


Selling on Amazon

CATEGORY STYLE GUIDE: JEWELRY

 **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 Jewelry 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.

Table of Contents

<u>Section I:</u>	Overview
<u>Section II:</u>	Title Style
<u>Section III:</u>	Brand
<u>Section IV:</u>	Images
<u>Section V:</u>	Key Product Features
<u>Section VI:</u>	Product Descriptions
<u>Section VII:</u>	Product Specifications
<u>Section VIII:</u>	Variation Relationships
<u>Section IX:</u>	Browse & Search

Jewelry Style Guide

Whether you're selling fashion jewelry, engagement rings, necklaces, 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. Providing a clear and concise listing while following a consistent format will better inform customers and enhance the discoverability of your products. This can result in increased traffic to your product listings.

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

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

Title Style	Get customer attention with great titles. Clear and concise titles will improve search results and catch the customer's attention.
Brand	Brand information, when applicable and recognizable, allows customers to discover products via Search and other site placements.
Images	Show customers what they're buying. Professional images on white backgrounds will bring life and added attractiveness to your products.
Key Product Features	Highlight the key features and benefits of your products.
Product Descriptions	Elaborate on the features and uses of your product.
Product Specifications	Provide the customers with accurate specifications of your product to help them make an educated buying decision.
Variation Relationships	Improve customer shopping experience by setting up variation relationships.
Browse & Search	Improve discoverability and traffic through search terms and item-type-keywords (ITKs).

Title Style

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

Amazon uses the words in product titles to display your products 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 (exceptions listed under Do Not) Keep the title short, but include critical information Use numerals (2 instead of two) Spell out “with and “and” instead of using ampersands or w/ 100 characters maximum (65 characters or less recommended) Note: Please include only standard text. Type 1 High ASCII characters (@, ©, ™, etc.) or others special characters are not supported. Keep titles consistent throughout an entire family (Parent/Child relationship), e.g.: <i>Child(s): 14k White Gold Ruby and Diamond Earrings</i> <i>14k White Gold Sapphire and Diamond Earrings</i> <i>Parent: 14k White Gold Gemstone and Diamond Earrings</i> Start the title of Men’s Jewelry products with the word Men’s, e.g. ALWAYS check spelling Follow the title structure defined below 	<ul style="list-style-type: none"> Do not use ALLCAPS 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 specific seller information Do not “stuff” keywords into your title Do not include promotional messages such as "Sale" or "Free Ship" (use the Promotion Manager tool to include messaging) Do not include subjective comments, such as “Hot Item”, “Best Seller”, or “Great Gift” Do not include commentary such as “with a Gift Pouch” or “Gift Boxed” Do not use your seller name for Brand or Manufacturer information, unless your product is Private Label Do not include symbols in your listings (such as ! * \$?)

Title Structure (Elements to include and how to order them)

Title Element	Requirements
Metal Information	If there is metal present on the piece (this could even be on a necklace clasp), please include as much information about the metal as possible in the following order: <ul style="list-style-type: none"> <u>Metal Weight</u>: Specify the metal weight if it is known: This mainly applies to gold pieces where the respective karat weight must be listed and followed by a lower case "k" (14k, 18k, etc.) <u>Metal Color</u>: This applies to gold, as all gold is either White, Yellow, Rose, Two-Tone or Tri-Colored. <u>Metal Type</u>: All metal types need to be completely spelled out, including Gold-Plated
Stone Information	<ul style="list-style-type: none"> <u>Gemstones</u>: Major stone presence must be called out. This includes shape, color and cut for gemstones. <u>Diamonds</u>: Carat weight, color and clarity must always be provided for any product with 1/10 carat total weight (cttw) or greater White Diamonds. It must be in the following format after all of the information in the title: <i>(ct or cttw, Color, Clarity)</i> Example: 14k White Gold Diamond 4-Prong Tennis Bracelet (1.00 cttw, H-I Color, I1-I2 Clarity), 7.50" <u>Pearls</u>: Major pearl presence must be called out. This includes shape and color for pearls. Also if a pearl is cultured, it must be specified in the title.

