

# IN Pet Supplies Style Guide

## 1. Titles:

The customer should be able to make the purchase based on info in the title. Help us out by checking for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," and "an")
- Do not spell out complete quantities such as grams/kilograms and litres/millilitres. Use shortforms like ml for milliliters, kg for kilograms
- Write all numbers as numerals
- Avoid dashes
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines
- Only specify pet type in title if product is limited to that pet type.

### **Title Style:**

Brand + Product Type + Quantity + Number of Items (if needed)

### **Examples:**

- CatStop Ultrasonic Cat Deterrent, 5 kg
- ScoopFree Fresh Step Refill Litter Cartridge, 3-Pack
- FURminator Dog-and-Cat deShedding Solution, 100 ml

Note: If the product does not come in multiple colors, the color should not be noted in the title. If it does come in multiple colors, the color should be listed at the end of the title, as in this example:

- Precision Pet 18-by-13-Inch SnooZZy Sleeper Pet Bed, Black

## 2. Feature Bullets:

Four strong feature/benefit bullets are better than five short ones. Separate phrases in a single bullet with semicolons. Write all numbers as numerals. Spell out quantities such as quart and inch. Capitalize the first letter in the first word of each bullet. Include what's in the box, number of items in sets, accessories. Note any applicable limits, warnings, warranty information, or if product assembly is required. Detail major features, construction, materials, and ingredients. The final bullet for all products must list product dimensions/measurements when available.

### *Feature/benefit style:*

1. Overall synopsis of product
2. Major feature(s), materials, ingredients, and construction
3. Type, age, size of pets product suited for
4. Is assembly required?
5. Included accessories, dimensions and warranty information

**Note:** All product bullets **must** list dimensions and warranty info in the last bullet

### **Example:**

Title: LitterMaid LM500 Automated Litter Box

- Automatically rakes waste into sealable container 10 minutes after use

- Plugs into wall socket or operates with 8 D-cell batteries (not included)
- 4 reusable/disposable waste containers included
- Detachable litter tray for convenient cleaning
- 23-1/2 inches long, 16-1/2 inches wide, 8-1/2 inches high; 1-year limited warranty

**Bullet Exceptions:**

The last bullet for every consumable ASIN should match the last/fifth bullet below.

**Example:**

**Hill's Science Diet Food for Canine Sensitive Stomach**

- Advanced digestive nutrition helps reduce stomach upset
- Contains highly digestive carbohydrates and fiber
- Gentle on the stomach
- Owners who suspect their pet has a medical condition should visit a veterinarian for proper diagnosis and treatment.
- **Please read all label information on delivery**

**3. Product Descriptions:**

The hands-on review covers the major product features and rating within its category (i.e. any improvements, new technology), plus indicates how it performed. Begin the opening paragraph by introducing the product(s), power output, and possible use(s).

In the second paragraph (or second half of first paragraph, if short), discuss the features and benefits of the appliance, covering in detail the features mentioned in the bullet points, including materials, construction, ingredients, use instructions, and included accessories. Discuss relevant additional accessories available for purchase. Finish the review with accurate dimensions, particular care instructions, and warranty information.

Other relevant issues to address:

- Intended use/Limitations: what age, type, size of pet the product is designed for. Example: "Collar fits dogs with neck sizes of 12 to 14 inches," "Puppy food for dogs up to 1 years of age," "Pet bed for cats and dogs"
- How/why the product was created and/or tested
- New or innovative design or ingredients
- Information on any major awards won, endorsements
- Safety instructions, warnings if any

**Example:** ScoopFree Fresh Step Refill Litter Cartridge, 3-Pack

**Amazon.in Product Description**

Designed for use with the ScoopFree automatic litter box, this package includes three refill cartridges that come prefilled with Fresh Step crystal litter. Fresh Step brand crystal litter offers unbeatable odor control and absorbs wetness on contact. Just open the prepackaged litter cartridge, slide the cartridge into the automatic litter box, and store the cartridge cover under the litter tray for later disposal. One litter cartridge filled with Fresh Step litter lasts as long as 30 pounds of the leading clay litter. Recommended litter-cartridge replacement varies by the number of cats using the litter box, however. For one cat, replace the cartridge every 20 to 30 days; for two cats, replace it every 10 to 15 days. Toss the old cartridge away without seeing, touching, or smelling messy waste. Each refill cartridge measures 22 by 14-1/2 by 2-1/2 inches.

**Label Information:**

In addition to feature/benefit bullet points and a compelling, informative description, consumable and medical products legally require Label Information, including **Ingredients, Directions, Warnings, Nutrition Facts, Special Instructions** (format in that order). **This information must be thorough and include everything mentioned on manufacturer's Web sites.**

#### **4. Product Refinements**

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.