



Content & Style Guide for Amazon.co.uk

Pet Supplies

This guide refers specifically to best practices for listing products in the Pet Supplies category. For more general best-practice guidance, please refer to the [Product Listing & Content Guide](#) that covers Computers & Office, Home, Garden & Pets, Toys & Baby, DIY, Tools, Auto, Grocery and Health & Beauty products.

The information that you upload to Amazon is displayed on the product detail page and plays a critical role in driving customers to purchase your products.

As our customers are not able to physically pick up or view products when making a buying decision it is our goal at Amazon to provide as much information as possible on the product detail page so the customer can make an informed buying decision. It has been proved time and time again that a good detail page will drive more sales than a page with poor content.

The content captured on a product detail page is also critical in optimizing the page for search engines. The more content you have on a page the more likely it is to achieve a high ranking on the major search engines and allow more customers to find this detail page.

The Pet Supplies Inventory File Template should be used by sellers to create new products in Pet Supplies, **including Pet Food**.

What goes where? Classification of Pet Supplies and Pet Food

What do you want to upload?	Amazon.co.uk's product category for these items	Use the following inventory file template for uploading product data (see SellerCentral help)
Birds Supplies	PetSupplies	PetSupplies
Dogs Supplies	PetSupplies	PetSupplies
Cats Supplies	PetSupplies	PetSupplies
Fish & Aquatic Pets Supplies	PetSupplies	PetSupplies
Horses Supplies	PetSupplies	PetSupplies
Insects Supplies	PetSupplies	PetSupplies
Reptiles & Amphibians Supplies	PetSupplies	PetSupplies
Small Animals Supplies	PetSupplies	PetSupplies
Wildlife Supplies	PetSupplies	PetSupplies
Pet Food and Ingestibles (including Vitamins and supplements)	PetSupplies	PetSupplies

Product Title

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.

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.co.uk uses the words in product titles to display 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.

Do	Do Not
<ul style="list-style-type: none"> • Capitalise the first letter of each word (exceptions apply, see right) • Use numerals (2 instead of two) • If a bundled 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.</p> <p>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 capitalise: <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 shipping/delivery" (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 • Do not include symbols in your listings (such as: ! * \$?) • Do not include subjective commentary such as "Hot Item" or "Best Seller"

Elements to Include:

[Brand] + [sub-brand (if applicable)] + [product type] + [style] + [quantity/size (if applicable)]

Examples:

Brand	Product Type	Style	Quantity/Size
Littermaid	Carbon Filters	Replacements	12 Pack
Yap Peluchi	Pet Bed	Giraffe Oval	22 inch
FURminator	deShedding Tool	Yellow with 4-Inch Edge	Large

Note: Including your company information or sale messaging in your product titles may negatively impact your seller account.

Product Images

For this product category, good product pictures play a crucial role during the purchase decision, since customers cannot touch or try on the products. The ideal way is to use pictures with high resolution,

so that Zoom functionality can be used. In addition several pictures with different angles are recommended. Good pictures not only contribute more sales, but can also reduce customer returns.

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 exactly what they will receive in their order (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"> • Use simple and clean white backgrounds that do not distract from the product • Create images with 500-pixels minimum; 1,000-pixels images are preferred • Show the entire product. The product should occupy at least 80 percent of the image area. • Include only what the customer will be receiving; accessories that are not part of the product should not be shown • If it is a bundled product, it is not necessary to show the entire LOT, a single image of the product will suffice • Images must be in JPEG file formats. Encoding must be RGB encoding, CMYK is not supported. Rule of thumb: if you cannot view the image with an Internet browser such as Firefox, but can open and edit the image with e.g. Adobe Photoshop, the image's encoding is very likely to be CMYK.
<p>Prohibited</p>	<ul style="list-style-type: none"> • Borders, watermarks, text, or other decorations • Coloured backgrounds or lifestyle pictures • Other products, items or accessories that are not part of the product listing; only include exactly what the customer is buying • Image place holders (e.g. "temporary images" or "no image available") • Images containing graphs of product ratings • Promotional text such as "sale" or "free ship" (use the Manage Promotions tool instead)

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.

Note: Alternative images such as close-ups or lifestyle shots must also follow the above requirements though lifestyle images are acceptable. We highly encourage you to submit additional views of your product.

Not allowed:

- Erotic images
- Drawings
- Animated images

If your product is part of a variation (e.g. an envelope that comes in different sizes), please ensure that the parent sku gets assigned with an image as well. Further information and examples can be found in the Pet Supplies template.