	Note: If simulated or Shell Pearls are featured, the words "Simulated" for simulated pearl and "Shell" for Shell Pearl MUST be included as an ASIN Descriptor in the title.
Product Descriptor	Try to incorporate the ASIN descriptor towards end of title whenever possible. This differentiating attribute is important to catch the customer's attention and MUST NOT be overlooked. <u>Examples Include:</u> Twist, Butterfly, Heart, Textured, Woven, Raised, etc.
Product Type	Ring, Bracelet, Necklace, Pendant or Earrings must always be included. <ul style="list-style-type: none"> <u>Bracelets:</u> Must include "Bracelet" in title, not just "Cuff" or "Bangle" <u>Earrings:</u> Always use the plural (use "earrings" never "earring") <u>Necklaces:</u> Always have "necklace" in the title, even if it's a basic chain. This includes lockets.
Length or Size	<ul style="list-style-type: none"> <u>Necklaces, Pendants, Bracelets:</u> This attribute is required and must be in the following format: <i>Product Title, 18" or Product Title, 18+3" Extender</i> Note: Do not include the length measurement for cuff or bangle bracelets. <u>Rings:</u> Size should not be included in the title, unless it is a unique ASIN with only 1 size offered. In this case, it should be listed in the following format: <i>Product Title, Size 7</i> <u>Hoop Earrings:</u> Diameter is required for all hoop earrings and must be in the following format after all of the information in the title. <i>Product Title (4mm, etc.)</i> <u>Pearl Jewelry:</u> Pearl size is required for all pieces and should be listed in the following format after all the information in the title: <i>Product Title (7-8mm)</i> Strand length is required for all necklaces, pendants and bracelets. Example: White Freshwater Cultured Pearl Necklace (5-5.5mm), 18" +3" Extender <u>Basic Chains:</u> If the piece is a basic chain, the mm width may be listed within the title to distinguish from others of the same style. It does not need to be at the end of the title in parenthesis.

Non-Branded Jewelry:

Jewelry Products where the Metal-Type is Prominent:

[Metal Information] + [Stone Information] + [Product Descriptor] + [Product Type] + [Length or Size]

Examples:

- Sterling Silver 12mm Italian Mesh Bracelet, 7.5"
- Women's 14k Yellow Gold 4mm Comfort Fit Wedding Band Ring
- Sterling Silver Cubic Zirconia Pave Heart Pendant Necklace, 18"
- Men's 18k White Gold 5mm Figaro Chain Necklace, 22"
- 14k Yellow Gold Polished Hoop Earrings (0.5" Diameter)

Jewelry Products where Stone- or Pearl-Type is Prominent:

[Stone Information] + [Product Descriptor] + [Product Type] + [Metal Information] + [Length or Size]

Examples:

- Amethyst Colored Murano Glass Heart with Pure Platinum Pendant, 18" with 2" Extender
- Turquoise Double Strand Necklace with Sterling Silver Closure, 17.5"
- White Freshwater Cultured Pearl Endless Necklace (5-5.5mm), 100"
- White Freshwater Cultured Pearl Bracelet with Sterling Silver Clasp (9-10mm), 7.5"

Jewelry Products with Non-Colored Diamonds 1/10 cttw or Greater:

[Metal Information] + [Stone Information] + [ASIN Descriptor] + [ASIN Type] + [(Diamond Information)] + [Length or Size]

Examples:

- 10k White Gold Round Diamond 7-Stone Ring (1/4 cttw, H-I Color, I2-I3 Clarity)
- 10k White Gold Diamond Calla Lily Pendant (0.06 cttw, I-J Color, I2-I3 Clarity), 18"
- 14k White Gold Diamond 4-Prong Tennis Bracelet (1.00 cttw, H-I Color, I1-I2 Clarity), 7.50"

Branded Jewelry: [Brand] + [Collection] + Structure of the Non-Branded Jewelry Titles

Examples:

- Dogear Reminder "Good Luck" Gold-Plated Sterling Silver Elephant Pendant Necklace, 16"
- Alex Woo "Little Letters" Sterling Silver Letter Pendant Necklace, 16"

Accessories: Use a descriptive string with proper punctuation.

