tree Guide is located in Seller Central > Manage Inventory > Reference.

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

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

<p>Search Terms:</p> <p>(Provide specific search terms to help customers find your product.)</p>	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	