

Style Guide- Video Games

This document is intended to give you the guidance you need to create effective, accurate product detail pages and maximize your business. A product detail page shows information about the product- including title, bullet points, product description and images. This data is crucial to ensure that customers will be able to find and purchase your products. Providing a consistent format for your listings will better inform customers and enhance the discoverability of your products.

A) Title Guidelines: General Rules

- Keep titles as short and simple as possible, but make sure to include all essential information to help the customer make a purchase. See specific category rules for the definition of “essential information.”
- Follow manufacturer’s naming standards for branded products (for example, PlayStation 2 but PLAYSTATION 3).
- Do not abbreviate proper names in product titles (for example, PLAYSTATION 3 Console with Grand Turismo 5 Prologue—not PS3 Console with GT5 Prologue)
- Capitalize the first letter of each word (except conjunctions, prepositions, and articles such as “and,” “with,” “to”).
- Write all numbers as numerals unless the number is written in some other way as part of the product’s official title (for example, Grand Theft Auto IV).
- Use hyphens for compound adjectives (for example, Wii 6-in-1 Sports Accessory Pack).
- We should only use a hyphen for a secondary clarification in a title like "CSI: Crime Scene Investigation - Hard Evidence (Wii)"
- Please leave trademark TM and registered trademark ® symbols out of titles. The only exception is when companies negotiate with our legal department about the necessity of these symbols. Do not use without direction from the product team that they are to be included.

The title for **Console and Accessory** should have Brand Name + Model Name + Model No. + Memory Size + with Addition accessory (If Included) + (Color) + "(Free Game :)"

- Example 1: Microsoft Xbox 360 250 GB Standard Console Holiday Value Bundle (Free Games: Need for Speed, Call of Duty - Ghost and Splinter Cell)
- Example 2: Sony PSP Gaming Console (without free games)
- Example 3: Microsoft Xbox 360 Kinect Sensor
- Example 4: Sony PS3 Dual shock 3 Wireless Controller (6 Axis)

For consoles

Brand Name, Console Name, Memory-followed by description (format)

Ex-

Microsoft Xbox One 500GB Console - Gears of War: Ultimate Edition Bundle

Sony PlayStation 4 500GB Console - Uncharted: The Nathan Drake Collection Bundle (Physical Disc)

Sony PlayStation 4 500GB Console - Call of Duty Black Ops III Bundle

For Accessories

Classification	Sub Classification	Format
Accessory Kits	Racing Wheel	Brand Name: Accessories Type for Platform (Edition) (Color)
Accessory Kits	Camera/Sensors	Brand Name: Accessories for Platform (Free item)
Accessory Kits	Redemption Cards	Brand: Accessories Type for Platform (Edition)
Accessory Kits	Hardware	Brand: Platform Accessories type
Accessory Kits	Media Remote	Brand Name: Accessories for Platform
Accessory Kits	Joysticks/Flight Controls	Brand Name: (Edition) Accessories type for Platform
Cables & Adapters	Adapters (Power Bricks)	(Brand Name) : Accessories type for Platform
Cables & Adapters	Adapters (Converters)	Brand Name: Platform 1 to Platform 2 (Edition) Accessories type (Color)
Cases & Storage	Cases & Storage	(Brand Name) :Accessories type for (Platform) (Edition) (Color)
Controllers	Controllers (Branded)	(Platform) (Wired/Wireless) (Edition) (Color)
Controllers	Controllers	(Brand Name) (Accessory) for (Platform) (Edition) – Free Item
Headset	Headset	(Brand Name) (Headsets) (Edition) for (Platform) (Color)
Memory Units & Hard drives	Memory Units & Hard drives	(Brand Name) (Memory Card/HDD) (Wired/Wireless) (Edition)
Mounts, Brackets & Stands	Mounts, Brackets & Stands	(Brand Name) (Mount/Bracket/Stand) (edition) for (Platform) (Color)
Skins	Skins	(Brand Name) (Hardware) for (Platform) (Edition)/(Color)
Thumb Grips/Thumb Sticks/Joystick Controller Thumb Grips	Thumb Grips/Thumb Sticks/Joystick Controller Thumb Grips	(Brand Name) : (Platform) (Edition) (Color)

For Accessory Kits, Please refer the SKU you want to list under sub classification. Use the format given to update the title of the ASIN.

For Example: If we want to list Racing Wheel (Black in color) from Nitho Brand meant for PS3 and PC, we will be naming the title as *“Nitho: Racing wheel for PS3/PC - Drive Pro Edition (Black) “*

Games

This is the title standard for games only. If the product is a console with a game, see the console standards.

For console games:

Game Name (Platform)

Example:

Halo 3 (Xbox 360)

Metal Gear Solid 3: Subsistence (PS2)

For PC/MAC/Linux games:

Game Name (Platform/Media)

Example:

Half Life 2: The Orange Box (PC DVD)

The Sims 2: Celebration Stuff- Expansion Pack (PC CD)

- Follow naming conventions the same way the manufacturers have written them. Special characters like ‘&’ and numbers may not be allowed in normal titles, but if the manufacturer labels the game in that format, follow the same.