Examples:

- 14k White Gold Black Diamond Earring Jackets for 1 Carat Stud Earrings (1/2 cttw)
- Metal T-Bar Jewelry Display for Necklaces and Pendants with Pewter Finish

The title must be no more than 100 characters in length. If one of the above title elements does not apply to your product, it can be omitted. The Product Descriptor attribute can be 1 to 4 words in length, provided you remain within the 100 characters total limit. Imagine there are 1000 similar diamond engagement rings lined up in a row - there is at least one design aspect or attribute that distinguishes each ring.

Live site Examples:

Good Title:



Roll over image to zoom in

10k Gold and Diamond Three-Stone Heart Pendant Necklace (1/10 cttw, I-J Color, I2-I3 Clarity), 18"

★★★★☆ 128 customer reviews

List Price: ~~\$200.00~~

Price: **\$99.99** & **FREE Shipping**. **FREE Returns**. [Details](#)

You Save: **\$200.01 (87%)**

Metal Type: white-gold

In Stock.

Ships from and sold by Amazon.com.

Want it tomorrow, Oct. 21? Order within **11 hrs 27 mins** and choose **One-Day Shipping** at checkout. [Details](#)

Bad Titles:



Roll over image to zoom in

.925 Sterling Silver Infinity Symbol Ring
Antique Finish Special Limited Time Offer
Super Sale Price.

★★★★★ 58 customer reviews

List Price: ~~\$49.99~~
Price: **\$3.99**
You Save: **\$46.00 (92%)**

Ring Size:
 [Sizing info](#)

- Genuine .925 Sterling Silver
- Infinity Symbol Ring
- .925 Sterling Silver Stamped
- Special Limited Time Offer Super Sale Price
- Comes with a Free Gift Pouch and Gift Box

The title contains promotional message



WorthTrust JEWELRY BRACELET NECKLACE
RACK DISPLAY HOLDER

★★★★★ 62 customer reviews

Price: **\$14.99** & FREE Shipping on orders over \$35. [Details](#)

In Stock.

Want it tomorrow, Oct. 21? Order within **11 hrs 38 mins** and choose One-Day Shipping at checkout. [Details](#)

- TRIPLE BLACK VALET BRACELET DISPLAY
- REMOVABLE BARS FOR EASY ORGANIZATION
- COLLAPSIBLE TO SAVE SPACE OR TRAVEL
- 13"X10"HIGH

9 new from **\$14.99** 1 used from **\$13.52**

The title contains all capital letters



Click to open expanded view

Antique Vintage Retro Adorable Cute
Jewelry Rhinestone Full Body Gem Owl Long
Necklace Pendant For Sweaters Hoodies

★★★★☆ 31 customer reviews

Price: **\$2.59** & FREE Shipping

In Stock.

Color: **necklace 1**

- Fashion Design Cute Jewelry Rhinestone Full Body Gem Owl Long Necklace Pendant For Sweaters Hoodies
- All products are nickel free.
- Wear for a variety of dress,sweater,overcoat,jacket etc,Ideal necklace for party,outdoor and any gatherings to make you unique and sepcial.
- Great gift for family,friends,lovers & yourself,especially for the fashionista sports fans.

Keyword Stuffing in title

Brand

Brand information, when applicable and when brand is recognizable, allows customers to discover products via Search and other site placements.

Brand

- A unique and identifiable symbol, association, name or trademark which serves to differentiate competing products or services
- A name used to distinguish one product from its competitors; it can apply to a single product, an entire product line, or even a company
- A name or symbol used to identify a seller's goods or services, and to differentiate them from those of competitors

Example: Kenneth Cole

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

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. A good photograph of your product is one that achieves good depth of field which will ensure a good focus from front to back (entire product is in focus), accurate color, and a good white balance.

