

Product Listing & Content Guide

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This guide will help you to list your products effectively on Amazon.co.uk, Amazon.de, Amazon.fr, Amazon.it and Amazon.es and maximise your sales.

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The basics of listing on Amazon

In summary:

- Provide localised content for each marketplace
- Provide as much information as possible
- Use only official product data
- Don't include offer-specific information in the product information sections

Remember that the product detail page and all information on it will be used by all sellers. Any information that's specific to your offers, such as price, quantity, shipping info or condition can be added during the offer listing process. Adding offer-specific information to a product detail page contravenes the Amazon product listing guidelines and will negatively affect the standing of your account.

Please do not create duplicate detail pages. If our site is cluttered with duplicates of the same item, it makes it hard for customers to compare offers. Plus, the existing product detail page will almost always get the most traffic, so you will lose out by setting up a duplicate. To avoid duplication, please use manufacturer-issued barcodes (EAN or UPC). Creating a product detail page for a product which already exists in the Amazon.co.uk catalogue is prohibited, and such pages will be removed.

Please note that Amazon can't give you any legal advice. As a seller you are solely responsible for your offers and must ensure that all product information is correct and complete and in line with legal requirements. If you are unsure which information needs to be displayed when listing on Amazon.co.uk or whether your offers are in accordance with the law please seek independent legal advice. As far as this document contains references to regulations or legal requirements, Amazon does not assume any liability for their accuracy and completeness.

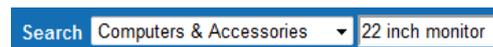
A. Detail page content

Our data consistently proves that getting detail pages, attributes and discoverability right is the single most important thing you can do to ensure your products' success on the Amazon platform.

Detail page content helps search.

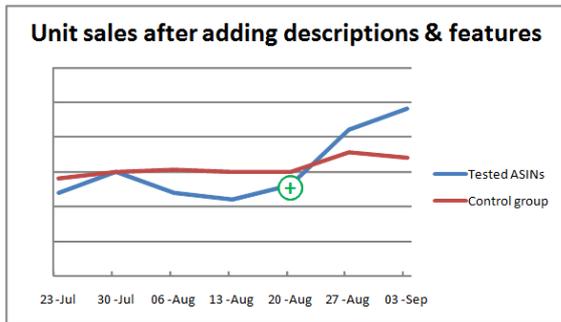
Most customers use search – either within Amazon's own site or on external search engines such as Google, Bing and Yahoo! – to find products.

All detail page content feeds into both Amazon's search and external search results. Good content and categorisation are therefore crucial to customer discovery as well as decision-making.



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Amazon test. + shows when descriptions & features were added.

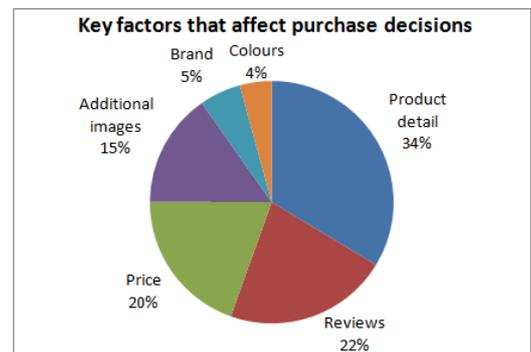
Product descriptions and features have a direct impact on sales

Good detail page content is key to customer purchase decisions.

Would *you* buy an item that didn't have an image, a description, or clearly defined features?

Customers care about product detail

An Amazon usability study for products found that when researching products online, customers place most value on product details – particularly specifications, features, and descriptions. Next were reviews, followed by price and then alternate images.



Amazon Customer Experience Study

1. Product title

Inventory Listing Template column name: title | Add a Product tool (Vital Info Tab): Item Name (aka Title)

Good titles help customers identify products. They're shown on the product detail page, in search results (both on Amazon and on external search engines) and browse pages, in our automated and personalisation features, and many other places.

