

## STYLE GUIDE – Bed Linen

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 Bed linen and related products:

### For the Parent of Variation Products

**[Brand Name] + [Material Type] + [Thread Count] + [Size Name] + [Name of the Product]**

Examples:

1. Homefab India Polycotton 144 TC Double Bed Sheet
2. Home Care Microfiber 130 TC Standard Pillowcases
3. Home Centre Chenille 300 TC 12"x18" Throw
4. Story@Home Terry Cloth 300 TC King Size Mattress Protector

### For Standalone or Child products

**[Brand Name] + [Material Type] + [Thread Count] + [Size Name] + [Name of the Product] + (Color Name)**

Examples:

1. Homefab India Polycotton 144 TC Double Bed Sheet (Red)
2. Home Care Microfiber 130 TC Standard Pillowcases (Grey)
3. Home Centre Chenille 300 TC 12"x18" Throw (Beige)
4. Story@Home Terry Cloth 300 TC King Size Mattress Protector (Maroon)

Sample values for [Name of the Product] under Bed linen:

Bed Sheets	Fitted Bedsheets; Flat Sheets
Duvet	Duvet Collar Covers; Duvet Covers;
Blankets, Throws & Quilts	Blankets; Throws; Quilts; Quilts & Coverlets; Wearable Blankets
Pillow	Pillowcases; Pillow Shams; Bed Pillow and Pillow Covers
Sets	Sheet & Pillowcase Sets; Comforters Sets; Bedding Sets; Duvet Sets; Duvet Cover Sets
Others	Mattresses Protectors; Sheets & Pillowcases; Comforters; Bedspreads & Covers; Bedsheets; Bed Skirts; Bed frame Draperies; Bed Runner and Scarves; Feather Beds; Fiber Beds

What to Do	What Not to Do
Capitalize the first letter of each word. E.g. Homefab India Polycotton 144 TC Double Bed Sheet	Do not use all capital letters: HOMEFAB INDIA POLYCOTTON 144 TC DOUBLE BED SHEET
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 and order

- **Bullet Point 1 – Material Type**
- **Bullet Point 2 - Wash Care**
- **Bullet Point 3 – Dimensions: Item Width X Item Length**
- **Bullet point 4 - Included Components**

Example 1:

- Material Type: Cotton
- Wash Care: Dry Clean
- Item Width X Item Length: 76" X 80"
- Includes: 1 double bedsheet with 2 pillow covers

Example 2:

- Material Type: Polyester
- Wash Care: Machine washable
- Item Width X Item Length: 78" X 80"
- Includes: 1-piece water resistant dry sheet

Example 3:

- Material Type: Polyester
- Wash Care: Wash at 40 degree Celsius
- Item Width X Item Length: 230 cm X 254 cm
- Includes: 1 Ocean Blue & Mild Blue comforter

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Pattern Type: Bordered	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 4 and 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 [Blankets]:**

Sleep in warmth and comfort with this [Name of the Product] from the house of [Brand Name] available on Amazon. This [Name of the Product] is made from [Material Name] and is available in [Color Name] color. The [Name of the Product] is comfortable and will suitable for winters and any low temperature conditions to provide you the warmth that you will need for a good night's sleep.

Example: Sleep in warmth and comfort with this blanket from the house of Home Centre available on Amazon. Blanket is made from fleece and is available in blue color. The blanket is suitable for winters and any low temperature conditions to provide you the warmth that you will need for a good night's sleep.

#### **b) Recommended Format [Bed Sheets]:**

Give your room a vibrant look and feel with collection of [Brand Name] available on Amazon. This [Name of the Product] is made from [Material Name] and is available in [Color Name] color. The bedspread features a thread count of [Thread Count] and can be used for [Size Name] sized beds. You can also mix and match similar pillows to give your resting space a complete look.

Example: Give your room a vibrant look and feel with collection of Home Town available on Amazon. This bedspread is made from cotton and is available in red color. The bedspread features 144 TC and can be used for king sized beds. You can also mix and match similar pillows to give your resting space a complete look.

**c) Recommended Format [Bed Sheet Sets]:**

Give your room a vibrant look and feel with collection of [Brand Name] available on Amazon. This [Name of the Product] is made from [Material Name] and is available in [Color Name] color. The bedspread features a thread count of [Thread Count] and can be used for [Size Name] sized beds. Given 2 pillows complement with the bedsheets and sure to lend complete look to your bedroom.

Example: Give your room a vibrant look and feel with collection of Home Town available on Amazon. This bedspread is made from cotton and is available in red color. The bedspread features 144 TC and can be used for king sized beds. Given 2 pillows complement with the bedsheets and sure to lend complete look to your bedroom.

