

NECKLACE STYLE GUIDE

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This document is intended to give you the guidance you need to create effective, accurate product detail pages and maximize your business. A product detail page shows information about the product- including title, bullet points, product description and images. This data is crucial to ensure that customers will be able to find and purchase your products. Providing a consistent format for your listings will better inform customers and enhance the discoverability of your products.



Crop Guideline



IMAGE 1
Give the necklace breathing space from side to side as well as top and bottom, show front



IMAGE 2
Maintaining the same alignment show back of the necklace



IMAGE 3
Keeping the product in the middle Show side of the product



IMAGE 4
Zoom in to show details of the product



IMAGE 5
Show scale of the product on a model

A. Title Guidelines: 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 search online or visit Amazon.in. Titles also give important information to browsing customers, increasing the chances that they will click on and purchase one of your items. Amazon uses the words in product titles to display your products in search results. A concise and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. Follow the guidelines below to create product titles that make a good first impression.

For the Parent of Variation Products

Recommended for Departments: [Men, Women, Boys, Girls, Unisex Adult, Unisex Child]

[Brand Name] + [Metal Stamp (for precious jewelry)] + [Metal Type (for precious jewelry)] + ["with" + [Gem Type] (if present)] + [Style / Theme (for non-precious jewelry)]+ [Name of the Product] + "for" + [Department]

Examples:

- YouBella Yellow Gold Necklace for Women
- Yellow Chimes Stainless Steel Chain for Men

For variation child or stand-alone listings

Recommended for Departments: [Men, Women, Boys, Girls, Unisex Adult, Unisex Child]

[Brand Name] + [Metal Stamp (for precious jewelry)] + [Metal Type (for precious jewelry)] + ["with" + [Gem Type] (if present)] + [Style / Theme (for non-precious jewelry)] + [Name of the Product] + "for" + [Department] + [Color (if applicable)]

Examples:

- YouBella Yellow Gold Necklace for Women (Yellow)
- Yellow Chimes Stainless Steel Chain for Men (Silver)

B. Bullet Point Guidelines for Necklace

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

Recommended Format:

- Bullet Point 1 – Gem type: [Gem Type]
- Bullet Point 2 - Dimension: [Item Length] x [Dimensions unit of measure] x [Item Width] x [Dimensions unit of measure]
- Bullet Point 3 - Metal stamp: [Metal Stamp] | Metal type: [Metal Type]
- Bullet Point 4 – Item weight: [Item Weight] [Item Weight Unit] | Metal weight: [Metal Weight][Metal Weight Unit]
- Bullet Point 5 - Occasion: [Occasion Type]

Example:

- Gem type: Amber
- Dimension: 10 IN x 12 IN
- Metal stamp: 14k (585) | Metal type: Yellow Gold
- Item weight: 20gm | Metal weight: 15gm
- Occasion: Wedding

| WHAT TO DO | WHAT NOT TO DO |
|---|--|
| Begin each bullet point with a capital letter. Ex: • Material: Precious Metal | 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 'designer', 'bollywood', '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 (!) |

C. Product Description Guidelines for Necklace

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

Recommended Format:

Shop from a wide range of [Item Type Name] from [Brand] on Amazon. Complete your look with the perfect jewelry for any occasion - everyday, office, party or wedding.

Example:

Shop from a wide range of necklaces from YouBella on Amazon. Complete your look with the perfect jewellery for any occasion - everyday, office, party or wedding.

| 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' |
| Provide styling tips that enable customers to make purchase decision | Do not include irrelevant keywords like 'designer', 'bollywood', 'latest' |
| | Do not use email Id's, URL's, external links, symbols or seller information |
| | Do not exceed 2000 characters in length |

D. Image Guidelines:

- The product should occupy 90% of the image area
- The background for the MAIN must be 100% white with RGB value 255,255,255. For other images, the background can be in white or colored
- Images must be with a resolution of 1000 DPI to allow the zoom function to be enabled
- Main image must be shot on a flat surface. Any one of the secondary images should have one model shot
- Each product must compulsorily have 4 images – a main front image, back image, side image, detail shot showing the locks/clasps and a model shot in respective order complying with the above standards – with extra optional detail shots if required to highlight product features
- The model shot must zoom in on the jewelry where the model is facing the camera. No dramatic postures allowed
- Side image and Video will be optional
- The product image must be free of text or watermarks
- For sets, MAIN image to have an image of all designs, followed by front, back, side, and detail shot image for each product and model shots for each product
- Celebrity images are NOT allowed unless you have a legal contract with the celebrity to use their images on an ecommerce market place
- Main image and back image should complement each other and there should not be any inconsistency.

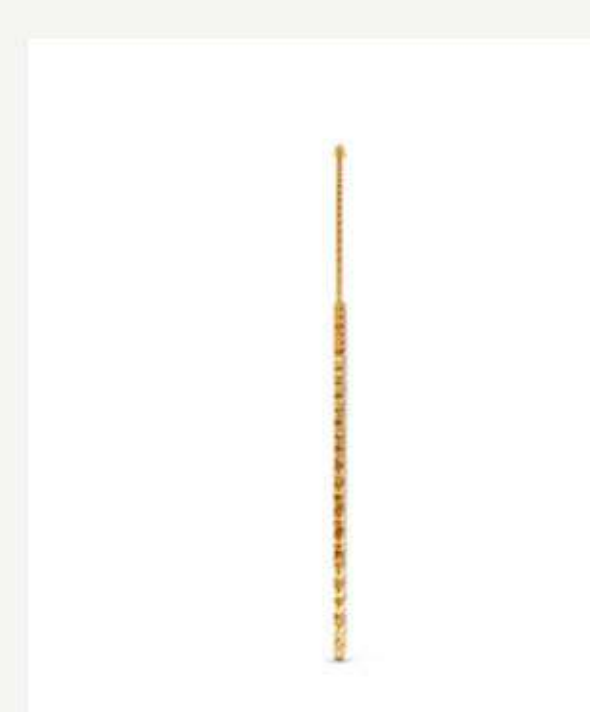
IMAGE GUIDELINES FOR NECKLACE



Main image



Back shot



Side shot



Detail shot



Model shot

WHAT NOT TO DO:



Full model shot; only crop of product along with the body part



Half cut images



Images with watermark or text



Images with props or accessories



Downward facing shoe



Mannequin or ghost body shots



Images with packaging



No additional allowed



Photoshopped images