Examples of good images:



Bad images (which will be removed from site and may result in a suspension of your SellerCentral account):



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
- 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 delivery or company information. Amazon policy prohibits including seller, company or delivery information
- The description helps customers evaluate a product, so any non-product-specific information can distract from a customer's purchase decision

Content	Example: Featured Bullets
Features	Dimensions: 32.5cm x 21cm x 14cm
Features	Easily cuts the claws of larger breeds of dog and other similar sized animals
Features	Luxury faux-fur soft lining

Customers use this section to get a snapshot of the product. They may finalise 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

Do:

- Write all numbers as numerals
- In bullets with multiple phrases; separate the phrases with semicolons
- Spell out measurements such as 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

- Stainless steel
- Wire sprung for ease-of-use
- Lightweight
- Ideal for use on all animals
- Easily cuts the claws of larger breeds of dog and other similar sized animals

Bad Product Features

- Top seller
- Free delivery within the United Kingdom
- HURRY WHILE SUPPLIES LAST

Product Descriptions

The Product Description lists the product’s features, explains what the product is used for, and provides other specific product information. The customer reads the description to learn more about the product than is obvious from the Title, Image, or Key Product Features. Use this opportunity to clearly describe the product and differentiate it from other, similar products. Product descriptions are limited to 200 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 shipping/delivery" (use the Manage Promotions tool instead)• Do not write in capitals; your product description should be written in sentence caps

Good:**Product Description**

Protect your garden habitat with the Defenders Mega-Sonic cat repeller.

There are 9 million cats in the UK. The mammal society says cats kill around 275 million prey items a year, including 55 million birds. Voles and other small mammals make up much of the remainder.

The Sonic Cat Repeller will help protect your garden habitat and encourage wildlife and birds back into it. The Sonic Cat Repeller incorporates a sophisticated PIR (Passive Infra Red) detection system, which constantly monitors a fan shaped area of a 98 degrees arc up to a distance of 12 metres. The protected area is over 120sq. meters of unobstructed space. The Sonic Cat Repeller detects animals moving into this area and triggers a burst of continuously variable ultrasound, which sweeps a frequency range of 18,000Hz, 24,000 Hz to repel them. Simultaneously the LED indicator on the front of unit signals that it is now activated.

The Sonic Cat Repeller is powered by two 9V alkaline batteries. Battery power is conserved by the PIR detection system, which allows the unit to remain on stand-by between activation periods, therefore maximizing battery life.

The Push on/off Test Button on the face of the unit will drop the sonic frequency to an audible range. This enables you to check that the unit is functioning properly and to hear the swept frequency. The unit is also weather resistant.

Product Description

This high performance mains operated pet clipper features taper control to enable variable cutting lengths ranging from 0.8mm to 2.5mm. Also included in the kit are 4 attachment combs, numbers 1 - 4, 3mm to 13mm, to provide further cutting lengths as well as grooming scissors and comb. This comprehensive kit even comes with an instructional DVD with step by step instructions on how to use, making it ideal for those new to home grooming.

Designed to cope with most pet coat types, the single speed, 10w vibrating motor operates quietly and is ideal for noise-sensitive animals. Ideal for home use this clipper weighs just 446g and is ergonomically designed for easy handling. The Precision Blade is produced from rust resistant, high carbon steel for durability. Alternative blade types, including a course blade for thicker coats and a surgical blade for close clipping are available separately. Blades can be removed by unscrewing from the clipper body and can be re-sharpened or replaced with minimum effort.

Bad:

Product Description GREAT PRODUCT, MUST BUY, SEE OTHER PRODUCTS AT WWW....

Creating Variations

In case you want to sell a product that comes in e.g. different colours and/or sizes, you will have to create a so-called product variation. A product variation always needs to consist of two different elements:

- **Parent** – The parent product is just a place holder as this is an item which is not for sale. A parent item neither has a bar code nor price or quantity information. However, it does have product images as well as product information such as product description and all product attributes assigned to it. The parent item's product title has to be of a general format, containing no variation-related information such as colour or size (e.g. **FURminator Dog De-Shedding Tool**)
- **Child** – A child item represents the product that you actually want to sell. Each child has its own price, stock levels, images etc. assigned to it. It is of great importance that the child item's title contains the respective variation attributes such as colour or size that are applicable to this product (e.g. **FURminator Dog De-Shedding Tool, yellow, large**). The child item's title is the information that the customer will see in their order confirmation. If you don't add the variation attributes (e.g. colour, size) to the child item's product title, the customer will no longer have access to this information once the order has been placed.