**d) Recommended Format [Mattress Protector]:**

[Name of the Product] is designed to prevent dust and dirt on your mattress. [Name of the Product] can be easily removed from your mattress and washed whenever required to keep your mattress clean and tidy. Explore collection of [Name of the Product] from [Brand Name] on Amazon.

Example: Mattress Protector is designed to prevent dust and dirt on your mattress. Mattress protectors can be easily removed from your mattress and washed whenever required to keep your mattress clean and tidy. Explore collection of Mattress Protector from Solimo on Amazon.

**e) Recommended Format [Pillow Case Cover/Pillow Case Set]:**

We bring to you this [Name of the Product] from collection of [Brand Name] available on Amazon. [Name of the Product] is made from [Material Name] and is available in [Color Name] color. Use the pillow cases for missing touch of furnishing in your bedroom.

Example: We bring to you this Pillow Case from collection of Home Shop available on Amazon. Pillow Case is made from Polycotton and is available in Beige color. Use the pillow cases for missing touch of furnishing in your bedroom.

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, thread count and size name	Do not include irrelevant keywords like 'original', 'guaranteed', 'latest'
Provide detailed care instructions, thread count, pattern name 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.

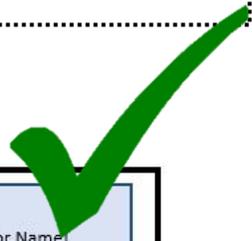
**General Image Guidelines**

- Main image should have lifestyle image of the product
- 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
- 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 not have non-white background (RGB value: 255,255,255)

- Detail shots where applicable need to be added



### Example of a Compliant Product Detail Page:



Main Image – Product  
Lifestyle image  
2nd & 3rd Image – Detail  
shot

Title should be in this format  
Brand Name + Material Name + Thread count + Size Name + Name of the Product [Color Name]



#### AEROHAVEN Microfibre 144 TC King Size Bedding Set (Orange)

by AEROHAVEN  
★★★★☆ 1,298 ratings | 45 answered questions  
Amazon's Choice

M.R.P.: ₹ 1,199.00  
Price: ₹ 259.00 **8. Fulfilled** **FREE Delivery** on orders over ₹ 499.00 . Details  
You Save: ₹ 940.00 (78%)  
Inclusive of all taxes

Pay on Delivery | 10 Days Returnable | Amazon Delivered

In stock.  
Delivery by: Feb 27 - Mar 2 Details

Sold by Cloudtail India (4.5 out of 5 | 218,042 ratings) and Fulfilled by Amazon.

- Material Type: Microfibre
- Wash Care: Dry Clean
- Item Width X Item Length: 76" X 80"
- Includes : 1 Double Bedsheet with 2 Pillow Covers

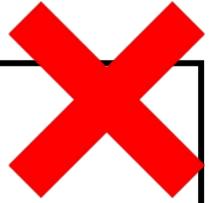
**Bullet Points**  
Material Type  
Wash Care  
Item Width X Item Length  
Included Components

#### Product description

Give your room a vibrant look and feel with collection of Home Town available on Amazon. This bedspread is made from cotton and is available in orange color. The bedspread features 144 TC and can be used for king sized beds. Given 2 pillows complement with the bedsheets and sure to lend complete look to your bedroom.

Retain the same product description format for all Bed Spreads Sets

## Example of a Non-Compliant Product Detail Page:



1. No texts allowed
2. Need proper lifestyle images
3. No Detail Shot

Title should not have irrelevant details

### Lovely Bedsheet - Color Not Faded Guarantee

by [Lovely Store](#)

★★★★☆ 29 ratings | 3 answered questions

M.R.P.: ₹800.00

Price: ₹ 209.00 + ₹ 75.00 Delivery charge [Details](#)

You Save: ₹ 591.00 (74%)

Inclusive of all taxes

Pay on Delivery    10 Days Returnable    Amazon Delivered

In stock.

Delivery by: **Mar 2 - 3** [Details](#)

- Hi Friends,welcome to the online shop Lovely store.We are Specialist Curtains, Bedsheet, DiwanSet, Blanket, DoorMat, Towels, kids item, Washing Machine Cover and many othe cover makers.CHECKOUT on our link: [www.lovelybrand123.com](http://www.lovelybrand123.com)
- You can also contact us @999999999 to get your queries resolved
- Best sale offer for this season

Sample of Bad bullet points

1. Repetitive information
2. Should not have URLs/Email ids/phone numbers
3. No irrelevant details on price/sale



Microfiber Fabric



Soft Finish



Anti-Pilling Bedsheet



Azo-Free Dyes

#### Product description

The perfect fit for any room in your house - bedroom, guest room, kids room, and pull out mattresses. This bedspread has vibrant colors and sold at best price.

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.