

## STYLE GUIDE – CAMERA DIGITAL

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:

### Recommended Format for Parent

[Brand Name] + [Model] + [Maximum Resolution] + [Maximum Resolution Unit] + [Item Type Name] with [Optical Zoom]  
X [Zoom Type]

Examples:

1. Sony DSC W830 Cyber-Shot 20.1 MP Point and Shoot Camera with 8X Optical Zoom
2. Canon IXUS 185 20 MP Digital Camera with 8X Optical Zoom

### For Standalone or Child of Variation Products

[Brand Name] + [Model] + [Maximum Resolution] + [Maximum Resolution Unit] + [Item Type Name] with [Optical Zoom]  
X [Zoom Type] ([Color])

Examples:

1. Sony DSC W830 20.1 MP Point and Shoot Camera with 8X Optical Zoom (Black)
2. Canon IXUS 185 20 MP Digital Camera with 8X Optical Zoom (Red)

What to Do	What Not to Do
Capitalize the first letter of each word. Ex Canon IXUS 185 20 MP Digital Camera with 8X Optical Zoom	Do not use all capital letters: CANON IXUS 185 20 MP DIGITAL CAMERA WITH 8X OPTICAL ZOOM
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 format

- Bullet Point 1 – Included Components: [Included Components]
- Bullet Point 2 – Lens Type:[Lens Type]; Focus Type: [Focus Type]; Flash Memory Type: [Flash Memory Type]
- Bullet Point 3 – Connectivity Technology: [Connectivity Technology]; Control Method: [Control Method]
- Bullet point 4 – Display: [Display Type]; Memory Storage: [Memory Storage Capacity] [Memory Storage Capacity Unit]
- Bullet point 5 – Warranty: [Warranty Description]

Example:

- Bullet Point 1 – Included Components: 1xEF S18-55 IS II, 1xStrap, 1xBattery Charger, 1xBattery Pack, 1xAC Cable, 1x16GB SD CARD
- Bullet Point 2 – Lens Type: Wide Angle; Focus Type: Manual and Auto; Flash Memory Type: SD Card
- Bullet Point 3 – Connectivity Technology: WiFi, USB; Control Method: Touch
- Bullet point 4 – Display: LCD; Memory Storage: 8 MP
- Bullet point 5 – Warranty: 1 year manufacturer warranty

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Connectivity Technology: WiFi, USB	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:

Recommended Format: Explore wide range of [Item Type Name] from the house of [Brand Name] available on Amazon. This [Item Type Name] comes with [Special Feature] and is available in [Color Name] color. It has [Specific feature]. [Warranty]

Example: Explore wide range of digital cameras from the house of Canon available on Amazon. This camera comes equipped with a 24.1-megapixel APS-C-size CMOS sensor and an optical viewfinder for an authentic DSLR shooting experience and is available in black color. Capturing sharp images is easy thanks to the fast, accurate AF and the large grip that provides a firm, steady hold on the camera. Built-in Wi-Fi / NFC connectivity enables the seamless upload of photos and videos to social media. 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 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
- 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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