

STYLE GUIDE – CUTTING TOOLS

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 Cutting Tools and related products:

For the Parent of Variation Products

[Brand Name] + [Model] + [Name of the Product]

Examples:

1. Klein Tools 10-18 AWG Wire Cutter
2. MD Hobby and Craft Flush Cutter
3. Yonico KT70 T Slot Milling Cutter

For Standalone or Child products

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

Examples:

1. Klein Tools 10-18 AWG Wire Cutter, 2 Pieces
2. MD Hobby and Craft Flush Cutter, 1 Piece
3. Yonico KT70 T Slot Milling Cutter, 3 Pieces

What to Do	What Not to Do
Capitalize the first letter of each word. E.g. Coolaroo 301354 Fasteners, 50 Piece	Do not use all capital letters: COOLAROO 301354 FASTENERS, 50 PIECE
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 Cutting tools and accessories

- **Bullet Point 1 – Included Components**
- **Bullet Point 2 – Material Type, Size name**
- **Bullet Point 3 – Specific Feature, Special Features**
- **Bullet Point 4 – Specific Uses Keywords**

Example:

- Included Components: 2 Pcs Router Bit, instruction manual
- Material Type: Carbide, Size Name: 1/4 in.
- Specific Feature: C3 micro-grain tungsten carbide blades, Special Feature: Manufactured with anti-kickback design to help prevent workshop mishaps
- Special Uses Keywords: For use on table mount and handheld router

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex Included Components: Pack of 50 Fasteners	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'
Add product relevant and value adding information as bullet points	Do not use email Id's, URL's, external links, symbols or seller information
5	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 [Name of the Product] from the house of [Brand Name] on Amazon. Package Includes [Included Components], [Name of the Product] is [Special Feature].

Example: Shop wide range of Router Bit from the house of Yonico on Amazon. Package Includes 2 Pcs Router Bit, instruction manual, Router bit is manufactured with anti-kickback design to help prevent workshop mishaps.

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.'

1



2



3



4

