

STYLE GUIDE – TOASTER

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 Casseroles and related products:

For the Parent of Variation Products

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

Examples:

1. Prestige PPTPKY 850-Watt Pop-up Toaster
2. Prestige 413 1500-Watt Grill Toaster

For Standalone or Child products

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

Examples:

1. Prestige PPTPKY 850-Watt Pop-up Toaster, Red
2. Prestige 413 1500-Watt Grill Toaster, Black

What to Do	What Not to Do
Capitalize the first letter of each word. E.g. Prestige 413 1500-Watt Grill Toaster, Black	Do not use all capital letters: PRESTIGE 413 1500-WATT GRILL TOASTER, 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 – Toaster Type: [Item Type Name] | Wattage | Wattage Unit of Measure | Size Name | Color Name**
- **Bullet Point 2 – Item Dimension: Item Length, Item Width, Item Length, Item Weight, Item unit of measure**
- **Bullet Point 3 – Material Type | Plate**
- **Bullet Point 4 –Warranty Description | Care Instruction**
- **Bullet Point 5 – Special feature**

Example:

- Toaster Type: Pop-Up Toaster | Wattage: 700 Watts | Size Name: 2 Slice | Color Name: Red
- Item Dimension: 27.5 x 17.8 x 17 cm; 9 Kilograms
- Material Type: Stainless Steel | Plate: Fixed
- Warranty Description: 2 Years Manufacturer Warranty | Care Instruction: Wipe With a Damp Cloth When Unplugged
- Special Feature: 5 Heating Mode Which Gives Perfect Color for Your Bread Without Burning. It Also Has Features Like High Lift, Reheat and Defrost Function.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex : Toaster Type: Pop-Up Toaster Wattage: 700 Watts Size Name: 2 Slice	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'
	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. [Item Type Name] has [Special Feature]. Easy to clean compact design which also helps to store the appliance easily on your kitchen counter.

Example: Shop wide range of collection of pop up toaster from the house of Solimo on amazon. Pop up toaster has 5 heating mode which gives perfect color for your bread without burning. It also has features like high lift, reheat and defrost function. Easy to clean compact design which also helps to store the appliance easily on your kitchen counter.

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 should have 100% White background
- 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 display 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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