As an example, here's how to build proper product titles for a product variation:

Title schema	[Brand/Manufacturer] +	[Mfr Part No] (where available) +	[product description] +	[product name] +	Color variation +[Child Variation]	Size variation [Child Variation]
Parent* sample:	Company Of Animals	2563	FURminator	Dog De-Shedding Tool		
Result	= Company Of Animals 2563 FURminator Dog De-Shedding Tool					
Child** sample:	Company Of Animals	2563	FURminator	Dog De-Shedding Tool,	Yellow,	Large
Result	= Company Of Animals 2563 FURminator Dog De-Shedding Tool, Yellow, Large					

* Parent = Overall title of the product to be displayed on the detail page. A generic product name without reference to size or colour

** Child = Variations of the Parent, e.g. colours and sizes.

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

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 **parent-sku** enables the Child to declare the SKU of its Parent.
- The column **relationship-type** is only used by the Child and declares what type of variation relationship is being created.

- The column **variation-theme** is used to declare what type of variation is being created.
- The example highlights a variation theme of **SizeColor and Flavor**, however you can refer to the list of valid values in the flat file template for a comprehensive list of themes. Remember that you also need to populate the corresponding column (**Size, Color and Flavor**) which then needs to contain the variation data.

Example: Properly configured Parent/Child Variation of SizeColor

TemplateType=PetSupplies						
Skus	Parentage	ParentSkus	Relationship Type	Variation Theme	Color	Size
frm-parent	Parent			SizeColor		
frm-small	Child	frm-parent	Variation	SizeColor	yellow	small
frm-large	Child	frm-parent	Variation	SizeColor	yellow	large

Product specifications

This section is populated by various attributes in the flat file and as many as possible should be completed to ensure the customer has enough information ‘above the fold’ to make the purchase decision. In addition, some attributes must be filled in because of legal requirements.

Product Specifications

Brand Name:	Bagsmith
Model number:	74075
Color:	Natural
Material Type:	canvas, metal
Size:	12" x 12" x 9"

Specifying the product type

Depending on the item that you want to list, please specify the template’s “product_type” column and select a value from the list of valid values which can be found in the template. The specification of the product type determines e.g. the selection criteria and the product specification section on the web site.

Product type label	Display attribute label	Detail page label	Example
PetSupplies	PetType1-PetType5	Pet Type	Dogs
PetSupplies	BreedRecommendation	Breed Recommendation	Schnauzer, Hound, Akita
PetSupplies	SpecialFeatures1-SpecialFeatures5	Special Features	Waterproof,Cooling
PetSupplies	SpecificUsesForProduct1-SpecificUsesForProduct5	Specific Uses	Suitable for young pets
PetSupplies	CareInstructions	Care Instructions	Hand Washable
PetSupplies	Directions	Directions	Dogs should be treated every 3 months and repeat dose should be given every 3 days

PetSupplies	ItemForm	Item	Cream
PetSupplies	MaterialComposition	Material Type	80% cotton, 20% polyester
PetSupplies	FillMaterialType	Material Fill	Thermal polyester fibre
PetSupplies	PetLifeStage	Pet Life Stage	Adult
PetSupplies	MaximumAgeRecommendation	Maximum Age Recommendation	5 years old
PetSupplies	MinimumAgeRecommendation	Minimum Age Recommendation	1 year old
PetSupplies	ColorMap	Colour	Green
PetSupplies	Size	Size	Large
PetSupplies	Flavor	Flavour	Chicken
PetSupplies	MaximumWeightRecommendation	Maximum Weight Recommendation	50.8
PetSupplies	MinimumWeightRecommendation	Minimum Weight Recommendation	0.5
PetSupplies	WeightRecommendationUnitOfMeasure	Weight Recommendation Unit of Measure	KG
PetSupplies	MaximumHeightRecommendation	Maximum Height Recommendation	30
PetSupplies	MinimumHeightRecommendation	Minimum Height Recommendation	10
PetSupplies	HeightRecommendationUnitOfMeasure	Height Recommendation Unit of Measure	CM
PetSupplies	MaximumGirthSize	Maximum Girth Size	70
PetSupplies	MinimumGirthSize	Minimum Girth Size	30
PetSupplies	GirthUnitOfMeasure	Girth Unit of Measure	CM
PetSupplies	MaximumNeckSize	Maximum Neck Size	51
PetSupplies	MinimumNeckSize	Minimum Neck Size	25
PetSupplies	NeckSizeUnitOfMeasure	Neck Size Unit of Measure	CM

Search refinements through „Recommended Browse Nodes“ (product classification)

This process allows a product to be assigned to a certain product category which has been defined by Amazon.co.uk. By assigning a product with a browse node, assign it to a shelf within Amazon’s virtual warehouse, thus allowing potential customers to find the product. Based on the given classification, the web site’s “browse” section will then filter the respective search results.