Do:

- ✓ Provide a short, descriptive title for the product that will help customers quickly identify its key features
- ✓ Keep it under 100 characters
- ✓ Include the brand, series, model number, product type, colour and size if applicable
- ✓ **UK:** Use title case (capitalise the first letter of each word – except: the, and, or, for, a, an, in, over, with)
- ✓ **DE:** Capitalize only words as per German Orthography
- ✓ **FR, IT, ES:** Capitalize only the Product name
- ✓ Write numbers as numerals (2 instead of two)
- ✓ If a bundled product, state quantity in brackets (16)
- ✓ Include the following information, where applicable:
 - Brand name
 - Series and model number
 - Size and colour
 - Product type
 - Defining characteristics/key features
- ✓ We recommend that every title should start with brand, series, model, Product name, Colours, other specifications.
- ✓ Use the Promotion Manager tool to include price messaging, rather than the product title

Don't:

- ✗ Include too much information. Titles should contain the minimum information needed to identify the item. More info makes it hard for customers to scan and identify the item, and may harm your search results (see section 5)
- ✗ Use all capitals, as it's hard to read
- ✗ Use subjective adjectives eg "awesome", "great". Keep it factual and descriptive
- ✗ Use HTML tags or special characters not on a standard keyboard (eg. ®, ©, ™ or other Type 1 High ASCII characters)
- ✗ Include detail specific to your listings, eg. price, your business name or "Free Shipping". Remember that the detail page, including the title, will be used by all sellers

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Good product titles:

Toshiba 32BV501B 32-inch Widescreen HD Ready LCD TV with Freeview

Panasonic Lumix FS16 Digital Camera - Black (14.1MP, 4x Optical Zoom) 2.7 inch LCD

Acer Aspire 5742Z 15.6 inch Laptop (Intel Pentium P6200 Processor, 6 GB RAM , 640 GB HDD, DVD-Super Multi DL drive, Windows 7 Home Premium 64-bit) – Black

- ✓ Factual descriptions of items
- ✓ Include key features

A bad product title:

16 Compatible T0711 Black Epson Ink Cartridge for Epson Stylus B40w BX300f BX310fn BX410 BX510 BX600fw BX610fw D78 D92 D120 DX400 DX4000 DX4050 DX4400 DX4400 DX4450 DX5000 DX5050 DX6000 DX6050 DX7000f DX7400 DX7450 DX8400 DX8450 DX9400f S20 S21 SX100 SX105 SX110 SX115 SX200 SX205 SX209 SX210 SX212 SX215 SX218 SX 218 SX400 SX405 SX405wfi SX410 SX415 SX510w SX515w SX600fw SX610fw Printers - Compatible Epson Cheetah Inks T0711 Black TO711 E- 711 ***by Company XYZ***

- ✗ Too long – hard to pick out key info
- ✗ Includes all compatible model numbers
- ✗ Includes brand name three times
- ✗ Includes seller name

A better title would be: Black Ink Cartridge for Epson Stylus B40, BX, DX, SX Series (16-pack)

2. Images

Inventory Listing Template column names: main-image-url (for main image), other-image-url1 - other-image-url8 (for up to 8 other images) | Add a Product tool: Images Tab

Good product images directly increase sales. This is your opportunity to show your product to your customer, so quality matters. Images are shown on the product detail page, in search results (both on Amazon and on external search engines) and browse pages, in our automated and personalisation features, and many other places.