Every product on Amazon needs one or more product images. The primary image of your item ("MAIN" image) represents an item in search results and browse pages, and is the first image customers see on an item's detail page. Your product images must meet certain technical and style requirements. **Failure to meet those requirements could result in the suspension of your seller account and your images to be suppressed from search.**

Required	<ul style="list-style-type: none"> • The MAIN image must only depict the actual item included in the purchase • MAIN images must show the actual product (not a graphic or illustration) • The background of the image must be pure white (pure white blends in with the Amazon search and item detail pages (RGB 255, 255, 255; hex #FFFFFF)) • The product must fill 85% or more of the image • Product images should be in color, not black and white • Product images should be at least 1500 pixels or larger on the longest side at a minimum of 72dpi. This will enable zoom function on the website • Amazon accepts JPEG (.jpg) and TIFF (.tif) (JPEG is preferred) • Image aspect ratio must be at least 190 pixels by 246 pixels • Main images are required for both Parent and Child SKUs • All color variations must include a "child SKU main image" representative of that specific color • Main image must be a single product, not stacks of images containing multiple products <ul style="list-style-type: none"> ○ Exception for multi-pack underwear or socks • Alternate images can be different angles or views, swatches, etc., but must adhere to the same image quality/size guidelines • Product image should depict the actual product to be purchased. Accessories that are not part of the product should not be shown. • Main images must be of the front of the product and if on a model, the model should be standing • Main images must match the gender of the department listed for that product (i.e. female images for women's product and male images for men's products) • Images must be appropriate for all ages
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Prohibited	<ul style="list-style-type: none"> • Images with a non-pure white background (RGB less than 255) • Images with part of the product for sale cropped by a frame edge • Product too small in image frame (less than 85% of the image) • MAIN image must NOT show accessories or props that are not included with purchase • MAIN images must NOT show text that is not part of the product, logos/watermarks/inset images • Product images photographed on mannequin or digitally modified images, except for stockings or socks • Images that show packaging or brand or swing tags, except for stockings or socks • Images of second hand or slightly used products
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	<ul style="list-style-type: none"> • Borders, logos, watermarks, text, color blocks, or other decorations • Sketched or drawings of the product; use real images only • Main images of the back of the product • Main image with model that is sitting, kneeling, leaning, or lying down (models must be standing) • Main image with a duplicate or alternate pose • Stacks of products or images containing multiple products • Other products, items, or accessories that are not part of the product listing • Image placeholders (such as “temporary image” or “no image available”) • Images containing graphs of product ratings • Promotional text such as “sale” or “free ship” (use the Manage Promotions tool instead) • Size charts, delivery zones maps, or any graphic not related to the product • Nudity or sexually suggestive images • Images that are blurry, pixelated, or have jagged edges
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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.

Main images should be supplemented with additional images showing different sides of a product, the product in use, or details that aren't visible in the MAIN image.

Basic Imaging Guidelines Based on Product Type






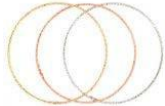
<u>Charms:</u>	<u>Brooches/Pins:</u>		<u>Cuff Links:</u>
			
MAIN	MAIN	Secondary	MAIN

Earrings:










MAIN shots should show **TWO** earrings, positioned like the below:

<u>Drops & Dangles</u>		<u>Studs</u>		<u>Hoops</u>
				
MAIN	MAIN	MAIN	MAIN	MAIN

Bracelets:

<u>Tennis</u>		<u>Link</u>		<u>Cuffs/Bangles</u>	<u>Sets</u>
					
MAIN	Secondary	MAIN	Secondary	MAIN	MAIN

Pendants:

<u>Standard</u>			<u>Pin/Pendant</u>		<u>Unique</u>		<u>Locket</u>	
								
MAIN	MAIN	MAIN	MAIN	Secondary	MAIN	Secondary	MAIN	Secondary





Chain Necklaces:

MAIN is a shot of the necklace hanging, cropped to show only about the bottom 1/3 (like a smiley face); should be centered and smooth. PT01 is a tightly cropped detail shot of a small section of the necklace:

				
MAIN	Secondary	MAIN	Secondary 1	Secondary 2 (clasp)

Station Necklaces:

MAIN is a shot of the necklace hanging, cropped to show only about the bottom 1/3 (like a smiley face). PT01 (secondary) is a tightly cropped detail shot of a small section showing 1 or 2 stations:

			
MAIN	Secondary	MAIN	Secondary

Rings (solitaires, wedding bands, bridal sets, etc)

Solitaire		Bridal				Wedding Band	
							
MAIN	Secondary	MAIN	Secondary 1	Secondary 2	Secondary 3	Secondary 4	MAIN

Jewelry Sets:

All pieces should be included in the MAIN image. Secondary shots should be taken for each individual piece

					
MAIN	Secondary 1	Secondary 2	Secondary 3	Secondary 4	Secondary 5

Pendant/Earring Sets:

Earrings should be positioned side by side for the MAIN image.