In order to classify your products, please proceed with the following steps:

1. Download the Browse Tree Guide file. The file can be found in SellerCentral help:
Manage Inventory → Reference → Browse Tree Guides

(https://sellercentral-europe.amazon.com/gp/help/help.html/ref=sc_hp_1661?ie=UTF8&itemID=1661&language=en%5FGB)

2. Identify the most appropriate bread crumb trail (e.g.: Pet Supplies → Dogs → Toy → Chew Toys). Do not use the browse node entries highlighted in grey color (top-level entries) as these are only included for navigational purposes.
3. Assign the associated Browse Node Id to the item in your feed (column “recommended-browse-node1”).

You can assign up to two different browse nodes per product, thus allowing you to list the product in two different product categories.

Note: If you do not provide at least one Recommended Browse Node your items will not be discoverable on Amazon.co.uk. Populate at least the column named recommended-browse-node1.

Browse & Search

Customers come to Amazon.co.uk to shop for products. They can find your products in two ways: either using the browse option, or through 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 relevant search terms and specifying the correct browse node.

Search

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 to ensure they can easily find your products; use words they might enter into the search bar, including synonyms.



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 do not need to add them to the keyword field
- Any combination of title words and search terms are fully searchable

Examples

Text-file feed

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.

Here are some tips for optimizing your search terms:

- **Use detailed product names** - Each individual word in the Product Name is searchable by itself. Having detailed product names helps ensure that your product appears in the search results. For example, suppose your product name is "Allison's Gourmet Organic Chocolate Chip Pecan Cookies - One Dozen." Because this product name is very detailed, this product already has a good selection of search terms even before you add the additional terms.

Add as much information to your product name as you can that comprises the following:

- Brand and product description (for example, a luxurious dog bed or Wahl Smartgroom dog claw clipper guillotine style stainless steel)
- Product line (for example, Smartgroom or Happy Pet)
- Material (for example, stainless steel, carbon or plastic)
- Colour (for example, yellow or red)
- Size
- Quantity
- **Use terms once** - Because the words of the product name are already searchable, do not use search terms that are words also contained in the title. For example, the complete list of automatic search terms for stainless steel claw clipper guillotine pet groomers is groomer, stainless steel, clipper, guillotine and pet. Good search terms for stainless steel claw clipper guillotine pet groomers, therefore, might be "dog," "cat," and "nails."
- **Use single words** - Single words work better as search terms than phrases. If you use phrases, then customers must type each entry *exactly as you entered it*. For example, if you enter "dog nails" as search terms for stainless steel claw clipper guillotine pet groomers, then that is what customers must type. If they type "dog" or "nails," your products won't appear in the search results. However, by listing these terms separately, you allow for more combinations, such as long dog nails, sharp dog nails, big dog nails, small dog nails. If you aren't getting the sales you expect, continue to experiment with your search terms until you find you have the best combination of product title and search terms for your products.

You can find more details on how to create effective search terms SellerCentral help: Increase Sales -> Getting Started -> Using Search & Browse.

Add a Product in Seller Central

<p>Search Terms: (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	

Search Refinement through Refinements (attributes such as PetType)

Refinements are an additional way to search on top of Browse Nodes and are at least as important. Customers can use refinements to find the products with specific attributes faster within a Browse Node. For example, if customers are interested in products for cats, they could use refinements to filter products that did not meet these requirements. Your product would appear if you entered “Cat” in the “pet-type” column.

Recommended Browse node

Correct browse node assignment is key to optimizing search refinements on site.

The most appropriate browse term must be incorporated to help the customer drill down on the browse option to get to your product.

- 1) Identify the most appropriate bread crumb trail (for example: Oils, Vinegars & Salad Dressings/Mayonnaise). Please be precise as possible.
- 2) Next assign the associated browse node ID to the item in the feed.

Note: If you do not provide at least one recommended browse node your items will not be discoverable on Amazon.co.uk. You can find a list of recommended browse nodes from seller central.