amazon.co.uk

Content & Style Guidelines for Sports & Leisure

The information you provide will be uploaded on to our site and will be displayed to our customers on the detail page of each product.

Please bear in mind as you run through this that a good detail page will drive **your** sales by ensuring that our customers are able to make effective buying decisions.

The Sports & Leisure Flat File Template is intended for sellers to create sports and leisure equipment. It is not to be used to create detail pages for Apparel, Shoes and Accessories.

For Sports & Leisure Apparel, Shoes and Accessories please use the Apparel Flat File Template (this is a gated category - only authorized sellers will be allowed to create listings in this category).

Product Titles on Amazon.co.uk
Product titles are vital for making sure customers can find your products on Amazon.co.uk as well as when searching online. They also give important information to browsing customers, increasing the chances they will click on (and purchase) one of your items.

To make these product titles as effective as they can be, they should be structured in the following way:

[**Brand**] + [**Sub-Brand**] + [**Model Number**] + [**Size**] + [**Product Description**] + [**Defining Features**]

- ✓ For example:
    - ✓ York X500 Elliptical Trainer
    - ✓ Longridge Sprinter Electric Trolley
    - ✓ Ram Concept 3G Package Set - Graphite Shafted Woods/Steel Shafted Irons
- ✓ Un-Branded Products – please do not populate Brand if you have an un-branded product.
    - ✓ X500 Elliptical Trainer
    - ✓ Sprinter Electric Trolley
- ✓ When configuring parent/child variations be sure to include the variation specific to each child variation in the child as well e.g: White / Medium.

- ✓ Please use proper capitalization in the title, description and bullet points (i.e. not all caps or all lower case)

- ✓ Titles should only include descriptors of the product. Please do not provide pricing, shipping or company information in product titles being submitted to Amazon.

- ✓ To stop titles from becoming overly long, please try to only include the features that are necessary to distinguish similar items and insure that it does not exceed 60 characters. Please not that the detail page for each item allows you to list the full features of a product in a much more attractive and effective way.

Please do not provide pricing, shipping or company information in product titles being submitted to Amazon.

Creating Variations
When creating parent/child variations please insure they are configured properly. From the example below we can draw out some specific points:
- ✓ The column parentage declares whether or not a given SKU is the parent or one of the children.
- ✓ The column ParentSku enables the Child to declare the SKU of its Parent.
- ✓ The column RelationshipType is only used by the Child and declares what type of variation relationship is being created.

✓ The column VariationTheme is used to declare what type of variation is being created.
✓ The example highlights a variation theme of Size, however you can refer to the list of valid values in the sports and leisure flat file template for a comprehensive list of themes.

Example: Properly configured Parent/Child Variation of Size

	A	CP	CQ	CR	CS
1	**SKU**	Parentage	ParentSKU	RelationshipType	VariationTheme
2	03AMZNTRUF01	Parent			Size
3	03AMZNTRUF02	Child	03AMZNTRUF01	Variation	Size
4	03AMZNTRUF03	Child	03AMZNTRUF01	Variation	Size

Example Detail Page of a Variation Relationship
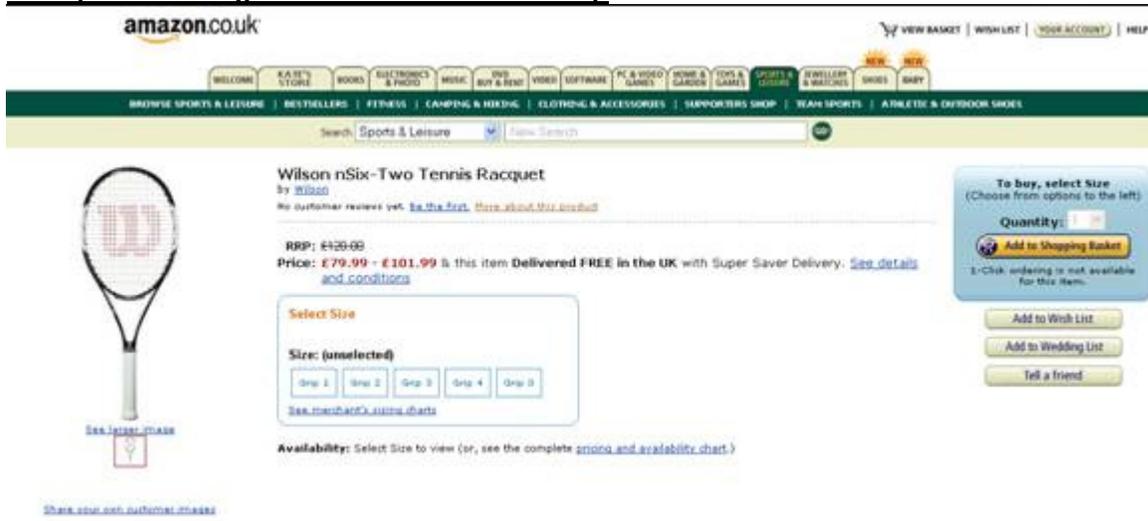
Key Features (Bulletpoints)
Enter up to 5 bullet points highlighting your product's key features or benefits. This is a perfect opportunity to highlight the marketable features of a given product. Please ensure they are no longer than 15 words in length each.