			
MAIN	MAIN	MAIN	MAIN

Examples of bad images

The product is shown on a mannequin



Roll over image to zoom in

The image has non-white background.



Roll over image to zoom in

The product is out of focus. The image is of low quality and does not satisfy the requirements for zoom functionality.



The product is shown on a model.



The images has non-white background and shows the product in a gift box.



The image contains multiple views of the product, a logo, and watermarks.



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.

- Be clear, specific, and include product information only
- Do not include shipping or company information. Amazon policy prohibits including seller, company, or shipping information
- There are five featured bullets, each with a recommended maximum of 80 characters per line
- Product Features can be used to describe multi-stone pieces where the feed template cannot accommodate all the information for gem type or metal type.
- Product Features can be used to convey information that is not accommodated by the specific product attributes.

Note: Tips to improve readability

- Write all numbers as numerals
- In bullets with multiple phrases, separate the phrases with semicolons (;)
- Spell out measurements such as grams, inches, 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

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. 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. 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 Be sure that product claims are truthful and substantiated 	<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)

Good:

Product Description

Product Description

Embrace pure luxury with this stunning platinum diamond solitaire pendant. A single round diamond (1 ct) is cradled in a four-prong platinum setting beneath a traditional split bale and showcased on an 18-inch wheat chain finished with a lobster claw clasp. This is an exceptional quality diamond. With a color grading of G-H, it is in the upper range of near-colorless and appears dazzling white in the setting. It has beautiful minimum clarity of VS2, with no inclusions visible to the unaided eye.

The diamond is beautifully showcased in lustrous and durable platinum. One of the world's most rare and precious metals, platinum is prized for its rich, bright shine, which is similar in color to white gold. White gold, however, gets its color from a plating process, while platinum's radiant luster is completely natural and will never fade. The unparalleled strength of this luxurious metal makes it an ideal choice for a diamond setting.

Bad:

Product Description

Product Description

Beautiful piece of jewelry. Buy now and we will send you a free gift. For more products like this please visit www.jewelryRUs.com

-Do not include promotional information
-Do not redirect traffic to your website

Product Specifications

Along with product description, it is important to list the specifications of your product as well. These specifications are displayed on the detail page of your product. Accurate specifications ensure that customers receive the product they expect and this helps build customer trust in your product. Product specifications include (but are not limited to):

1. The metal type of your product along with any relevant stamp
2. Any diamonds or gemstones used in the product along with specifications of each diamond or gemstone
3. Pearl types used in your product
4. Non-precious materials such as glass, resin (amber), leather, wood, bone, etc.

The product specifications shown here appear on the detail page:

Product Specifications	
Jewelry Information	
Brand, Seller, or Collection Name	Amazon Curated Collection
Metal stamp	925 Sterling
Metal	Sterling silver
Gem Type	Diamond
Setting	Prongs
Width	0.28 inches
Length	7.25 inches
Chain	No chain
Clasp	Box with tongue and safety
Total metal weight	14.5 Grams
Number of stones	272
Diamond Information	
Stone shape	Round
Minimum color	IJ
Minimum clarity	I2-I3
Cut	Good cut
Minimum Total Carat Weight	1 carats
Stone Creation Method	Natural
Stone Treatment Method	Not treated

Product specifications must follow the Jewelry Quality Assurance standards available [here](#) on seller central. See the latest version of the “Data Requirements” document available in seller central for further guidance on filling metal type, gem type, material type and pearl type fields. A list of valid values for these fields is also available in the [“Data Requirements”](#) document.

Variation Relationships

Variations allow customers to choose the desired color, style, or size of the 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. In the Jewelry Category, you can set up variation relationships using the following variation themes:

- Length
- Metal Type
- Ring Size
- Size Per Pearl
- Total Diamond Weight
- Metal Stamp
- Gem Type
- Stone Shape

Components of Parent/Child Relationships

There are **three components of a parent/child relationship**:

Parent Product: The parent product illustrates what the child products have in common. Although the parent product must be part of your product data, you do not offer it for sale on Amazon.com. Instead, the Amazon.com catalog uses the parent ASIN to establish relationships between other products. For example, if three products have the same parent (such as “Sterling Silver Teardrop Gemstone Dangle Earrings”), they are related and are considered child products.