Do:

- ✓ Choose images that clearly and accurately represent the product
- ✓ Show the main product image against a white background
- ✓ The main image should show the main product only, not accessories or other items in the box

Don't:

- ✗ Include text, logos, watermarks, price tags or other images
- ✗ Include a background or border on the main image (it's OK for other images)
- ✗ Show multiple images if the item is a multipack
- ✗ Show multiple views of the product in the main image
- ✗ Include images of compatible products (eg. if you're selling phone cases, don't picture them with phones in them)

Technical specifications:

- Minimum resolution 72 pixels per inch; minimum size 1000 pixels on the longest side
- Preferred file format: JPEG (.jpg)
- RGB colour mode
- The URL (web address) must be fully-formed and valid (ie. include http://)
- The URL must not start with https: or ftp:. It must not contain any redirects
- There must not be any spaces or non-standard characters in the image URL

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Good main images:



- ✓ Clear images of main item only
- ✓ On white background

Bad main images:



- ✗ Text, logos, and inset images are not allowed
- ✗ Multiple shots of the same product are not allowed



- ✗ The main image should have a white background
- ✗ Main images shouldn't show items not included with the product

These are OK as other images, but not as the main image

3. Bullet Points (Key Features)

Inventory Listing Template column names: bullet-point1 - bullet-point5 | Add a Product tool (Description Tab): Key Product Features

Short sentences that summarise your product's key features. A customer should be able to understand from these sentences what your product does, and may then decide to read the product description for more detail. The bullet points are displayed on the product detail page in the Technical Details section, above the product description, but also feed into Amazon search and external search results. They help customers evaluate a product, so any non-product-specific information can detract from a customer's purchase decision.

Do:

- ✓ Keep the information factual and descriptive
- ✓ Describe the most important features or attributes of the product
- ✓ Include detail of up to 10 model numbers your product is compatible with
- ✓ Include product dimensions where relevant
- ✓ Begin each bullet point with a capital letter
- ✓ Write numbers as numerals (2 instead of two)
- ✓ Spell out measurements such as inches, feet, metres
- ✓ Check spelling and grammar

Don't:

- ✗ Feel obliged to fill in all 5 fields – 3 good bullet points are better than 5 weak ones
- ✗ Use ending punctuation eg. full stops or exclamation marks
- ✗ Include subjective or time-sensitive comments eg. "great value" or "hot this year"
- ✗ List more than 10 compatible models – use the Product Description instead
- ✗ Include detail specific to your listings, eg. pricing, promotional or shipping information
- ✗ Use HTML tags or special characters not on a standard keyboard (eg. ®, ©, ™ or other Type 1 High ASCII characters)
- ✗ Add punctuation at the end of each bullet

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Good bullet points:

- Compact charger dock for iPhone/iPod
 - LCD clock display
 - Sleek matte finish
 - FM radio built in
 - Aux in, for any 3.5mm jack device
- ✓ Key features clearly described

Bad bullet points:

- Stand out from the crowd,
 - Unique design
 - Another essential product and a great deal from HYF Electronics
- ✗ Doesn't describe key features
- ✗ Includes subjective information – customers should decide for themselves whether this will make them stand out from the crowd
- ✗ Includes seller name

4. Product Description

Inventory Listing Template column name: description | Add a Product tool (Description Tab): Product Description

A clear, concise, factual product description will help customers decide whether the product meets their needs. Product descriptions are displayed on the product detail page but also feed into Amazon search and external search results.

Do:

- ✓ Provide as much factual, descriptive information as possible
- ✓ Keep it clear – avoid marketing-speak
- ✓ Describe the product's key features, including size and colour information and compatibility
- ✓ Include the brand name, series and model number, even if they're already in the product title
- ✓ Include model numbers of products your item is compatible with
- ✓ Use sentence case (only capitalise the first word of a sentence, or proper nouns)
- ✓ Use <p> to insert a paragraph break
- ✓ Check spelling and grammar

A good product description:

Designed to fit and complement notebooks up to 15.6 inches, the HYF G20C notebook sleeve offers plush-lined fabric notebook compartments to keep your notebook secure and free from scratching. Its unique, asymmetrical zipper design makes it ideal for easy access to your notebook from the top or the side. You can use the sleeve inside another bag for easy carrying, or on its own for on-site use.

