

TECHNICAL SPORT SHOE GUIDE

Following are some simple Image related pre-requisites to list on Amazon

- Quick Nav.
- Crop Guideline
- Title Guidelines
- What to do.
- What to not do
- Size guide

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

Use the bars on the image for aligning image



IMAGE 1 Give your image breathing space from side to side as well as top and bottom. Align the image at 45°
IMAGE 2 Show the pair
IMAGE 3 Shoes back and front facing shot detail
IMAGE 4 Show the side profile
IMAGE 5 Show base
IMAGE 6 Show the top

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 visit Amazon.in or search online. The title should be constructed in the following manner and contain only the below attributes:

For the Parent of Variation

Recommended Format: [For Non-Combos]

[Brand] + [Department] + [Model Name (Optional)] + [Outer Material (Only Leather)] + [Style]

Examples:

- ASIAN Men's Wonder-12 Running Shoes
- FootJoy Girl's Walking Shoes

For the Parent of Variation

Recommended Format: [For Combos]

[Brand] + [Department] + [Model Name (Optional)] + [Outer Material (Only Leather)] + [Style] + (Set of [Unit Count] Pairs)

Examples:

- ASIAN Men's Wonder-12 Running Shoes (Set of 2 Pairs)
- FootJoy Girl's Walking Shoes (Set of 2 Pairs)

For child or stand-alone products

Recommended Format: [For size range 1 UK to 20 UK]

[Brand] + [Department] + [Model Name (Optional)] + [Color] + [Outer Material (Only Leather)] + [Style] - [Footwear Size] + 'UK'

Examples:

- ASIAN Men's Blue Running Shoes - 9 UK
- FootJoy Girl's Pink Walking Shoes - 7 UK

Recommended Format: [For size range 1 Kids UK to 14 Kids UK]

[Brand] + [Department] + [Model Name (Optional)] + [Color] + [Outer Material (Only Leather)] + [Style] - [Footwear Size] + 'Kids' + 'UK'

Examples:

- ASIAN Men's Blue Running Shoes - 9 Kids UK
- FootJoy Girl's Pink Walking Shoes - 7 Kids UK

Recommended Format: [For size range < 24 Months]

[Brand] + [Department] + [Model Name (Optional)] + [Color] + [Outer Material (Only Leather)] + [Style] - [Footwear Size]

Examples:

- ASIAN Baby Boys Blue Outdoor Sandals - 6 Months
- The Dance Bible Girls Pink Outdoor Sandals - 12 Months

Recommended Format: [Combos]

[Brand] + [Department] + [Model Name (Optional)] + [Color] + [Outer Material (Only Leather)] + [Style] - [Footwear Size] + 'UK' + (Set of [Unit Count] Pairs)

Examples:

- ASIAN Boys Blue Dance Shoes - 8 UK (Set of 2 Pairs)
- FootJoy Girls Pink Track Shoes - 13 UK (Set of 2 Pairs)

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. Ex: ASIAN Men Blue Running Shoes - 8 UK	Do not use all capital letters: ASIAN MEN BLUE RUNNING SHOES - 8 UK
Title length should be less than 200 characters	Do not include promotional messages such as 'sale,' 'price,' 'offer,' 'free'
	Do not use email Id's, URL's, external links, symbols or seller information
	Do not use all capital letters: ASIAN MEN BLUE RUNNING SHOE - 8 UK

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

Recommended Format: [Men, Women, Boys, Girls, Baby Boys, Baby Girls, Unisex-baby, Unisex-child, Unisex-adult]

- Bullet Point 1 – Model Name: [Model Name]
- Bullet Point 2 - Material: [Outer Material Type]; Closure: [Closure Type]; Ankle height: [Height Map]
- Bullet Point 3 - Surface recommendation: [Surface Recommendation]; Water Resistance Level: [Water Resistance Level]
- Bullet Point 4 - Cleat Description: [Cleat Description]; Cleat Material Type: [Cleat Material Type]
- Bullet Point 5 - Care Instructions: [Care Instructions]

Example:

