

STYLE GUIDE – LIGHT_FIXTURE

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 Light Fixture:

For the Parent of Variation Products

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

Examples:

1. Somil Mermaid Wall Lights
2. Amber Lights Ip-2607 Reading Light
3. CITRA 32033 Bathroom Light

For Standalone or Child products

[Brand Name] + [Model Name] + [Wattage] + [Wattage Unit of Measure] + [Item Type Name] + [Color Name] + [Item Shape]

Examples:

1. Somil Mermaid 10 Watt Wall Lights, White, Round
2. Amber Lights Ip-2607 4 Watt Reading Light, Green, Round
3. CITRA 32033 14 Watt Bathroom Light, White, Square

What to Do	What Not to Do
Capitalize the first letter of each word. E.g Somil Mermaid 10 Watt Wall Lights, White, Round	Do not use all capital letters: SOMIL MERMAID 10 WATT WALL LIGHTS, WHITE, ROUND
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**
- **Bullet Point 2 – Wattage + Wattage Unit of Measure**
- **Bullet Point 3 – Included Components**
- **Bullet Point 4 – Brightness + Brightness Unit of Measure, Cap Type, Color Name**
- **Bullet Point 5 – Special Features [Free Text]**

Example:

- Material: Metal
- Wattage: 14 Watt
- Included Components: 2 light Fixture with Holder
- Brightness: 100 Lumen, Cap Type: E27, Color Name: White

- Special Features: Built with malleable cast iron parts for solid heavy duty structure

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Material: Metal	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. [Item Type Name] is made from [Material Type]. [Item Type Name] consumes [Wattage] + [Wattage Unit of Measure] and [Special Features].

Example: Shop wide range of collection of Wall Lights from the house of Somil on Amazon. Wall Lights is made from Metal. Wall Lights consumes 10 watt and it is built with malleable cast iron parts for solid heavy duty structure.

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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