CATEGORY STYLE GUIDELINE: WEIGH SCALE

Style Guidelines

In an online store, the product image is one of your most valuable marketing tools. When customers browse Amazon.in pages, often the image draws them to consider your product. In addition, with so many choices available for online purchases, a well-formed image can set your product apart from the others. Poor quality images turn customers away. Use your product images to communicate the selling points and features of your products, to inform and interest customers, and reinforce your brand. Listings with missing or non-compliant images are suppressed from the site, thereby getting low customer traffic and conversion rates, resulting in missed sales opportunities.

Image Guidelines:

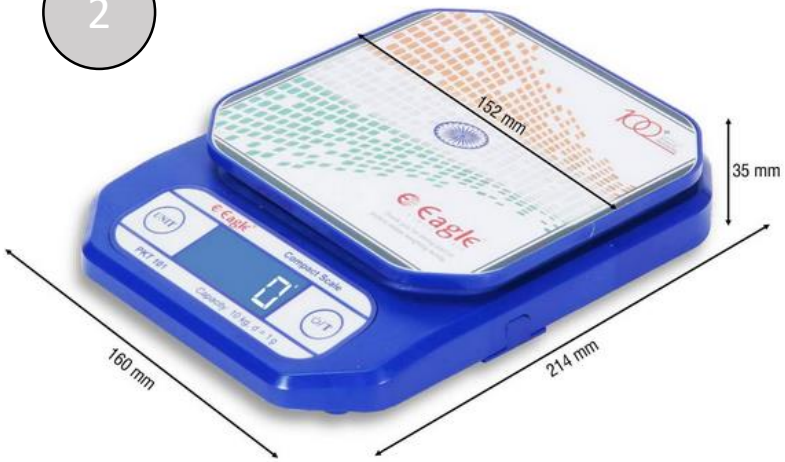
- Main image should have 100% White Background, no lifestyle images are allowed
- The product must fill 85% or more of the image
- MAIN images should be supplemented with additional images showing different sides of a product, or details that are not visible in the MAIN image
- Secondary images should complement to the main image
- There should be minimum of 4 images
- 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 can have lifestyle images displaying product in use/Infographic images highlighting product feature Detail shots where applicable need to be added
- Include only what the customer will receive; no accessories unless they are accompanied with the product

Image guidelines: Accepted Images

1

Main Image- Front View

2



Depth	Width	Height	Pan Size	Weight
214 mm	160 mm	35 mm	152 x 152 mm	410 g

Dimension Image

3

Product Features

4

Source of Power Information

Title Guidelines:

Your Product title is the first thing customers see when visiting your detail page and is vital tin helping customers to find your product 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 Products

For the Parent of Variation Products Recommended Format:

[Brand] + [Style] + [Specific Uses of Product] + [Item Type Name] + [Maximum Weighing Capacity]

Examples:
1. ATOM Digital Kitchen Weighing Scale, 10 Kgs
2. Ionix Analog Kitchen Weighing Scale, 5 Kgs
3. Eagle Analog Commercial Weighing Scale, 100 Kgs

For Standalone or Child products Recommended Format:

[Brand] + [Style] + [Specific Uses of Product] + [Item Type Name] + [Maximum Weighing Capacity] + [Color]

1. Examples: ATOM Digital Kitchen Weighing Scale, 10 Kgs White
2. Ionix Analog Kitchen Weighing Scale, 5 Kgs, Black
3. Eagle Analog Commercial Weighing Scale, 100 Kgs, Silver

What to Do	What Not to Do
Capitalize the first letter of each word. E.g. Ionix Analog Kitchen Weighing Scale, 5 Kgs, Black	Do not use all capital letters: IONIX ANALOG KITCHEN WEIGHING SCALE, 5 KGS, 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

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:

- Bullet Point 1 – Material Type, Color Name
- Bullet Point 2 – Reading Accuracy , Specific Uses for Product
- Bullet Point 3 – Power Source Type| Battery Included | No of Batteries (optional)
- Bullet Point 4 – Included Components
- Bullet Point 5 – Special Feature[Free Text]

Example:

- Material Type: ABS, Color: Blue
- Reading accuracy: 0.03 Grams| Specific Uses of Product: Perfect for your kitchen
- Power Source Type: Battery and Electric| Battery Included: Yes| No of Batteries: 1
- Included Components: Power cord, 1 AAA Battery, Warranty Card
- Special Feature: Outside Calibration, Auto Shut Down, Large LCD Backlight Display (5 digital 20mm height), Large Platform, Counting Function, Tare full capacity, Low battery Indication

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex:Material Type: ABS	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 5	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 (!)

Product Description Guidelines

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

Recommended Format:

Explore wide range of [Item Type Name] from the house of [Brand Name] available on Amazon. This [Item Type Name] is made from [Material Name]. [Specific feature].

Example: Explore wide range of digital scale from the house of Atom available on Amazon. This digital scale is made from ABS and has outside calibration, auto shut down, large LCD backlight display (5 digital 20mm height), large platform, counting function, tare full capacity, low battery indication

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