- Bullet Point 1 - Model Name: Cosco_13
- Bullet Point 2 - Material: Nylon; Closure Type: Lace-up; Ankle height: Mid Top
- Bullet Point 3 - Surface recommendation: Trail; Water Resistance level: Not Water Resistant
- Bullet Point 4 - Cleat Description: Molded; Cleat Material Type: Turf
- Bullet Point 5 - Care Instructions: Wipe with dry cloth

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Material: Nylon	Do not include promotional messages such as 'sale,' 'price,' 'offer' or 'free'
	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: 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: Elevate your style with this classy pair of [Style Name] from the house of [Brand Name] brand. Featuring a contemporary refined design with exceptional comfort, this pair is perfect to give your quintessential dressing an upgrade.

Example: Elevate your style with this comfortable pair of running shoes from the house of Puma brand. Featuring a contemporary refined design with exceptional comfort, this pair is perfect to give your quintessential dressing an upgrade.

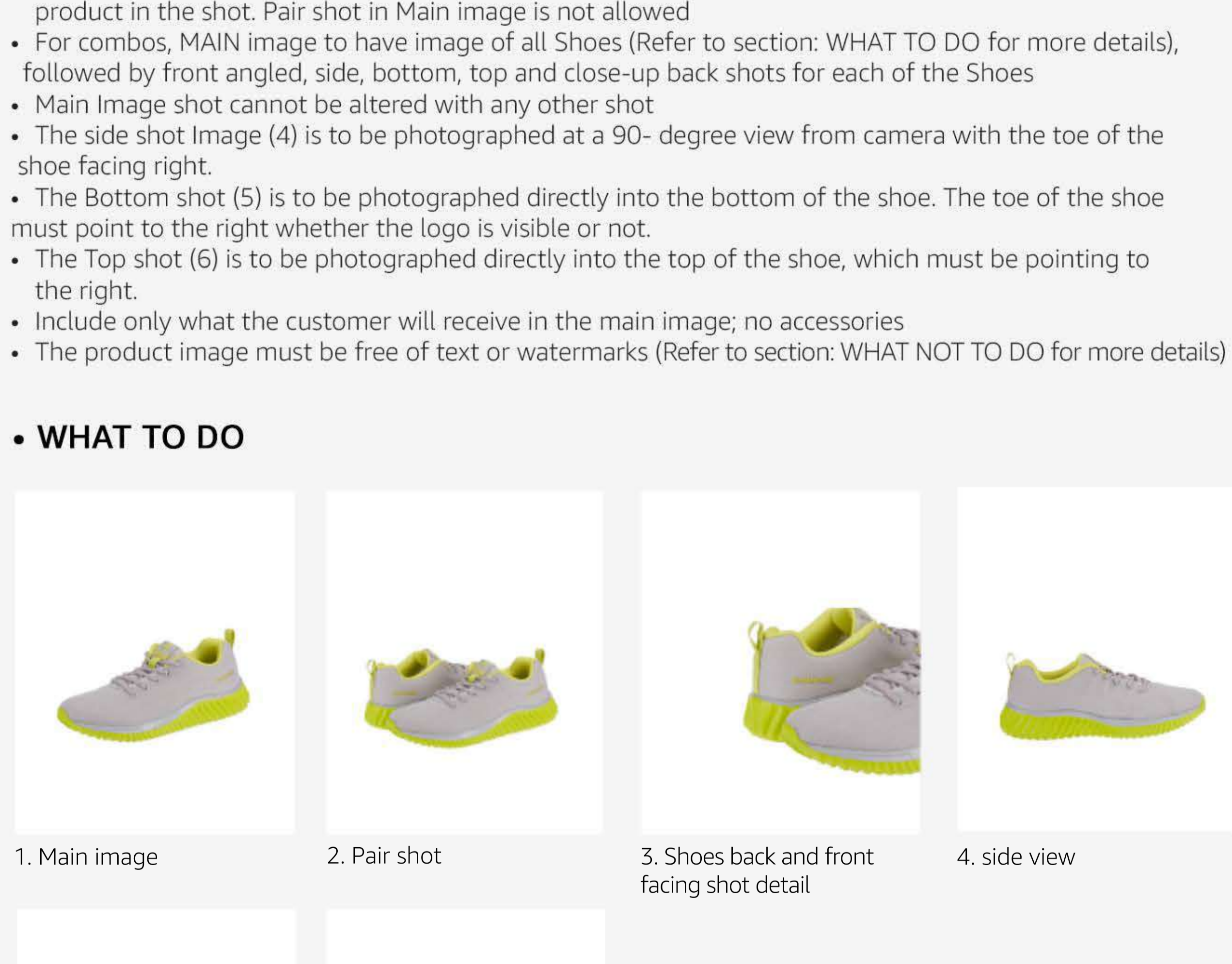
WHAT TO DO	WHAT NOT TO DO
Include brand name and 'Amazon' name to enable search engine optimization	Do not include promotional messages such as 'sale,' 'price,' 'offer' or 'free'
Include product specific information like, material type, closure type and heel type	Do not include irrelevant keywords like 'designer,' 'bollywood,' 'latest'
Provide styling tips that 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

