

COMPUTER DRIVE OR STORAGE



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. The product must fill 85% or more of the image.
- Need to have minimum 3 images.
- 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). You can include Images/Banners with Infographics and Callouts highlighting Programmable keys, Back Lighting, Ergonomics, Durability and Compatibility
- Detail shots where applicable need to be added
- Include only what the customer will receive; no accessories unless they are accompanied with the product.

Prohibited images:



Non-white background in main image



Product should occupy 85% of image space



Watermarks or text



Multi views in MAIN image



Blurry or pixilated images

Images guidelines for Computer Drive or Storage

1



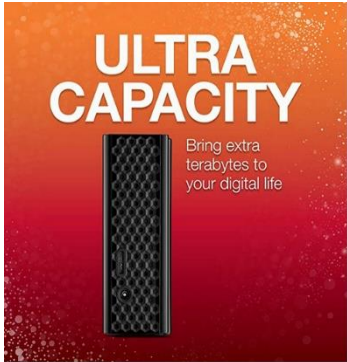
2



3



4



5



6



Title guidelines for Computer Drive or Storage

Your 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 Products

[Brand Name] + [Series Name] + [Digital Storage Capacity + Digital Storage Capacity Unit of Measure] + [Form Factor] + [Hardware Interface] + “internal or External” [Device Type]

Examples:

- 1. Seagate Evo 240 GB 5.25-inch SATA 6.0 External Hard Drive
- 2. Seagate STH 5 TB 2.5 Inch SATA 3 External Solid State Drive
- 3. Transcend TS1 1TB 2 Inch SATA III Internal Solid State Drive

For Standalone or Child products

[Brand Name] + [Series Name] + [Digital Storage Capacity + Digital Storage Capacity Unit of Measure] + [Form Factor] + [Hardware Interface] + “internal or External” [Device Type] + [Color Name] (Optional)+ ([Model])

Examples:

- 1. S Seagate Evo 240 GB 5.25-inch SATA 6.0 External Hard Drive, Black (STEL4000300)
- 2. Seagate STH 5 TB 2.5 Inch SATA 3 External Solid State Drive, (STHP5000403)
- 3. Transcend TS1 1TB 2 Inch SATA 7 Internal Solid State Drive, Grey (TS1TSJ25M3S)

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. E.g.: Seagate Evo 240 GB 5.25-inch SATA 6.0 Desktop External Hard Drive	Do not use all capital letters SEAGATE EVO 240 GB 5.25-INCH SATA 6.0 DESKTOP EXTERNAL HARD DRIVE
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
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Bullet point guidelines for Computer Drive or Storage

Bullet points Specify details of your product and can influence the customer purchase decision. The bullet point should be constructed in the following manner and contain the below attributes:

Recommended bullet point format

- Bullet Point 1 – Digital Storage Capacity + Digital Storage Capacity Unit of Measure, Cache Memory Installed Size
- Bullet Point 2 – Form Factor, Hardware Interface, Data Transfer Rate + Data Transfer Rate Unit of Measure
- Bullet Point 3 – Read Speed + Read Speed Unit of Measure, Write Speed + Write Speed Unit of Measure
- Bullet Point 4 – Operation Temperature, Wattage + Wattage Unit of Measure
- Bullet Point 5 – Warranty Description

Example:

- Digital Storage Capacity: 240 GB, Cache Memory Installed Size: 64 MB
- Form Factor: 5.25-inch, Hardware Interface: SATA 6.0, Data Transfer Rate: 1.5 Gb/s
- Read Speed: 550MB/s, Write Speed: 520MB/s
- Operation Temperature: 0 - 70-degree Celsius Operating Temperature, Wattage: 2.2 Watt
- Warranty: 2 Year Warranty

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Wattage: 2.2 Watt	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 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 for Computer Drive or Storage

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 product description format

Shop wide range of collection of [Item Type Name] from the house of [Brand Name] on Amazon. [Item Type Name] Comes with [Warranty Description].

Example: Shop wide range of collection of Hard Drives from the house of Dell on Amazon. Hard Drives Comes with 2 Year Warranty.

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