

STYLE GUIDE – ART AND CRAFT SUPPLY

This document is intended as a guidance to create effective, accurate product listings to improve your business potential. Amazon product detail page shows information about the product - including title, bullet points, product description and images. This information is crucial to ensure customers find and purchase your products. Providing a consistent format for your listings will better inform customers and enhance product discovery.

In addition to using this document, we encourage you take advantage of the information available in our 'Help pages'.

1. Title Guidelines: Product title is the first thing customers see when searching for a product. It is vital to have crisp and informative title for customers to find your products when they visit Amazon.in or search online.

Recommended title format to use while listing Tools and related products:

For the Parent of Variation Products

[Brand Name] + [Name of the Product]

Examples:

1. Ratnesh Glitter Powder
2. Evisha Leaf Lace
3. Asian Hobby Googly Moving Eyes

For Standalone or Child products

[Brand Name] + [Name of the Product] + [Number of Items] + [Color Name]

Examples:

1. Ratnesh Glitter Powder, 6 Pcs, Multicolor
2. Evisha Leaf Lace – 2 Pack, Green
3. Asian Hobby Googly Moving Eyes, 50 Pcs, Black/White

What to Do	What Not to Do
Capitalize the first letter of each word. E.g. Ratnesh Glitter Powder, 6 Pcs, Multicolor	Do not use all capital letters: RATNESH GLITTER POWDER, 6 PCS, MULTICOLOR
Title length should be less than 200 characters	Do not include promotional messages such as 'sale', 'price', 'offer', 'free'
Use numerals instead of text ("Pack of 2" instead of "Pack of Two")	Do not use email Id's, URL's, external links, symbols or seller information

2. Bullet Point Guidelines: Bullet points highlight additional details of your product in short and easy to read format. They can influence customer purchase decision.

Recommended bullet point format

- **Bullet Point 1 – Material Type | Included Components**
- **Bullet Point 2 – Item Weight: Item Weight + Item Weight Unit of Measure; Item Dimensions: Item length + Item Width + Item Height + Item Dimensions Unit of Measure**
- **Bullet Point 3 – Special Feature**
- **Bullet Point 4 – Specific Uses for Product**
- **Bullet Point 5 – Care instruction**

Example:

- Material Type: Stone | Included Components: 4 smooth river rocks, 12 washable tempera paint colors, 1 paintbrush and an inspiration booklet with more than 50 rock painting designs
- Item Weight: 9.1 Gms, Item Dimensions: 8 Inch x 5.3 Inch x 1.5 inch
- Special Feature: Reusable rocks, simply wash the rocks under water or wipe it with a wet cloth and reuse the rocks as many times as you want
- Specific Uses for Product: Paints are specific to be used on the rocks

- Care Instruction: The paints are washable so they might start flaking after one day of being dry. To make it permanent, simply apply one coat of clear nail paint or varnish immediately after drying.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex :Included Components: 4 smooth river rocks	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
Use numerals instead of text "Pack of 2" instead of "Pack of Two"	Do not include irrelevant keywords like 'original', 'guaranteed ', 'latest'
	Do not use email Id's, URL's, external links, symbols or seller information
	Do not use end punctuations like full stop (.) or exclamation mark (!)

3. Product Description Guidelines

This section is an opportunity to sell or promote your product & brand by providing additional information not already captured in title and bullet points. An accurate and consistent description of an item helps customers to gain insight into a product and improves the overall shopping experience.

Recommended Format

Shop wide range of collection of [Name of the Product] from the house of [Brand Name] on Amazon. Package Includes [Included Components], which is a [Special Feature].

Example: Shop wide range of collection of Beads from the house of Bissell on Amazon. Package Includes Pack of 50 Beads, which is the wood beads surface is well polished and you can doodle or color on it. Ready to be painted, stained, embellished or jeweled.