D. Image Guidelines: Product images are displayed on the search page and the product detail page. A professional image helps customers discover your product and drive traffic to your product listings. 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

Sports Shoes – Men, Women, Kids

- The product should occupy 90% of the image area
- The background must be 100% white with RGB value 255,255,255
- Images must be with a resolution of 1000 DPI to allow the zoom function to be enabled
- Products must be shot on a white background and NOT on a model
- Only one Shoe per product image is permitted (except for combos and pair shots)
- All shots will be that of the Left Shoe with camera pointed 10 degrees downward (except for pair shots)
- Each product must compulsorily have minimum 6 images – front angled shot (1) Main Image, (2) Pair shot (3) Pair close up shot (4) Side shot (5) Bottom shot (6) Top shot (Refer to section: WHAT TO DO for more details)
- The (1) MAIN shot is to be photographed at a 45 degree angle. The .MAIN will only feature a SINGLE product in the shot. Pair shot in Main image is not allowed
- For combos, MAIN image to have image of all Shoes (Refer to section: WHAT TO DO for more details), followed by front angled, side, bottom, top and close-up back shots for each of the Shoes
- Main Image shot cannot be altered with any other shot
- The side shot Image (4) is to be photographed at a 90- degree view from camera with the toe of the shoe facing right.
- The Bottom shot (5) is to be photographed directly into the bottom of the shoe. The toe of the shoe must point to the right whether the logo is visible or not.
- The Top shot (6) is to be photographed directly into the top of the shoe, which must be pointing to the right.
- Include only what the customer will receive in the main image; no accessories
- The product image must be free of text or watermarks (Refer to section: WHAT NOT TO DO for more details)