- ✓ Factual description of item
- ✓ Describes key features

Don't:

- ✗ Write about anything but the product for sale; this is your opportunity to tell the customer about the product so that they can decide whether to buy it
- ✗ Include detail specific to your listings, eg. promotional or shipping information
- ✗ Include subjective or time-sensitive comments eg. "great value" or "hot this year"
- ✗ Use any HTML other than <p>
- ✗ Include any web or email addresses
- ✗ Use special characters not on a standard keyboard (eg. ®, ©, ™ or other Type 1 High ASCII characters)

A bad product description:

Clock FM Radio with iPod/iPhone Dock in Black. Shipped by HYF Electronics.

- ✗ Doesn't describe key features
- ✗ Doesn't include brand name or model number
- ✗ Includes seller name
- ✗ In title case (most words start with a capital) – hard to read

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5. Brand and manufacturer

Inventory Listing Template column name: brand, manufacturer | Add a Product tool (Vital Info Tab): Manufacturer, Brand Name

This information helps customers to filter and identify products, as well as feeding internal and external search results. Typically brand information is more useful to customers than manufacturer information, but please provide both.

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: Compaq

Manufacturer:

- A business engaged in manufacturing a product

Example: HP

- ✘ **Note:** Do not use your seller name for brand or manufacturer, unless the product is on your own private label. In this case only, you may use the name of your company in both the brand and manufacturer field.

6. Model number and part number

Inventory Listing Template column names: model-number, mfr-part-number | Add a Product tool (Vital Info Tab): Model Number, Manufacturer Part Number

If your product has a model and/or part number, this may be crucial to help customers identify that they have the right product. This information also feeds into Amazon and external search. If your product does not have a model or part number, leave these fields blank.

7. What's in the Box

Inventory Listing Template column name: box-contents | Add a Product tool (More Details Tab): Box Contents

List everything that is included with the product, including the main product. We get a lot of customer enquiries about box contents, so please provide this information.

B. Product discoverability

Once you've set your product up, you'll need to help customers find it. They can do this one of two ways: **search** – either within Amazon's own site or on external search engines such as Google and Bing; or **browse** – navigate through the website. Most customers use a combination of both search and browse. So that customers can find your product, it's very important to ensure that your products are optimised for search and correctly categorised in browse, and have the right attributes – product data – to help customers filter the results.

Products should be easy to find

This means that your product should appear prominently in search and browse results when the customer **wants** to find a product like this. Obviously, if your item does not appear when a customer is looking for it, you're not going to make a sale.

But "easy to find" also means that an item does not show up when the customer **does not** want it. If search and browse results are cluttered with unwanted results, whether from you or from other sellers, customers will not be able to find the product they want. That could be your lost sale, too. If this happens consistently, a customer can become discouraged and stop shopping on Amazon altogether. That could be many more lost sales. (And it's another reason why duplication is bad.)

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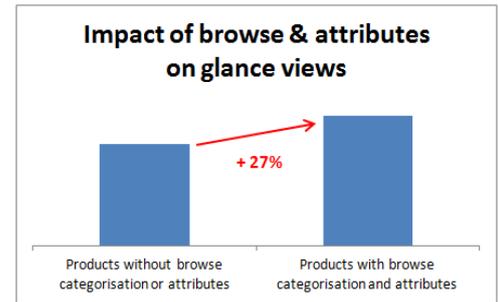
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Correct categorisation aids discovery

Products which are correctly categorised in browse, and have detailed product attributes – which drive browse refinements (the additional filters that you see in the left column after you either search for a keyword or navigate (browse) through the Amazon website) – get more glance views than those which don't.

Miscategorisation can cause real problems for customers and will result in lower sales for your product.

Please take great care to categorise your items correctly – it really matters.



Source: Amazon test

8. Search terms

Inventory Listing Template column names: search-terms1 - search-terms5 | Add a Product tool (Keywords Tab): Search Terms

These are additional terms that can be added to help customers find your product when they search **on Amazon..** They do not affect searches on external search engines, eg. Google. Note that much of the content you provide in the title and brand fields already counts towards search, so there is no need to add this info again. Search terms can include attributes of the product, and different ways of describing the product, if relevant.

