

STYLE GUIDE – Thermometer

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 Thermometers:

For the Parent of Variation Products for thermometers

[Brand Name] + [Material Type] + [Item Type Name] + for + [Department Name (if applicable)]

Examples:

1. ABC Plastic Infrared Thermometer for Unisex
2. XYZ Plastic Digital Thermometer for Unisex

For Standalone or Child products for Thermometers

[Brand Name] + [Material] + [Item type name] + for + [Department Name (if applicable)] + ([Color], + [Number of Items (if >1)]), [Range] + [Range Unit of Measure]

Examples:

1. ABC Plastic Infrared Thermometer (Black, Pack of 1) for Unisex, 89.6 to 107.6-Degree Fahrenheit
2. XYZ Plastic Digital Thermometer (White, Pack of 3) for Unisex, 89.6 to 107.6 Degree Fahrenheit

Valid Values

Item Type Name: Dial Thermometer/Digital Thermometer/Glass Thermometer/Infrared Thermometer/Pyrometer **Power**

Source Type: Battery Powered/AC/DC/Solar Powered/Hand Powered

What to Do	What Not to Do
Capitalize the first letter of each word. Ex. Gilma Plastic Infrared Thermometer (Black, Pack of 1) for Unisex	Do not use all capital letters: GILMA PLASTIC INFRARED THERMOMETER (BLACK, PACK OF 1) FOR UNISEX
Mention Pack size clearly – Pack of 2, Pack of 5; Mention the color (if the color can vary mention the same)	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
Title length should be less than 200 characters	Do not use - anti-COVID-19, anti-virus, safety, corona, flu, virus keywords

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.

- **Bullet point 1: Measurement Range:** [Lower Temperature Rating] [Lower Temperature Rating Unit of Measure] to [Upper Temperature Rating] [Upper Temperature Rating Unit of Measure]
- **Bullet point 2: Power Source:** [Power Source Type] | **Measurement Accuracy:** [Measurement Accuracy] | [Water Resistance]
- **Bullet point 3: Special Features**
- **Bullet point 4: Included Components**
- **Bullet point 5: Care Instructions| Warranty Description**

Example:

- Measurement Range: 50 to 150 degree Celsius
- Power Source: Non-rechargeable battery| Measurement Accuracy: 0.1 degree centigrade| Water Resistance: Yes
- Special Features: US FDA Non-Contact Infrared Medical Thermometer, Fast Measurement, Forehead Type, Backlit Display, 32 Memories Recall
- Included Components: Thermometer, Battery - 1 Nos., User Manual
- Care Instructions: Keep away from children| Warranty Description: 1 Year

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter.	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

Shop variety of [Item Type Name] from [Brand Name] available on Amazon. [Item Type Name] has [Special Features]. Also follow instructions: [Care Instructions].

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
- Second image can show the usage over model face except for kids; No dramatic poses 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/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.



3



1s
1s Testing


Fever alarm


Mercury-free


Automatic switch

4



CONTACTLESS
MEASUREMENTS

SIMPLE
OPERATIONS

QUICK
TEMPERATURE

HYGENIC
& SAFE

ACCURATE
MEASUREMENT