WHAT TO DO



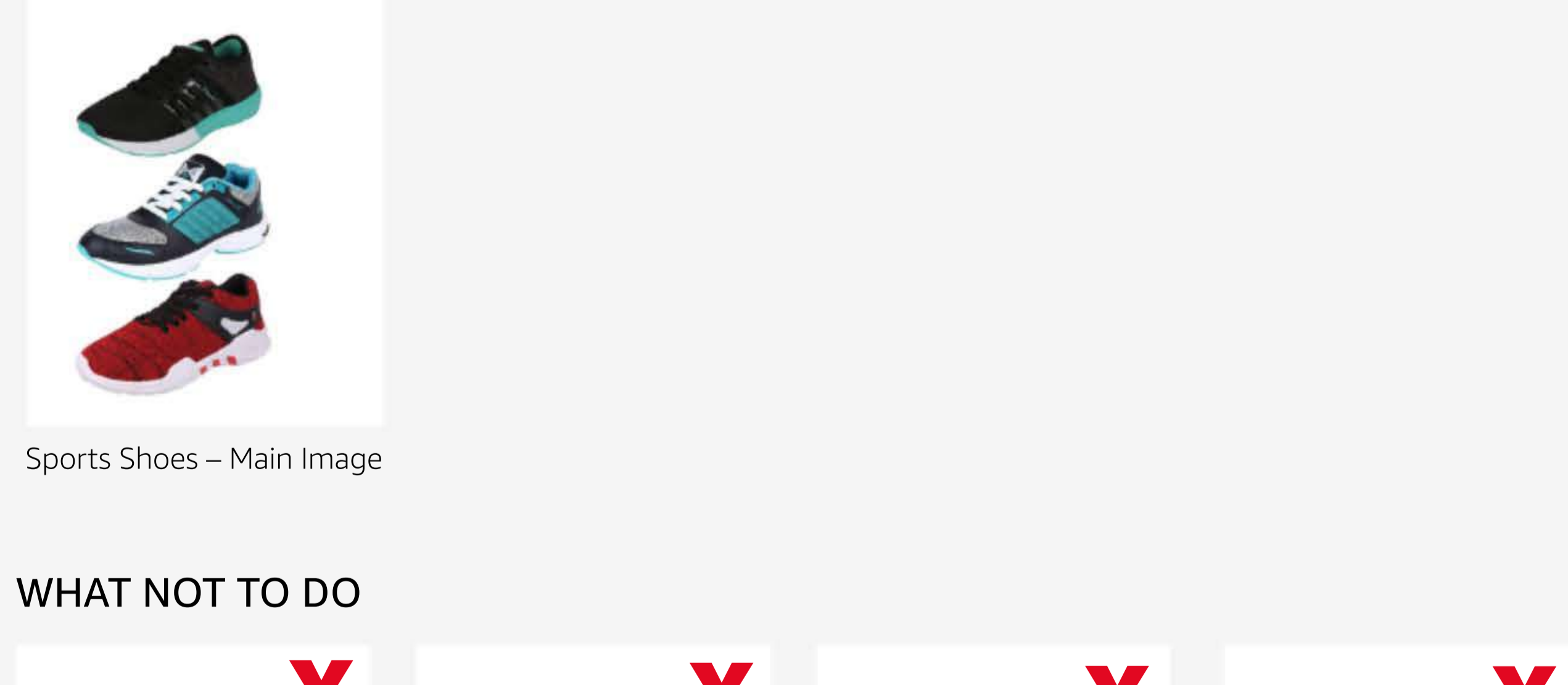
1. Main image
 2. Pair shot
 3. Shoes back and front facing shot detail
 4. side view
 5. Base view
 6. Top View

WHAT TO DO for Combos Main Image:



Sports Shoes – Main Image

WHAT NOT TO DO



Pair shot in main image
 Reverse facing shoe
 Top view pair
 Sole Facing shoe
 Downward facing
 Shoe/sandal with shoe cover
 Half lifted sandal
 Brand logo and watermarks in images
 Images with models
 Images clicked using hands

footwear_age_group	footwear_size_class	Size format	footwear_size	footwear_to_size	Size format
"Adult" or "Big Kid"	Numeric	footwear_size + " UK"	5		5 UK
"Adult" or "Big Kid"	Numeric Range	footwear_size + "-" + footwear_to_size + " UK"	2	3	2-3 UK
"Little Kid" OR "Toddler" OR "Infant"	Numeric	footwear_size + " Kids" + " UK"	5		5 Kids UK
"Little Kid" OR "Toddler" OR "Infant"	Numeric Range	footwear_size + "-" + footwear_to_size + " Kids" + " UK"	3	4	3-4 Kids UK
"Little Kid" OR "Toddler" OR "Infant"	Age	footwear_size	3 Months		3 Months
"Little Kid" OR "Toddler" OR "Infant"	Age Range	footwear_size + "-" + footwear_to_size	3 Months	6 Months	3-6 Months
"Little Kid" OR "Toddler"	Age	footwear_size	3 Years		3 Years
"Little Kid" OR "Toddler"	Age Range	footwear_size + "-" + footwear_to_size	3 Years	5 Years	3-5 Years
"Infant" OR "Toddler" OR "Little Kid" OR "Big Kid" OR "Adult"	Footwear Size	footwear_size	XX-Small		XX-Small
"Infant" OR "Toddler" OR "Little Kid" OR "Big Kid" OR "Adult"	Alpha Range	footwear_size + "-" + footwear_to_size	XX-Small	Small	XX-Small-Small