

STYLE GUIDE – VEHICLE LIGHT BULB

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 Vehicle Light Bulb and related products:

For the Parent of Variation Products

[Brand Name] + [Model] + [Item Type Name]

Examples:

1. Kozdiko C6 Vehicle Light Bulb
2. Vagary 62201RL Vehicle Light Bulb
3. Osram H3 Rallye Vehicle Light Bulb

For Standalone or Child products

[Brand Name] + [Model] + [Light Source Type] + [Item Type Name] + "for" [Compatible with Vehicle Type] + "Pack of" [Quantity] + [Color Name]

Examples:

1. Kozdiko C6 LED Vehicle Light Bulb for Hyundai Elite i20, White Light, Pack of 2
2. Vagary 62201RL Xenon Vehicle Light Bulb for all Cars, White, Pack of 9
3. Osram H3 Rallye Neon Vehicle Light Bulb for SUV Cars, White, Pack of 4

| What to Do | What Not to Do |
|---|--|
| Capitalize the first letter of each word. E.g Kozdiko C6 Vehicle Light Bulb | Do not use all capital letters: KOZDIKO C6 VEHICLE LIGHT BULB |
| 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

- **Bullet Point 1 – Included Components**
- **Bullet Point 2 – Brightness + Brightness Unit of Measure**
- **Bullet Point 3 – Bulb Shape Size**
- **Bullet Point 4 – Voltage + Voltage Unit of Measure, Wattage + Wattage Unit of Measure**
- **Bullet Point 5 – Special Features**

Example:

- Included Components: 2 Pack of Vehicle Light Bulb
- Brightness: 100 Lumen
- Bulb Shape Size: ED23
- Voltage: 12 Volt, Wattage: 100 watt

- Special Features: Light can easily withstand extreme weather conditions.

| WHAT TO DO | WHAT NOT TO DO |
|--|--|
| Begin each bullet point with a capital letter. Brightness: 100 Lumen | 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 [Item Type Name] from the house of [Brand Name] available on Amazon. This [Item Type Name] works with [Compatible with Vehicle Type] and provide [Brightness + Brightness Unit of Measure]. [Item Type Name] [Specific feature].

Example: Explore wide range of Vehicle Light Bulb from the house of Kozdiko available on Amazon. Vehicle Light Bulb works with Hyundai Elite i20 and provide 100 Lumen brightness. Vehicle Light Bulb can easily withstand extreme weather conditions

| 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, special features etc | Do not include irrelevant keywords like 'original', 'guaranteed', 'latest' |
| Provide detailed included components, style name, capacity 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 or Additional images can 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.
- Main image or Secondary images can have nonwhite 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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