WHAT TO DO	WHAT NOT TO DO
Include brand name and 'Amazon' name to enable search engine optimization	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
Include product specific information like material name, special features etc	Do not include irrelevant keywords like 'original', 'guaranteed ', 'latest'
Provide detailed included components, style name, capacity etc will enable customers to make purchase decision	Do not use email Id's, URL's, external links, symbols or seller information
	Do not exceed 2000 characters in length

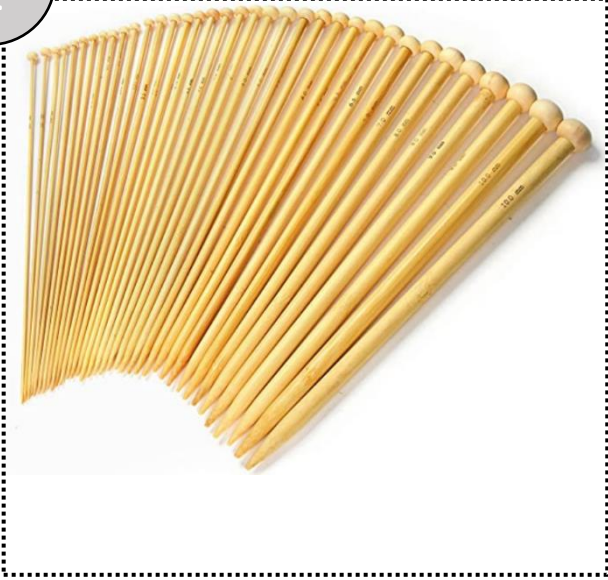
4. Image Guidelines

Product images are displayed on search page and product detail page. A professional image helps customers discover your product and can drive traffic to your product listing. 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.

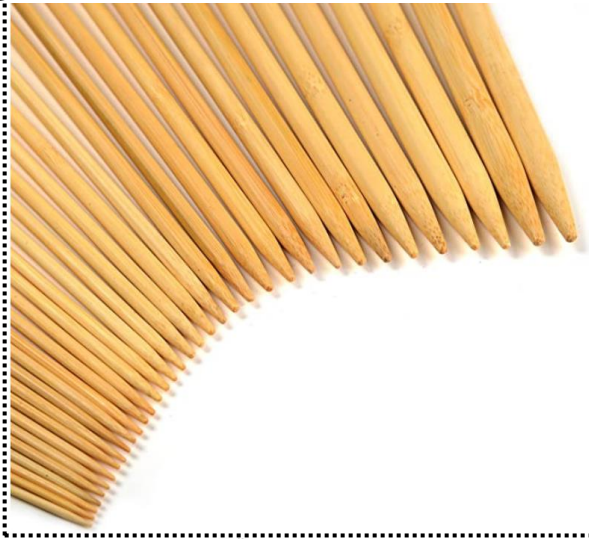
General Image Guidelines

- Main image should have 100% White background
- The product must fill 85% or more of the image.
- MAIN images should be supplemented with additional images showing different sides of a product, or details that are not visible in the MAIN image.
- Secondary images should complement to the main image
- Main and additional images should not include logos or watermarks/texts.
- Images should be 1000 pixels or more in either height or width as this will enable the zoom function on the website (zoom has been proven to enhance sales). Files measuring less than 500 pixels on the longest side will be rejected by our system.
- Secondary images should have white background (RGB value: 255,255,255)
- Detail shots where applicable need to be added
- Include only what the customer will receive; no accessories unless they are accompanied with the product.'

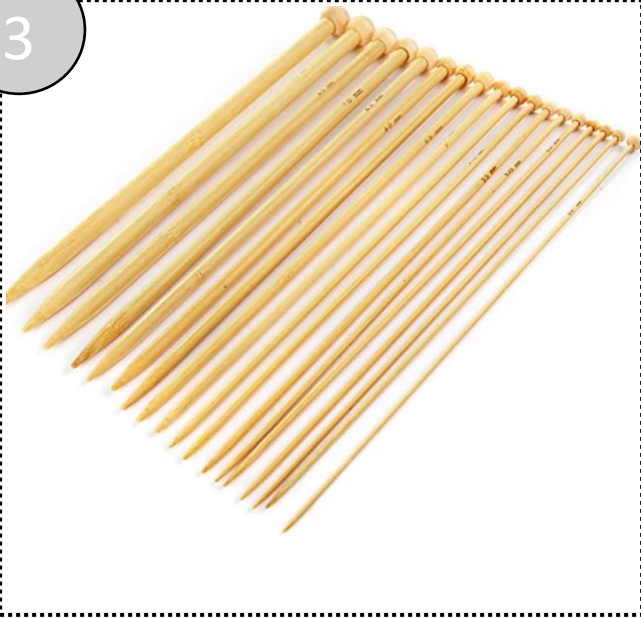
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