

STYLE GUIDE – Air Compressor

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 Air Compressor:

For the Parent of Variation Products

Title construction for Air Compressor

[Brand Name] + [Model] + [Volume Capacity Name] + [Volume Capacity Name Unit of Measure] + [Horsepower] + [Horsepower Unit of Measure] + [Power Source Type] + Air Compressor

Examples:

1. Elephant AC-30 C 30 Liter 2 HP Corded Air Compressor
2. NPLUS REC 18 Liter 0.75 HP Cordless Air Compressor
3. Ingersoll Rand 2475 75 Liter 14 HP Gas Air Compressor

For Standalone or Child products

Brand Name + [Model] + [Volume Capacity Name] + [Volume Capacity Name Unit of Measure] + [Horsepower] + [Horsepower Unit of Measure] + [Power Source Type] + Air Compressor + 'with' + [Included Components]

Examples:

1. Elephant AC-30 C 30 Liter 2 HP Corded Air Compressor with 16-Gauge Nailer Combo Kit
2. NPLUS REC 18 Liter 0.75 HP Cordless Air Compressor with Battery 2 Ah and Charger
3. Ingersoll Rand 2475 75 Liter 14 HP Gas Air Compressor, Tool Only

What to Do	What Not to Do
Capitalize the first letter of each word. E.g. NPLUS REC 18 Liter 0.75 HP Cordless Air Compressor with Battery 2 Ah and Charger	Do not use all capital letters: NPLUS REC 18 LITER 0.75 HP CORDLESS AIR COMPRESSOR WITH BATTERY 2 AH AND CHARGER
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 – Air Flow Capacity + Air Flow Capacity Unit of Measure**
- **Bullet Point 2 – Maximum Operating Pressure + Maximum Operating Pressure Unit of Measure**
- **Bullet Point 3 – Wattage + Wattage Unit of Measure**
- **Bullet point 4 – Specific Uses for Product**
- **Bullet Point 5 – Special Feature**

Example:

- Air Flow Capacity: 15.2 Cubic Centimeter per Minute
- Maximum Operating Pressure: 150 Psi
- Wattage: 1300 Watts

- Specific Uses for Product: Cutting, Grinding, Sanding
- Special Feature: High Performance Single Stage Air Compressor with Air Pressure Regulator, Gauge, Water Trap Filter.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Wattage: 1300 Watts	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 point 5	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.

a) Recommended Format for Non Cord/ Battery:

Shop wide range of [Name of the Product] from [Brand Name] available on Amazon. [Name of the Product] with [Battery Type] has [Battery Average Life] [Battery Average Life Unit of Measure] of average life and charges within [battery charge time] minutes to increase your productivity on the job. [Name of the Product] is designed with [Special Features] and effectively works [Specific Uses for Product]. Quiet operation of [Noise Level] [Noise Level Unit of Measure] brings less noise to your work environment

Example: Shop wide range of Air Compressor products from Ingersoll Rand available on Amazon. Air Compressor with Lithium-Ion battery has 3 years of average life and charges within 40 minutes to increase your productivity on the job. Air Compressor is designed with Brushless motor and heavy-duty oil-free pump requires minimal maintenance and effectively works on bike tires, car tires, sports balls, pool toys and more. Quiet operation of 78 dB brings less noise to your work environment

b) Recommended Format for Cord/Non Battery

Shop wide range of [Name of the Product] from [Brand Name] available on Amazon. [Name of the Product] is designed with [Special Features] and effectively works [Specific Uses for Product]. Quiet operation of [Noise Level] [Noise Level Unit of Measure] brings less noise to your work environment

Example: Shop wide range of Air Compressor products from Ingersoll Rand available on Amazon. Air Compressor is designed with Brushless motor, 2-stage pump for up to 12,000 hours of extended life and requires minimal maintenance. Effectively works on automotive spray painting, automotive sanding work, cutting sheet metal, grinding, making it ideal for a small shop, automotive enthusiast or serious DIY user. Quiet operation of 78 dB brings less noise to your work environment

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 type, voltage etc	Do not include irrelevant keywords like 'original', 'guaranteed', 'latest'
Provide detailed item dimensions, material type 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, no lifestyle images are allowed
- 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.

