

STYLE GUIDE BEAUTY

Quick Nav.

- Title Guidelines
- Bullet Point
- Product Description
- Image Guidelines
- What to do.
- What not to do

This document is intended to give you the guidance you need to create effective, accurate product detail pages and maximize your business. A product detail page shows information about the product- including title, bullet points, product description and images. This data is crucial to ensure that customers will be able to find and purchase your products. Providing a consistent format for your listings will better inform customers and enhance the discoverability of your products.

A. Title Guidelines: Your product title is the first thing customers see when visiting your detail page and is vital in helping customers to find your products when they visit Amazon.in or search online. The title should be constructed in the following manner and contain only the below attributes:

For variation parent and child products and standalone products

[Brand] + [Model] + [Name of the Product] + "Pack of" [Unit Count] + (Color)

Examples:

ABC Premium Eyelash Curler, Pack of 1 (Black)

What to Do	What Not to Do
Capitalize the first letter of each word. Ex. Vega Premium Eyelash Curler, Pack of 1 (Black)	Do not use all capital letters: VEGA PREMIUM EYELASH CURLER, PACK OF 1 (BLACK)
Title length should be less than 200 characters	Do not include promotional messages such as 'sale', 'price', 'offer', 'free'
For Combos, use numerals instead of text ("Pack of 2" instead of "Pack of Two") at the end of the title	Do not use email Id's, URL's, external links, symbols or seller information

B. Bullet Point Guidelines: Bullet points specify details of your product and can influence the customer purchase decision. The bullet points should be constructed in the following manner and contain only the below attributes:

Recommended Format:

- Bullet Point 1 – Included components
- Bullet Point 2 – Specific uses of the product
- Bullet Point 3 – Material
- Bullet Point 4 – Usage/Directions
- Bullet Point 5 – Special features

Example:

- Bullet Point 1 – Included components: 1 Eyelash curler
- Bullet Point 2 – Get the desired curl with this premium eyelash curler
- Bullet Point 3 – Material: Stainless Steel
- Bullet Point 4 – Easy to use: The special contoured design hugs your eyelids and curls even those tiny lashes at the corner of your eyes without accidentally pulling away
- Bullet Point 5 – Special features: Easy grip and has a half rounded curling pad

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex Included components: 1 Eyelash curler	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
	Do not include irrelevant keywords like 'designer', 'bollywood', '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 (!)

C. Product Description Guidelines: This section is an opportunity to sell or promote your product & brand. An accurate and consistent description of an item enables a customer to gain insight into a product and improves the overall shopping experience. Please ensure the following flow of information is used for product descriptions:

Recommended Format:

A one stop shops for head to toe beauty care accessories from ABC available on Amazon. Give your eyelashes the desired curl with Vega premium eyelash curler. Adored by professional makeup artists the ergonomic design with black non slip grip provides easy grip and precision curling.

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'
Provide styling tips that enable customers to make purchase decision	Do not include irrelevant keywords like 'designer', 'bollywood', 'latest'
	Do not use email Id's, URL's, external links, symbols or seller information
	Do not exceed 2000 characters in length

D. 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.
- Each product must compulsorily have minimum 3 images
- Secondary images should complement the main image and can include relevant information.
- Main and additional images should not include logos or watermarks.
- 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 can 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.



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