

## STYLE GUIDE – Sporting Goods

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 Sporting\_Goods and related products:

### For Parent or Standalone or Child products

**[Brand Name] + [Model] + [Material] + [Item Type Name] +, 'Size' [size\_name] , 'Pack of' [number\_of\_Items] + '([color\_Name])'**

Examples:

1. Yonex GR303 Aluminium Badminton Racquet, Pack of 2 (Black)
2. Strauss SR32 Plastic Skipping Rope, Size S, Pack of 2 (Red)
3. Li-Ning AS2 Nylon Shuttle, Pack of 6 (Green)
4. Cockatoo Shaker Plastic Bottle, Size Large (Blue)

What to Do	What Not to Do
Capitalize the first letter of each word. E.g. Yonex GR303 Aluminium Badminton Racquet, Pack of 2 (Black)	Do not use all capital letters: YONEX BADMINTON RACQUET - BLACK
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 – Included Components**
- **Bullet Point 2 – Special Feature**
- **Bullet Point 3 – Specific Uses for Product**
- **Bullet Point 4 – Material; Color; Size; Item Length, Item Width, Item Height and Item Weight**
- **Bullet Point 5 - Other Important Available Product Specifications**

Example:

- Included Components: 2 Badminton Racquet with Head Cover
- Special Feature: Isometric head with Grip 3.5 inches
- Specific Uses for Product: Perfect for Intermediate playing level
- Material: Wood; Color: Red, Size: G4; Item Length: 25 cm, Item Width: 12 cm, Item Height: 4 cm, Item Weight: 250 g
- Ex: Glove Type: Batting Gloves, Grip Type: Rubber, Grip Type material: Rubber; Hand Orientation: Left, No. of pieces – 4; number of exercises: 5; Target Audience: Adult; Skill level: Beginner; Maximum Weight Recommendation: 100 Kg

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Included Components: 2 Badminton Racquet with Head Cover	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	Do not use email Id's, URL's, external links, symbols or seller information
5	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 wide range of [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. [Name of the Product] has [Specific feature], ideal for [Specific Uses for Product].

Example: Explore wide range of Kettlebell from the house of CamelBak available on Amazon. This Kettlebell is made from Cast iron half neoprene coated and is available in yellow color. Kettlebell is tough and sturdy, ideal for Gym workout at home, helps you in giving total toning and strengthening workout.

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, size name etc	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 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 and Secondary images should have non-white background (RGB value: 255,255,255)
- Main image should not 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/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.
- Detail shots where applicable need to be added

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