

## STYLE GUIDE – FAUCET

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 Faucet and related products:

### For the Parent of Variation Products

**[Brand Name] + [Model] + [Material Type] + [Head Angle Value] + [Head Angle Unit] + [Item Type Name]**

Examples:

1. Kohler 98100IN ABS 360 Degree Rotation Health Faucet
2. Healthex LX 3000 ABS 360 Degree Rotation Shower Taps

### For Standalone or Child products

**[Brand Name] + [Model] + [Material Type] + [Head Angle Value] + [Head Angle Unit] + [Item Type Name] + [Color Name] + [Finish Type] 'Finish'**

Examples:

1. Kohler 98100IN ABS 360 Degree Rotation Health Faucet, Black, Antique Finish
2. Healthex LX 3000 ABS 360 Degree Rotation Shower Taps, Silver, Glossy Finish

What to Do	What Not to Do
Capitalize the first letter of each word. E.g Kohler 98100IN-0 ABS 360 Degree Rotation Health Faucet, Black, Antique	Do not use all capital letters: KOHLER 98100IN-0 ABS 360 DEGREE ROTATION HEALTH FAUCET, BLACK, ANTIQUE
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 – Material Type, Color Name**
- **Bullet Point 2 – Item Dimension: Item Dimensions Unit of Measure + Item Length + Item Width + Item Height**
- **Bullet Point 3 – Included Component, Warranty Description, Installation Type**
- **Bullet Point 4 – Special Feature 1: [Free Text]**
- **Bullet Point 5 – Special Feature 2: [Free Text]**

Example:

- Material Type: ABS, Color Name: White
  - Item Dimension: 270mm x 200mm x 50mm
  - Included Component: 1 Piece Health Faucet Warranty Description: 3 years warranty, Installation Type: Wall Mount
  - Special Feature 1: Modern design with white head and black jet area that blends well with toilet area and is hygienic.
- The faucet has G1/2-inch thread connection

- Special Feature 2: Rust-resistant finish prevent dirty from sticking to faucet surface.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Material Type: ABS, Color Name: White	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] is made from [Material Name] and comes with Warranty Description. [Item Type Name] has [Specific feature].

Example: Explore wide range of Health Faucet from the house of Kohler available on Amazon. This [Name of the Product] is made from ABS and comes with 3 years warranty. Health Faucet has Modern design with white head and black jet area that blends well with toilet area as well as feels hygienic. The hygiene spray shall have G1/2-inch thread connection.

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.
- Secondary images should have white background (RGB value: 255,255,255), one image can have lifestyle image.
- 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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