

## STYLE GUIDE – BOTTLE

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 Bottle and related products:

### For the Parent of Variation Products

**[Brand Name] + [Model] + [Material Type] + [Item Type Name], [Unit Count Type], [Unit Count]**

Examples:

1. Cello Venice Plastic Bottle, Set of 2
2. Signoware Cool Glass Bottle, Set of 5
3. Tupperware Aquasafe Plastic Bottle, Set of 3

### For Standalone or Child products

**[Brand Name] + [Model] + [Material Type] + [Item Type Name] + [Capacity] [Capacity Unit of Measure] + [Unit Count Type], [Unit Count] + [Color Name]**

Examples:

1. Cello Venice Plastic Bottle, 1000 ml, Set of 2, Blue
2. Signoware Cool Glass Bottle, 750 ml, Set of 5, Multicolor
3. Tupperware Aquasafe Plastic Bottle, 1 liter, Set of 3, Purple

What to Do	What Not to Do
Capitalize the first letter of each word. E.g.: Cello Venice Plastic Bottle, 1000 ml, Set of 2, Blue	Do not use all capital letters: CELLO VENICE PLASTIC BOTTLE, 1000 ML, SET OF 2, BLUE
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 and order

- **Bullet Point 1 – Material Type | Number of Pieces | Capacity, Capacity Unit of Measure, Item Diameter, Item Height, Item Dimension Unit | Color Name**
- **Bullet Point 2 – Ideal Usage : [Specific Uses of Product]**
- **Bullet Point 3 – Care Instructions | Warranty**
- **Bullet Point 4 – Special Feature 1: [Special Feature] | Dishwasher Safe**
- **Bullet Point 5 – Special Feature 2: [Special Feature]**

Example:

- Material Type: Glass | No of pieces: 3 | Capacity: 1000ml, Item Diameter: 7 cm, Item Height: 25.3 cm | Color Name: Blue
- Ideal Usage: Perfect for Camping, Hiking, Kitchen, Office, Travel, Yoga, School, etc.
- Care Instructions: When not in use, it is suggested that the lid be kept open to avoid odour developing. | Warranty: 6 Months Manufacturer Warranty

- Special Feature 1: Anti-slip silicone sleeve offers secure grip from breakage, Attached carrying loop for you to conveniently carry it wherever you go. | Dishwasher Safe: Yes
- Special Feature 2: Bottle is made up of highly durable heat-resistant borosilicate glass

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex Material Type: Glass  Set of 3  1000ml	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
	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 [Item Type Name] from the house of [Brand Name] on Amazon. [Item Type Name] is made up of [Material Type], which is durable and efficient. It has unique features like [Special Feature].

Example: Shop wide range of collection of Bottle from the house of Cello on Amazon. Bottle is made up of Borosilicate Glass which is durable and safe to use. It has unique features like anti-slip silicone sleeve offers secure grip from breakage, attached carrying loop for you to conveniently carry it wherever you go.

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 the 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 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 non-white background (RGB value: 255,255,255). You can have one lifestyle image.
- 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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