

STYLE GUIDE – CYCLING EQUIPMENT

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 Name] + [Model] + [Material] + [Item Type Name]

Example:

1. Cloudmall Multifunction Steel Tyre Repair Kit
2. Fansport Plastic Cycle Chain Cleaner Kit

For Standalone or Child products

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

Example:

1. Cloudmall Multifunction Steel Tyre Repair Kit (16 in 1, Black)
2. Fansport Plastic Cycle Chain Cleaner Kit (4 in 1, Blue)

What to Do	What Not to Do
Capitalize the first letter of each word. Ex Fansport Plastic Cycle Chain Cleaner Kit (4 in 1, Blue)	Do not use all capital letters: FANSPORT PLASTIC CYCLE CHAIN CLEANER KIT (4 IN 1, BLUE)
Mention Pack of at the end of title in case of multi packs.	Do not include promotional messages such as 'sale', 'price', 'offer', 'free'
Title length should be less than 200 characters	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 – Material: [Material]; Color: [Color]
- Bullet Point 3 – Dimensions: [Length] x [Breadth] x [Height] [Dimensions Unit]; Weight: [Item Weight] [Item Weight Unit]
- Bullet Point 4 – Special Features 1: [Free Text]
- Bullet Point 5 – Special Features 2: [Free Text]

Example:

- Bullet Point 1 – 1 chain cleaner, 1 chain brush, 1 chain gear cleaner & 1 gear cleaning brush
- Bullet Point 2 – Material: Plastic; Color: Blue
- Bullet Point 3 – Dimensions: 13.5 x 7 x 8 CM; Weight: 20 GMS
- Bullet Point 4 – This bike kit can be used to effectively wash the chain without removing it
- Bullet Point 5 – The chain kit is light weight, portable and convenient to carry

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Material: Plastic; Color: Blue	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
Add product relevant and value adding information as bullet point	Do not include irrelevant keywords like 'original', 'guaranteed', '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 (!)

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:

Example: Clean your cycle chain easily in the convenience of your own home using this bike chain kit. It is made of high quality durable plastic and easy to carry.

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 displaying product usage on the surface
- 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 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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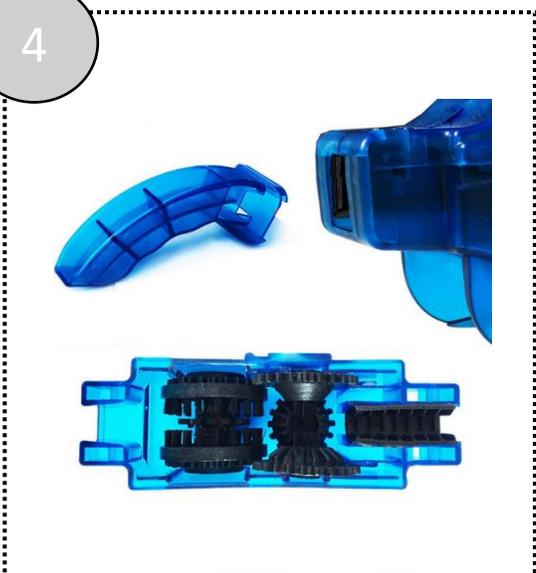
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