Example:

Ratchet & Clank: Going Commando (PS2), not Ratchet and Clank: Going Commando (PS2)

Metal Gear Solid 4: Guns of the Patriots (PS3), not Metal Gear Solid IV: Guns of the Patriots (PS3)

- In short, the Game Name should aim to be identical to what’s printed on the box but should conform to the general style rules above.
- Secondary details like “Special Edition” in video games titles should always be offset from the main title with a hyphen, such as “Grand Theft Auto IV – Special Edition”—this seems to help this information stand out without requiring multiple pieces of information in brackets.
- Game only: If an ASIN includes only that game and not required hardware to play the game, we should refer to this in the title as “Game Only” offset with a hyphen: for example, *Rock Band 2 – Game Only*. **NEVER** use the term “Solus” to refer to such products. If you see “Solus” or “Solus Edition” in a title, it should be changed to “Game Only” in the format defined above.
- Try to avoid punctuation marks in the title. If you find yourself reusing the same punctuation marks in a single title (multiple colons, hyphens, or sets of brackets) something probably isn’t right.

Example: It should be “Warhammer 40,000: Age of Chaos – Battle March Expansion Pack”, not “Warhammer 40,000: Age of Chaos: Battle March Expansion Pack”

- If special hardware is included with a game but not included in the product title, add it to the product title if it’s essential to game play.

Some Examples: *Mario Kart Wii with Wii Wheel; Wii Play with Wii Remote*

- The media can either be CD or DVD
- The Platform should always be one of the following:

Current platforms

- Linux
- Mac
- Nintendo DS
- PC [for games for DOS or Windows on the PC]
- PS2
- PS3
- PS4
- PSP
- Wii
- Xbox 360 [for games only for the Xbox 360—not the original Xbox]
- Xbox One
- Nintendo Switch
- PS5
- Wii U
- Nintendo 3DS
- PS Vita
- PSP
- Xbox Series X
- Xbox Series S

Retro platforms potentially in the back catalog

- Amiga
- Amstrad
- Apple II
- Atari 400
- Atari 800
- Atari 2600
- Atari 5200
- Atari Jaguar
- Comodore 64
- ColecoVision
- Electronic Game [for battery-operated miniconsoles preloaded with games]
- GBA [for Game Boy Advance handheld]
- Game Boy
- GameCube
- Intellivision
- iPhone
- NES [for the original Nintendo Entertainment System]
- Neo Geo
- Nintendo 64
- Nokia N-Gage
- Palm
- Pocket PC [for the original Pocket PC OS—not newer generations of Windows Mobile]
- PS1

- Sega Dreamcast
 - Sega Genesis
 - Sega Master System
 - TRS 80
 - Unix
 - Super NES [for the Super Nintendo Entertainment System]
 - Windows Mobile
 - Xbox [for games for the original Xbox console]
- If a game's platform is unclear, contact the product team for clarification.
 - If a game has a platform not listed here, contact the product team about the need to update the platform list. Please provide the missing platform information.
 - If a product can be used on multiple platforms, list them in alphabetical order as (Platform 1/Platform2/Platform3), for example (PS2/PS3/Wii/Xbox 360).
 - Forward compatibility information is not needed in platform. For example, a GameCube game will play on the Wii, but the platform of the game still is GameCube—not GameBoy/Wii.

B) Product Description Guidelines:

This section is an opportunity to sell or promote your product & brand. An accurate and consistent description of an item enables a customer to gain insight into a product and improves the overall shopping experience.

- 1) Include brand name and 'Amazon' name to enable search engine optimization
- 2) Do not use email Id's, URL's, external links, symbols or seller information
- 3) Use sentence case. "Sentence case" is the conventional way of using capital letters in a sentence or capitalizing only the first word and any proper nouns

C) Bullet Point Guidelines:

Bullet points specify details of your product and can influence the customer purchase decision. It is important to fill the bullet points with product specific information based on the category to which it belongs e.g. Antivirus, e-learning etc

D) Image Guidelines

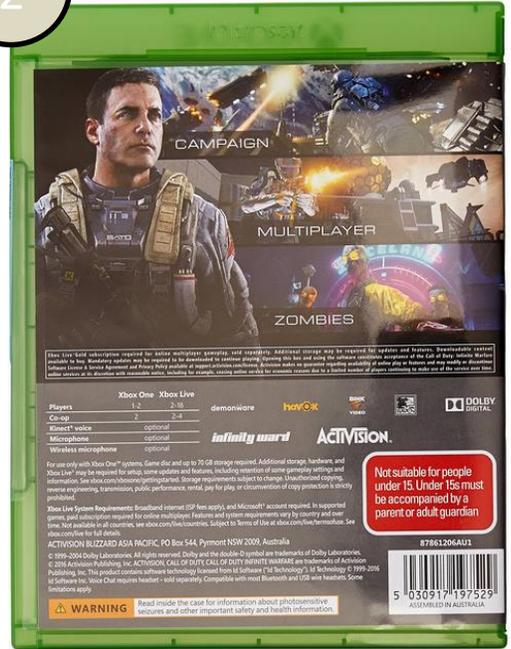
- Main and secondary image should have 100% White background
- The product must fill 85% or more of the image.
- There should be at least three images. For digital currency you may add one image
- MAIN images should be supplemented with additional secondary images showing different sides of a product, or details that are not visible in the MAIN image. Secondary images should complement to the main image.
- 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.
- Incorrect images should not be added
- Celebrity images are not allowed
- Detail shots where applicable need to be added
- Include only what the customer will receive; no accessories unless they are accompanied with the product
- Do not add irrelevant text like "Offer details", "seller details" etc. to the image
- Text, watermark, placeholders are not allowed
- Extra products should not exist in image
- Image should not contain prurient content
- Graphic, illustration, inset images are not allowed

Examples for games:

1



2



3



4



Examples for game console:

1



2



3



4



Examples for video game accessory:

1



2



3



4

