

STYLE GUIDE – INPUT MOUSE

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.

For the Parent of Variation Products

[Brand Name] + [Series] + [Model] + [Connectivity Technology] + [Sensor Technology] + [Item Type Name]

Examples:

1. HP RAS 1000 Wired Optical Mouse
2. Razer Copperhead R35 Wireless Gaming Laser Mouse
3. Zebronic Zeb ZQ233 Wireless Optical Mouse

For Standalone or Child products

[Brand Name] + [Series] + [Model] + [Connectivity Technology] + [Sensor Technology] + [Item Type Name] + [Color Name]

Examples:

1. HP RAS 1000 Wired Optical Mouse, Black
2. Razer Copperhead R35 Wireless Laser Mouse, Blue
3. Zebronic Zeb ZQ233 Wireless Optical Mouse, White

What to Do	What Not to Do
Capitalize the first letter of each word. E.g HP RAS 1000 Wired Optical Mouse, Black	Do not use all capital letters: HP RAS 1000 WIRED OPTICAL MOUSE, 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

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 – Connectivity Technology | Compatibility & Operating System | Movement Detection Technology**
- **Bullet Point 2 – Item Dimension: Item Width X Item Length, Item Unit of Measure | Included Component**
- **Bullet Point 3 – Warranty Description**
- **Bullet Point 4 – Special feature 1**
- **Bullet Point 5 – Special feature 2**

Example:

- Connectivity Technology: Wireless; Compatibility and Operating System: Compatible Across all Notebooks and Desktops Platform with Windows Vista/7/8/10 and USB Port Available | Movement Detection Technology: Optical
- Item Dimension: 6 x 17 x 20 cms | Included Component: Battery, Mouse
- Warranty Description: 1 Year Limited Hardware Warranty.
- Special Feature 1: The Sleek Design Complements your Favorite Devices and Fits Comfortably Anywhere
- Special Feature 2: 1200 dpi Optical Sensor: Move your Mouse with Accuracy and Speed.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Connectivity Technology: Wireless	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

Shop wide range of collection of [Item Type Name] from the house of [Brand Name] on Amazon. [Special feature]

Example: Shop wide range of collection of Mouse from the house of Dell on Amazon. Its compact design allows you to carry it wherever you go. It features an ergonomic design that has a Curved Rubber Grip that reduces wrist fatigue. You can use the Smart Controls to easily navigate and boost your productivity.

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

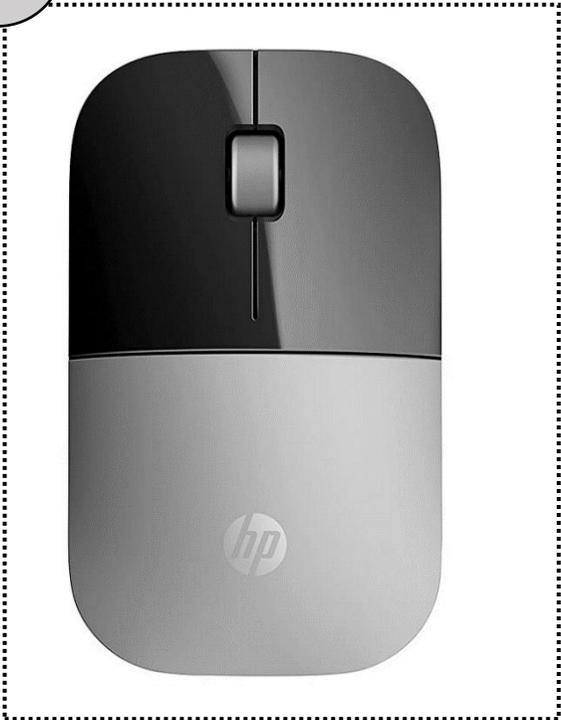
4. Image Guidelines

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. Need to have minimum 5 images.
- 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). 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

1



2



3

Sleek design

Compatible with Windows 7, 8, 10, Mac OS 10.3 or later, and Chrome OS



Blue LED technology works on a variety of surfaces

1200 dpi optical sensor for exceptional accuracy

4

Specifications



Plug and play



Blue LED technology



1,200 DPI optical sensor



Convenient USB receiver storage



Multi-OS support



One-year limited warranty

Dimensions: 3.98 x 2.37 x 1.0 inches

Highlighted features



Designed with flair
The sleek design complements your favorite device, and fits comfortably anywhere.



Wireless convenience
The 2.4GHz wireless connection reliably keeps you hooked up.



Battery life that lasts
Up to 16 months of life on a single AA battery.

Additional features

- 2.4GHz wireless connection
- Bluetooth® wireless connection
- Nano receiver
- Works on a variety of surfaces
- HP Link-5 technology
- Compatible with Windows
- Compatible with Mac
- Compatible with Chrome

Included Not included

5

In the box



1 AA battery
delivers up to
16 months
of battery life¹



2.4GHz wireless receiver
works up to 30 feet away
and stores inside the
mouse on the go

HP Wireless Mouse Z3700



Quick start guide
Product notices
Warranty card

Actual product may vary from image shown.
¹ Battery life depends on usage.