

STYLE GUIDE – Air Cooler

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 Cooler and related products:

For the Parent of Variation Products

[Brand Name] + [Model Name] + [Form Factor]

Examples:

1. Voltas Alpha Portable Coolers
2. Crompton Ozone Desert Coolers
3. Symphony Diet Tower Coolers

For Standalone or Child products

[Brand Name] + [Model Name] + [Form Factor] + [Volume Capacity] + [Volume Capacity Unit of Measure] + [Color Name]

Examples:

1. Voltas Alpha Portable Coolers – 36 Liters, Light Grey
2. Crompton Ozone Desert Coolers - 75 Liters, White
3. Symphony Diet Tower Coolers - 35 Liters, White

What to Do	What Not to Do
Capitalize the first letter of each word. E.g. Voltas Alpha Portable Coolers	Do not use all capital letters: VOLTAS ALPHA PORTABLE COOLERS
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 – Volume Capacity + Volume Capacity Unit of Measure**
- **Bullet Point 2 – Included components**
- **Bullet Point 3 – Warranty Description**
- **Bullet Point 4 – Maximum Operating Distance**
- **Bullet Point 5 – Wattage**

Example:

- Capacity: 36 Liters
- Included components: 1 Air Cooler, 4 Wheels Set, User Manual
- Warranty Description: 1 Year
- Maximum Operating Distance: 60 m³
- Wattage: 230V / 50HZ

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Included Components: 1 Air Cooler, Warranty Card	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.

Recommended Format:

[Brand Name] brings [Name of the Product] that comes packed with a wide range of features to make it your all in one cooler during challenging weather conditions. The highly efficient cooling pad offers better cooling levels at all times and aids in providing uniform distribution of air all through the room. The [volume capacity] [Volume Capacity Unit of Measure] tank capacity allows you to enjoy uninterrupted cooling for long period of time. You can explore variety of [Brand Name] Coolers available on Amazon.

Example: Symphony brings Desert Cooler that comes packed with a wide range of features to make it your all in one cooler during challenging weather conditions. The highly efficient cooling pad offers better cooling levels at all times and aids in providing uniform distribution of air all through the room. The 75 liters tank capacity allows you to enjoy uninterrupted cooling for long period of time. You can explore variety of Symphony Coolers available on Amazon.

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 efficiency rating, included components and their usage 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
- 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)
- 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



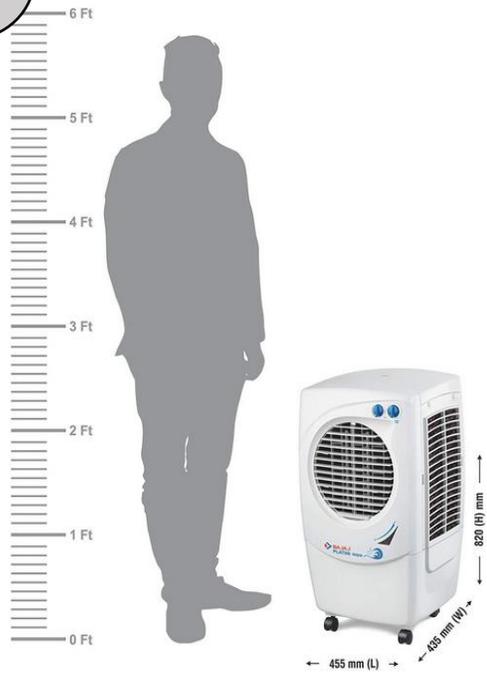
2



3



4



Sample of a Compliant Product Detail Page:

Title should be in this format
Brand Name + Form Factor + Volume Capacity + Volume Capacity Unit of Measure + Color Name

Crompton Desert Air Cooler, 75-Litres, White

by Crompton



Roll over image to zoom in



★★★★☆ 680 ratings | 482 answered questions

#1 Best Seller in Desert Air Coolers

M.R.P.: ₹17,200.00

Price: ₹9,499.00  Fulfilled  FREE Scheduled Delivery

You Save: ₹7,701.00 (45%)

Inclusive of all taxes

EMI starts at ₹447. No Cost EMI available [EMI options](#)



10 Days
Replacement



Amazon
Delivered

Main Image – Front view
Secondary Images- Side,
back view along with
dimension display

- Bullet Points**
1. Volume Capacity + Volume Capacity Unit of Measure
 2. Included components
 3. Warranty Description
 4. Maximum Operating Distance
 5. Wattage

Out of Stock.

Available as soon as **Saturday, March 7, 11:00 am - 6:00 pm**
at checkout. [Details](#)

Sold by [Cloudtail India](#) (4.5 out of 5 | 217,548 ratings) and others

New (17) from ₹8,100.00 + FREE Shipping

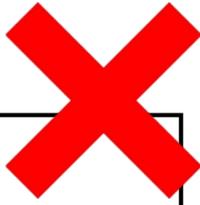
- Capacity: 75 Liters
- Included components: 1 Air Cooler, 4 Wheels Set, User Manual
- Warranty Description: 1 Year
- Maximum Operating Distance: 60 m³
- Wattage: 230V / 50HZ

Product description

Crompton brings Desert Cooler that comes packed with a wide range of features to make it your all in one cooler during challenging weather conditions. The highly efficient cooling pad offers better cooling levels at all times and aids in providing uniform distribution of air all through the room. The 75 liters tank capacity allows you to enjoy uninterrupted cooling for long periods of time. You can explore variety of Crompton Coolers available on Amazon.

Retain the same product description format for all your Air Coolers

Sample of Non-Compliant Product Detail Page



1. No texts/logo is allowed
2. No secondary images

Title should not have incomplete information



New Technology



Tower Cooler 25 Feet Air Delivery, 4-Way Air Flow, High Speed, Anti Rust Body (Black)

★★★★☆ 107 ratings | 62 answered questions

Amazon's Choice for "cooler"

M.R.P.: ₹5,590.00

Price: ₹ 2,790.00 **Fulfilled** FREE Delivery. Details

You Save: ₹ 2,800.00 (50%)

Inclusive of all taxes

Coupon Apply ₹ 150.00 coupon Details



Pay on Delivery



Returns Policy



Amazon Delivered

In stock.

Delivery by: **Mar 9 - 10** Details

- For customer service contact: 1800-099-9898
- Sleek & Stylish Modular Design.
- We offer free delivery
- Best Air Cooler with competitive price

Sample of Bad Bullet Point

1. No irrelevant details allowed
2. Phone no's, URL links are not allowed

Product description

Displayed Air cooler functions perfectly by evenly distributing air within the room. For returns you can contact us directly @1800-099-9898 or e mail as aircoolers@gmail.com. This is a limited offer product for sale... hurry! and buy now by adding to the cart.

Sample of Bad Product Description

Pricing info, diverting content with website/phone contacts/delivery/discounts should not be displayed. Given space should be utilized to display product related information only.