

# STYLE GUIDE HAIR STYLING AGENT

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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 and can have relevant information.
- Main and additional images should not include logos or watermarks.
- 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 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

## Prohibited images:



1. Non-white background in main image



2. Product should occupy 85% of image space



3. Watermarks or text



4. Multi views in MAIN image



5. Blurry or pixelated images

## Images guidelines for Hair Styling Agent



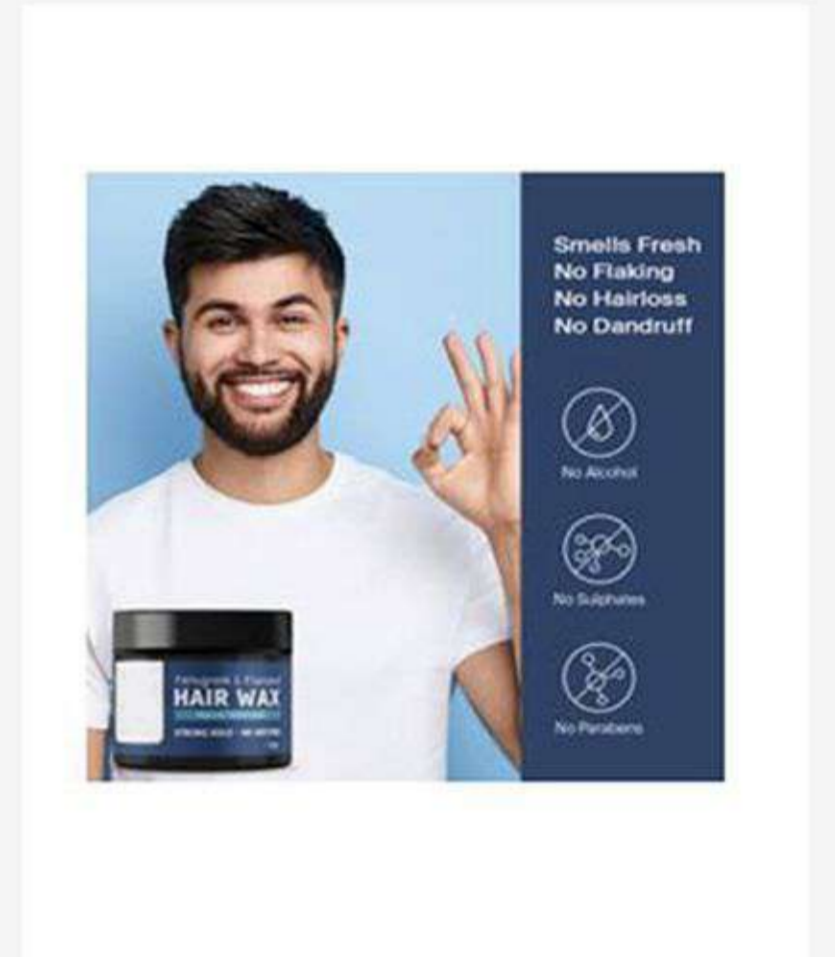
1. Main Image – front shot



2. Hair Type, Finish



3. Ingredients



4. Benefits

## Title guidelines for Hair Styling Agent

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] + [Item Type Name] + [Item Form]

### Examples:

1. XYZ Hair Styling Cream
2. ABC Hair Styling Wax
3. PQR Hair Styling Foam

### For Standalone or Child products

[Brand] + [Item Type Name] + [Item Form] + [Item Weight + Item Weight Unit of Measure]

### Examples:

1. XYZ Hair Styling Cream, 100 Grams
2. ABC Hair Styling Wax, 120 Grams
3. PQR Hair Styling Foam, 120 Grams

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. E.g Set Wet Hair Styling Cream	Do not use all capital letters SET WET HAIR STYLING CREAM
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

## Bullet point guidelines for Hair Styling Agent

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 – Hair Type
- Bullet Point 2 – Scent
- Bullet Point 3 – Material Type Free
- Bullet Point 4 – Directions, Ingredients
- Bullet Point 4 – Product Benefit

### Example:

- Hair Type: Curly
- Scent: Orange
- Material Type Free: Alcohol Free
- Directions: Mix and apply gel coin size gel all over your hair, lift on crown and spike top hair and flatten your side, Ingredients: Argan Oil, cetyl alcohol, Vitamin A
- Product Benefit: Creates full volume without frizz, Strong Hold | Adds incredible shine and control.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex Hair Type: Curly	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 (!)

## Product description guidelines for Hair Styling Agent

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] [Item Form] from the house of [Brand] on Amazon. Suitable for [Hair Type]. [Directions]

Example: Shop wide range of collection of Hair Styling Cream from the house of XYZ on Amazon. Suitable for Curly type. Mix and apply gel coin size gel all over your hair, lift on crown and spike top hair and flatten your side

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