BIOMETRIC MONITOR

In an online store, the product image is one of your most valuable marketing tools. When customers browse Amazon.in pages, often the image draws them to consider your product. In addition, with so many choices available for online purchases, a well-formed image can set your product apart from the others. Poor quality images turn customers away. Use your product images to communicate the selling points and features of your products, to inform and interest customers, and reinforce your brand. Listings with missing or non-compliant images are suppressed from the site, thereby getting low customer traffic and conversion rates, resulting in missed sales opportunities.

Image Guidelines

- Main image should have 100% White background. Need to have minimum 5 images.
- 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 can have nonwhite background (RGB value: 255,255,255). You can include Images/Banners with Infographics and Callouts highlighting Programmable keys, Back Lighting, Ergonomics, Durability and Compatibility • Detail shots where applicable need to be added
- Include only what the customer will receive; no accessories unless they are accompanied with the product.

Prohibited images:

Non-white background for MAIN image

Product should occupy 85% of image space

Multi views in MAIN image

Blurry or pixilated images

Images guidelines for Biometric Monitors

1

2

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4

5

Title guidelines for Biometric Monitors

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 the Parent of Variation Products

[Brand] + [Model] + [[Item Type Name]
Examples:

1. ABC A420S Pedometer
2. DEF Band 4 Heart Rate Monitor

For Standalone or Child products

[Brand] + [Model] + [[Item Type Name] + [Color Name (if applicable)]
Examples:

1. ABC A420S Pedometer, White
2. DEF Band 4 Heart Rate Monitor, Blue

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. E.g 3DFitBud A420S Pedometer	Do not use all capital letters: 3DFITBUD A420S PEDOMETER
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

Bullet point guidelines for Biometric Monitors

Bullet points Specify details of your product and can influence the customer purchase decision. The bullet point should be constructed in the following manner and contain the below attributes:

Recommended bullet point format (if no batteries)

- Bullet Point 1 – Included Components
- Bullet Point 2 – Display Size, Compatible Devices
- Bullet Point 3 – Item Dimension: Item Length + Item Width + Item Dimensions Unit of Measure, Item Weight: Item Weight + Item Weight Unit of Measure, Water Resistance level
- Bullet Point 4 – Display Type, Connectivity Technology, Warranty Description
- Bullet Point 5 – Special features

Example:

- Included Components: strap, clip, instruction manual
- Display Size: 2 Inches, Compatible Devices: Smartphones
- Item Dimension: 10*6 Inch(25 cms X 15.24 cms), Item Weight: 100 Grams, Water Resistance level: Waterproof
- Display Type: Digital, Connectivity Technology: Bluetooth, Warranty: 1-year manufacturer warranty
- Special Features: Unique Talking Feature, Enabled with Metric & Imperial Both Unit Systems. Enables blood oxygen (SpO2) tracking, heart rate monitoring and works on Gravity Sensor Activity using the latest 3-D tri-axis sensors

Recommended bullet point format (if has batteries)

- Bullet Point 1 – Included Components
- Bullet Point 2 – Display Size, Compatible Devices
- Bullet Point 3 – Item Dimension: Item Length + Item Width + Item Dimensions Unit of Measure, Item Weight: Item Weight + Item Weight Unit of Measure, Water Resistance level
- Bullet Point 4 – Display Type, Connectivity Technology, Warranty Description
- Bullet Point 5 – Battery Life- Battery Average life + Battery Average Life Unit of Measure, Battery Description, Special features

Example:

- Included Components: strap, clip, instruction manual
- Display Size: 2 Inches, Compatible Devices: Smartphones
- Item Dimension: 10*6 Inch (25 cms X 15.24 cms), Item Weight: 100 Grams, Water Resistance level: Waterproof
- Display Type: Digital, Connectivity Technology: Bluetooth, Warranty: 1-year manufacturer warranty
- Battery Life- 1 Year, Battery Description: Lithium Ion Batteries, Special Features: Unique Talking Feature, Enabled with Metric & Imperial Both Unit Systems. Enables blood oxygen (SpO2) tracking, heart rate monitoring and works on Gravity Sensor Activity using the latest 3-D tri-axis sensors

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Compatible Devices: Smartphones	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 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 (!)

Product description guidelines for Biometric Monitors

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

Recommended product description format

Shop wide range of [Item Type Name] from [Brand Name] available on Amazon. This [Item Type Name] assists you to track your daily activity and effectively monitor your progress on a continuous and organized manner. Displayed [Item Type Name] comes with [Warranty Description]. [Special Features]

Shop wide range of Pedometers from ABC available on Amazon. This Pedometer assists you to track your daily activity and effectively monitor your progress on a continuous and organized manner. Displayed Pedometer comes with 1-year manufacturer warranty. Enables blood oxygen (SpO2) tracking, heart rate monitoring and works on Gravity Sensor Activity using the latest 3-D tri-axis sensors.

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