Child Products: The child product is a particular product, such as “Sterling Silver Teardrop Blue Chalcedony Dangle Earrings.” You can have many child products that are all related to one parent product. Each child varies in some way.

Variation Theme: Variation themes set the parent/child relationships by defining how related products differ from each other. For example, in the Jewelry Category, child products can differ from each other by a single variation theme (e.g. Ring Size) or a combination of themes (e.g. Ring Size and Metal Type). A customer can select the child product they want from the menus on the detail page. These menus appear automatically when you use variation themes.



Sterling Silver Teardrop Gemstone Dangle Earrings

★★★★★ 22 customer reviews

List Price: ~~\$58.00~~

Price: **\$30.28** & FREE Shipping on orders over \$35. FREE

Returns Details

You Save: **\$28.72 (49%)**

Primary Gem Type: blue-chalcedony



In Stock.

Ships from and sold by Amazon.com.

Want it tomorrow, Oct. 21? Order within **5 hrs 35 mins** and choose **One-Day Shipping** at checkout. Details

How to set up Variations for a product

To properly set up your variation theme and product relationships, please see [Creating Parent-Child Variation Relationships](#) in Seller Central and variation data examples available in the [Jewelry Inventory File Template](#).

Note: Different types of jewelry products have different valid Variation Themes. Download the latest [Jewelry Data Requirements](#) for the current list of valid variation themes.

Required	<ul style="list-style-type: none"> Fully describe each child product so they will be included in browse and search results Use SKUs to build relationships using fields for SKU and ParentSKU List the Child offers under the parent SKU in your flat file template or XML markup
Prohibited	<ul style="list-style-type: none"> Do not include price or quantity values for parent products The parent title should not include specific variation attributes Do not link any products that are not a variation of the parent product. Child listings must be the same style as the parent and cannot be materially different. Do not include multiple departments in a single variation. Items that come in Men's and Women's sizes or styles should be split into separate variations.

Good Double Variation (Metal Type and Size per Pearl):



White Freshwater Cultured Pearl Stud Earrings in 14K Gold - AAA Quality
 ★★★★★ 15 customer reviews

Price: ~~\$489.00~~
Sale: \$49.00 & FREE Shipping. FREE Returns. Details
 You Save: \$120.00 (71%)

Metal Type: white-gold
 white-gold yellow-gold

Size per Pearl: 7.0mm
 11.0mm 7.0mm 8.0mm 9.0mm

In Stock.

Want it tomorrow, Oct. 21? Order within **8 hrs 15 mins** and choose **One-Day Shipping** at checkout. [Details](#)

Bad Single Variation (Color):



Fashion Ornaments Antique Brass Retro Vintage Adorable Round Cute Owl Head Box Pendant Long Chain Necklace(Box Can be open)
 ★★★☆☆ 11 customer reviews

Price: **\$3.09 & FREE Shipping**

Color: Turtle Ring



In Stock.

The child products are not variations of the parent product

Browse & Search

Customers come to Amazon.com to shop for products. They can find your products in two ways: either using the Browse option, or using Search Terms. Most often customers use a combination of browse and search. Make sure customers can find your products either way. Ensure your products will be found by providing complete attribute data. Pay particular attention to the Department Name and Item Type Keyword (ITK) as these attributes will determine where your product will appear in the browse tree. It is also important to describe your product as accurately as possible identifying metal type, gem type, material type and pearl type where applicable.

