

## STYLE GUIDE – RAM Memory

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] + [Memory Type] + [RAM Memory Technology] + [Memory Clock Speed] + [Item Type Name] + [Compatible Devices]**

Examples:

1. A-Data DDR4 U-DIMM 8GB 2666MHz Memory RAM for Desktop
2. AMEGON DDR3 SODIMM 4GB, 1600MHz, Memory RAM for Laptops
3. Ballistix DDR4 CL16 UDIMM 16GB, 3200Mhz RAM Memory for Desktops (BLS8G4D32AESBK, White)

### For Standalone or Child products

**[Brand Name] + [Memory Type] + [RAM Memory Technology] + [Memory Clock Speed] + [Item Type Name] + [Compatible Devices] + [Model Number] + [Color Name]**

Examples:

1. A-Data DDR4 U-DIMM 8GB 2666MHz Memory RAM for Desktop, AX4U266638G16-SBF, White
2. AMEGON DDR3 SODIMM 4GB, 1600MHz, Memory RAM for Laptops, AMG-4GS1600S-4G, Green
3. Ballistix DDR4 CL16 UDIMM 16GB, 3200Mhz RAM Memory for Desktops, BLS8G4D32AESBK, White

What to Do	What Not to Do
Capitalize the first letter of each word. E.g Ballistix DDR4 CL16 UDIMM 16GB, 3200Mhz RAM Memory for Desktops, BLS8G4D32AESBK, White	Do not use all capital letters: BALLISTIX DDR4 CL16 UDIMM 16GB, 3200MHZ RAM MEMORY FOR DESKTOPS, BLS8G4D32AESBK, WHITE
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 – Memory configuration | Memory Clock Speed | Memory slots available**
- **Bullet Point 2 – Compatible Device | Number of Pins**
- **Bullet Point 3 – Frequency, frequency unit of measure | Operating temperature**
- **Bullet Point 4 – Special features**
- **Bullet Point 5 – Warranty Description | Included component**

Example:

- Memory Configuration: So-Dimm | Memory Clock Speed: 2400 MHz | Memory Slots Available:
- Compatible Device: For Desktops | Number of Pins: 260
- Frequency: 2400 MHz | Operating Temperature: 0 degree to 85 degree Celsius
- Special Features: Superior power efficiency 20% draws less than DDR3. 10-layer PCBs and 2oz copper for excellent cooling and stability.
- Warranty Description: 10 Years Warranty | Included Component: 8GB DDR4 RAM for Laptop 2400mhz

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 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 (!)

### 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 RAM Memory from the house of Tech on Amazon. More speed. More battery life. More memory capacity.

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). 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



8GB

2666MHz

DDR4

SPEED. STYLE. SPORT. GET MORE OUT OF YOUR MEMORY.

3

IDEAL FOR GAMERS AND PERFORMANCE ENTHUSIASTS



MAKE YOUR SYSTEM GO **BALLISTIX**  
SPEEDS START AT 2400 MT/S

4