✓ Type of materials used: Metal, wood, and plastic
✓ 8 levels of Magnetic resistance
✓ Hand pulse sensors
✓ 100kg Max user weight
✓ Hand pulse sensors allow you to train in your wanted heart rate zone

Note: Please do not provide pricing, shipping or company information in product features being submitted to Amazon.

Reviews (Product Description)

The product description is an opportunity to drill into the details of a given item. Accurate and consistent descriptions of a given item enable the customer to gain insight into the product and improves the overall shopping experience.

- ✓ Use this opportunity to clearly describe the product and differentiate it from other, similar products.
- ✓ To optimize your description you can include key search terms in the first and last sentences where the terms cover approximately 5% of the total description word count.
- ✓ Please refrain from "just" providing key terms as this will reduce your ranking in free search.
- ✓ **Example Description: Product Title: Holey Soles Explorer (ASIN: B000OQF24E):** It's amazing to think that one shoe could please so many people. The Explorer from Holey Soles is a clog-like shoe with a heel strap and is an ideal footwear solution for both adults and kids. The massaging footbed and soft spongy feel underfoot means your feet are unlikely to feel the strain of your day's activities and the fact that they're non-slip, waterproof, quick drying and they float makes them perfect for the outdoors, camping, sightseeing, gardening, on the beach or by the poolside. The narrower fit (compared to competitors) means they're better suited to the European foot and the additional holes on Holey Soles gives greater foot ventilation in hot, sticky climes. You needn't worry about getting your Holey Soles dirty either as the waterproof EVA resin foam material won't allow any dirt or water to penetrate them. They can be washed in soap and water, in the sea or even in the washing machine! Each pair is available in a variety of sizes and vibrant colours.

    Note: Please do not provide pricing, shipping advertising or company information in product descriptions being submitted to Amazon.

Search Refinement Functionality

Recommended Browse Node (Using the Browse Tree Guide) - Correct browse nodes need to be entered in order for the search refinements to work on site.

1) Identify the most appropriate bread crumb trail (Categories/Fitness/Cardio-Vascular/Cross Trainers/)
2) Assign the associated Browse Node Id to the item in your feed (319551011). Please be as precise as possible.
   Note: If you do not provide at least one Recommended Browse Node your items will not be discoverable on Amazon.co.uk

Search Terms – You can increase the chances of discoverability by providing relevant one or two word terms. Do not include terms already found in the product title, brand or manufacturer as they are automatically used in Search Refinement.

Weight Based Shipping

If you have configured weight based shipping you must insure that you have provided values for shipping weight either via your flat file feed or via Add a Product in Seller Central

Product Images

Your images must meet the following requirements to be posted to Amazon.co.uk:

- ✓ Zoom! – providing images greater than 1000 pixels on the shortest side insures Zoom functionality will be available to customers who wish to zoom in on your product images.

- ✓ A minimum of 500 pixels on the longest side

- ✓ The product should occupy 80% to 90% of the image area, and the background must be 100% white.

✓ The product shown in your image must be recognizable, photographed at an angle that assists in a buying decision, in focus and well lit.

✓ If you are providing and item which varies by color, please provide a unique image per color variation in your feed.

✓ Product image must be free of text or watermarks

✓ JPG images and must be in RGB format (images in CMYK format will be rejected by the processing system)

✓ RGB colour mode

Note: Alternative images such as close-ups or lifestyle shots must also follow the above requirements but they do not need to have a white background. We highly encourage you to submit additional views of your product.

Example Images