Do:

- ✓ Use if your product title does not already include the word/phrase, and you think customers who will be interested in your product are likely to be searching for that word/phrase. For example:
 - Product title: Kingston DataTraveler 101 Gen 2 8GB USB Drive - Red
Suggested search terms: usb stick, "flash drive"
 - Product title: HP Deskjet 3050A e-All-in-One Printer
Suggested search terms: scanner, copier, fax
- ✓ List compatible models if relevant
- ✓ Use always localised content and search term in the local language, eg do not upload the same search keywords in all locales, but localise (translate) the keywords per local language.
Customers do not search on Amazon.it using German Keywords.

Don't:

- ✗ Add words already in the product title or brand name – we will pick these up automatically
- ✗ Include common misspellings of the product name, or variants of spacing, punctuation, capitalisation, or pluralisation (eg. both 80GB and 80 GB, computer and computers, etc.) – our search engine is smart enough to figure this stuff out for you
- ✗ Include subjective terms, eg. "best", or time-sensitive statements eg. on sale, "available now"
- ✗ Include information that is true of most of the items in the category (eg. camera, cable)
- ✗ Include your seller name
- ✗ Worry about case – our search engine is case-insensitive, which means it doesn't matter if the customer searches for upper case or lower case letters
- ✗ Include information that misrepresents the product, such as a competing brand. This type of information is fraudulent and violates Amazon's conditions for sellers

[Google Trends](#) and [Google Insights](#) can help you to identify appropriate search terms.

Good search terms:

[for an iPod]	digital music player
MB147LL/A	digital audio player
MP3	video
AAC	USB
iTunes	

- ✓ Includes terms which are not already in the product title but which customers search for

Bad search terms:

[for an iPod]	digital
APPLE IPOD	player
IPODS	movies
APPLE	80GB
music	

- ✗ Repeats keywords already in product title (apple, ipod, 80GB)
- ✗ Includes keywords customers don't typically use when searching for MP3 players: digital (digital

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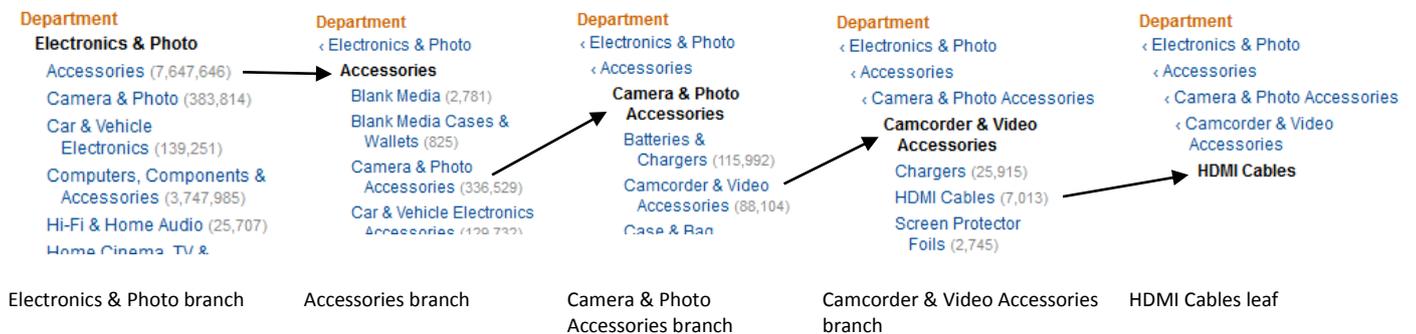
audio player or digital music player are more common)

9. Browse

Inventory Listing Template column names: recommended-browse-node | Add a Product tool (Vital Info Tab): Recommended Browse Nodes

"Browse" is the term Amazon uses to refer to the "Department" list that you see in the left column when you either search for a keyword or navigate (browse) through the Amazon website. You will need to refer to the separate Browse Tree Guide (DE, UK, FR, IT, ES) document to determine which sub-department, or "node", your product should be added to.