Classification - Browse

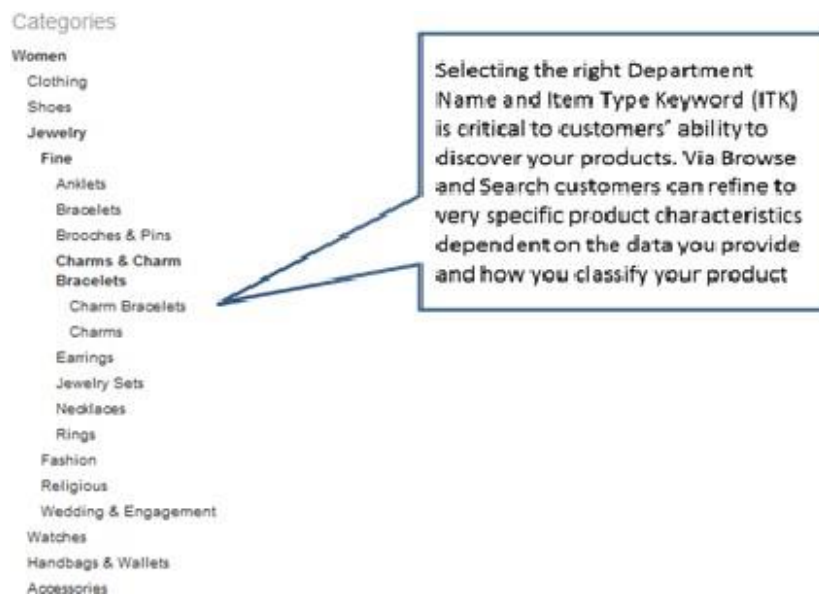
Thousands of merchants sell millions of products on Amazon.com. To help customers find products easily, Amazon developed a detailed product hierarchy or browse-tree structure. Customers refine by category and subcategory until they reach the most specific product type.

Amazon uses your Department Name and 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 (most specific) level. This means, for example, that a tennis bracelet should be classified as “tennis-bracelets” and not just “bracelet”. To [see the latest Browse Tree Guide \(BTG\)](#) search for Browse Tree Guide in Help.

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.com. See the Data Requirements Document for additional information on valid values for setting up your product. For example, if you would like to list a women’s gold bracelet, follow the steps outline below:

1. Refer to the latest Amazon Jewelry BTG in Seller Central.
2. On the Jewelry Tab, filter to the item type on the Node Path column (in this case, “Women/Jewelry/Fine/Bracelets”).
3. Use the Department Name and Item Type Keyword mentioned in the Query column.

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



Example of depth of Item Type Keywords

bracelets

- anklets
- bangle-bracelets
- bracelet-sets
- charm-bracelets
- cuff-bracelets
- identification-bracelets
- link-bracelets
- tennis-bracelet-jackets
- tennis-bracelets

Example of Item Type Keyword Classification from available ITKs. These keywords drive the left side of Amazon's browse tree category structure.

earrings

- ball-earrings
- button-earrings
- dangle-earrings
- drop-earrings
- ear-cuffs
- ear-pins
- ear-wraps
- earring-sets
- half-ball-earrings
- hoop-earrings
- stud-earrings

Please choose the most specific subcategory. If you choose earrings, but not "ball-earrings", your product will not show up as customers refine past earrings.

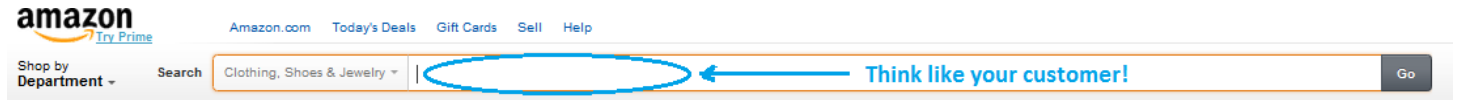
Note:

- The Department Name and Item Type Keyword must have the same exact spelling and formatting as listed in the BTG.
- Make sure your products are clearly described using the attributes metal type, gem type, material type, and pearl type where applicable.
- Make sure all of your products have keywords for the most specific subcategory possible.

Search

Providing titles as recommended above as well as complete attribute data for your products will ensure that your items are discoverable via Amazon.com Search.

Additionally, if there are other defining elements or keywords that will aid product discovery, you can provide up to five additional search terms (keywords). Your product titles and seller 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 pulls from when customers search the site
- The individual words of the title, seller, and brand 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
- Any product offered on a product page that describes the product by a well-known brand name will be removed from the web site if it is found that the product is not actually of that brand. The misuse of keywords may result in seller account suspension or termination.

Examples Text-

file feed

AK	AL	AM	AN	AO
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