

STYLE GUIDE – Bench

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:

For the Parent of Variation Products

[Brand] + [Model Name] + [Material] + [Seating Capacity] + [Item Type Name]

Examples:

1. HomeTown Stella Engineered Wood 3 Seater Dining Bench
2. Kaush 56 Teak Wood 2 Seater Indoor and Outdoor Bench

For Standalone or Child products

[Brand] + [Model Name] + [Material] + [Seating Capacity] + [Item Type Name] + ([Color])

Examples:

1. HomeTown Stella Engineered Wood 3 Seater Dining Bench (Brown)
2. Kaush 56 Teak Wood 2 Seater Indoor and Outdoor Bench (Red and Green)

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 – Dimensions: [Length] x [Width] x [Height] [Dimensions Unit]
- Bullet Point 2 – Frame Material: [Frame Material Type]; Colour: [Color Name]
- Bullet Point 3 – Seating Capacity: [Seating Capacity]; Finish: [Finish Type]
- Bullet point 4 – Is Assembly Required: [Yes/No]; Assembly Instructions: [Assembly Instructions]
- Bullet point 5 – Warranty: [Warranty Description]

Example:

- Bullet Point 1 - Dimensions: 61 x 155 x 78 CM
- Bullet Point 2 – Frame Material: Iron; Colour: Green and Brown
- Bullet Point 3 – Seating Capacity: 3; Finish: Hand Painted
- Bullet point 4 – Is Assembly Required: No; Assembly Instructions: Pre-assembled
- Bullet point 5 – Warranty: 1 year manufacturer warranty

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Material: Engineered Wood	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	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:

Explore a wide range of [Item Type Name] from the house of [Brand Name] available on Amazon. This [Item Type Name] is made of [Material Name] and is available in [Color Name] color. It has [Special Feature 1] and comes with [warranty].

Example: Explore a wide range of outdoor benches from the house of Furny available on Amazon. This bench is made of teak wood and is available in brown color. It has a strong and durable design to take load up to 350 kg distributed across the length and comes with 1 year manufacturer warranty.

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, included components 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 lifestyle image
- 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.
- 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.

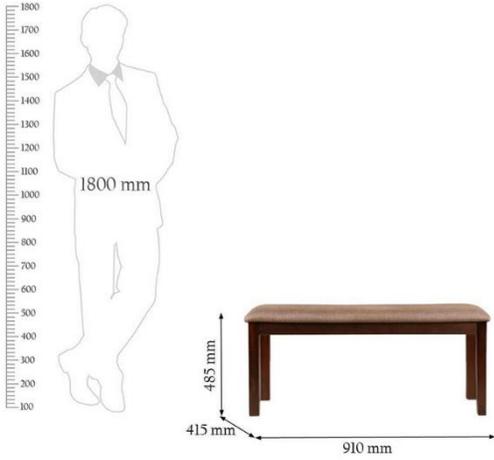
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