You can think of browse nodes as being like a tree, with branches and leaves. Branches allow multiple choices deeper within the department. The leaves are the end point from which customers can't make any more selections. For example:



The more specific the node you choose, the more easily customers will be able to find your product by filtering. NB. Products assigned to a leaf will be included in the branches above it by default. In the example above, a HDMI cable assigned to the leaf node (HDMI Cables) will also be included in the Camcorder & Video Accessories, Camera & Photo Accessories, Accessories and Electronics & Photo branches.

Leaves and branches are mapped to all relevant points in the tree, so you only need to assign the item to one leaf node for it to appear in all relevant places. For example, a HDMI cable assigned to the leaf node above will also show up in the HDMI cables lead node in the Home Audio & Video branch and relevant sub-branches.

Do:

- ✓ Choose the most specific leaf node possible for the product. Remember, it will automatically be included in all branches that leaf is attached to, and in other relevant branches

Don't:

- ✗ Choose a branch node (in grey in the Browse Tree Guide document) unless there is no appropriate leaf node
- ✗ Be tempted to assign products to a "similar" node – eg. don't put iPhone skins in the MP3 player cases node. Take the time to find the right leaf node and customers will be able to find your products more easily

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10. Search and Browse Refinements

Refinements are the additional filters that you see in the left column under browse ("Departments") after you either search for a keyword or navigate (browse) through the Amazon website.

The deeper you navigate through the departments, the more specific the refinements get to that sub-department (leaf node). This refined set of results, whether used alone or with search keywords, helps customers home in on a very specific set of items. If a customer filters by a refinement, **your product will not show up unless you provided data for that refinement.**

Refinements are populated by attributes in the Inventory Listing Templates and in the Add a Product tool in Seller Central. You can find the latest list of refinements on the third tab of the Browse Tree Guides documents (this third tab is not yet available for all product lines - we are in the process of updating all our Browse Tree Guides). We are constantly adding more refinements – so the more data you add, the more easily customers will be able to find your products. Please complete as many fields as you can when setting up your products.

Additionally, product attributes populate the Product Specifications section of the detail page. This also helps feed internal and external search.

Product Specifications

General

Brand:	Acer
Screen Size:	15.6 inches

Processor

Processor Brand:	Intel
Processor Type:	Intel Core i3
Processor Speed:	2.4 GHz

Memory

RAM Size:	6 GB
Computer Memory Type:	DDR3 SDRAM

Hard Drive

Hard Drive Size:	640 GB
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Graphics

Graphics Card Description:	Integrated
Graphics RAM Type:	Unknown

Additional Specifications

Operating System:	Windows 7 Edition Home Premium
Average Battery Life (in hours):	3 hours

Do:

- ✓ Fill in as many of the columns as you can in the Inventory Listing Template, or as many of the fields in the Add a Product tool
- ✓ Check the list of current refinements in the Browse Tree Guide or at the end of this section and pay particular attention to filling in the attributes that drive these

Don't:

- ✗ Be tempted not to fill this in – or customers will have a hard time finding your product

Remember: The more information you provide, the more easily customers will find your product, and the more likely they will be to buy it.

Department

- ↳ Electronics & Photo
- ↳ Camera & Photo
- ↳ Digital Cameras
- ↳ Point & Shoot Digital Cameras

Brand

- Panasonic (293)
- Nikon (309)
- Fujifilm (426)
- Canon (343)
- Kodak (143)
- Sony (380)
- GoPro (4)
- ↳ See more...

Megapixel

- Up to 7.9 MP (390)
- 8 - 9.9 MP (154)
- 10 - 11.9 MP (365)
- 12 - 15.9 MP (1,263)
- 16 - 19.9 MP (362)
- 20 MP & more (281)

Optical Zoom

- Up to 2.9x (71)
- 3 - 5.9x (1,661)
- 6 - 9.9x (140)
- 10 - 19.9x (383)
- 20 - 29.9x (69)
- 30x & more (28)