

# Amazon Services Quick Start Style Guide

## Create Great Product Detail Pages

The way you present your products influences a customer's decision to buy your product on Amazon. Provide clear and concise product information in a consistent format to attract customers to your products.

**Note:** If your products do not have all the following types of information, they may be suppressed from the website.

<b>Title</b>	<ul style="list-style-type: none"><li>• Capitalize the first letter of each word.</li><li>• Do not capitalize conjunctions (and, or, for), articles (the, a, an), or prepositions with fewer than five letters (in, on, over, with).</li><li>• Use numerals (2 instead of two).</li><li>• State the number of items in a bundled product (pack of 10).</li><li>• Keep it under 200 characters, but make sure to include critical information.</li><li>• Use only standard text, since special characters or symbols like © will not display in the title.</li><li>• Do not include price and quantity.</li><li>• Do not use ALL CAPS.</li><li>• Do not include information about yourself or your company. If you own the brand, put your brand information in the brand field.</li><li>• Do not include promotional messages, such as "sale" or "free ship." Follow these instructions on how to <a href="#">set up promotions</a> (sign in required).</li><li>• Use your seller name as the Brand or Manufacturer only if your product is Private Label.</li><li>• Do not include subjective commentary, such as "Hot Item," or "Best Seller."</li></ul>
<b>Brand</b>	<ul style="list-style-type: none"><li>• A unique and identifiable, symbol, association, name or trademark which serves to differentiate competing products or services</li><li>• A name used to distinguish one product from its competitors that can apply to a single product, an entire product line, or a company</li><li>• A name or symbol used to identify a seller's goods or services, and to differentiate them from those of competitors</li></ul> <p><b>Example:</b> Sonicare</p>
<b>Manufacturer</b>	<ul style="list-style-type: none"><li>• A business engaged in manufacturing a product</li><li>• Anyone who manufactures a product</li></ul> <p><b>Example:</b> Phillips</p> <p><b>Note:</b> Do not use your seller name as the Brand or Manufacturer, unless your product is Private Label.</p>

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<b>Key features (bullet points)</b>	<ul style="list-style-type: none"><li>• Highlight the top five features that you want customers to consider. For example:<ul style="list-style-type: none"><li>○ Dimensions</li><li>○ Age appropriateness</li><li>○ Country of origin</li><li>○ Warranty information</li></ul></li><li>• Begin each bullet point with a capital letter</li><li>• Write in fragments and do not include ending punctuation</li><li>• Write all numbers as numerals</li><li>• Separate phrases in one bullet with semicolons</li><li>• Spell out measurements, such as quart, inch, or feet</li><li>• Do not use hyphens, symbols, periods, or exclamation points</li><li>• Do not write vague statements; be as specific as possible with product features and attributes</li><li>• Do not enter company-specific information; this section is for product features only</li><li>• Do not include promotional and pricing information</li><li>• Do not include shipping or company information. Amazon policy prohibits including seller, company, or shipping information</li></ul>
<b>Product description</b>	<ul style="list-style-type: none"><li>• Describe the major product features, such as size, style, and what the product can be used for</li><li>• Include accurate dimensions, care instructions, and warranty information</li><li>• Use correct grammar, punctuation, and complete sentences</li><li>• Do not include any of the following types of information:<ul style="list-style-type: none"><li>○ Seller name</li><li>○ E-mail address</li><li>○ Website URL</li><li>○ Company-specific information</li><li>○ Details about another product that you sell</li><li>○ Promotional language such as “SALE” or “free shipping”</li></ul></li></ul>
<b>Images</b>	<p>The best product images will:</p> <ul style="list-style-type: none"><li>• Have a pure white backgrounds</li><li>• Have at least 1,000 dpi, so that it won't turn fuzzy when customers zoom in on your image</li><li>• Show the entire product, and have the product occupy at least 80 percent of the image area</li><li>• Include only what the customer will receive</li></ul> <p>If your image includes any of the following elements, you may receive a quality alert on your listing:</p> <ul style="list-style-type: none"><li>• Borders, watermarks, text, or other decorations</li><li>• Colored backgrounds or lifestyle pictures</li><li>• Drawings or sketches of the product</li><li>• Accessories or additional products not included in the offer</li><li>• Image placeholders, such as “no image available” text. Amazon will provide a placeholder if you do not have an image for your product.</li><li>• Promotional text, such as “SALE” or “free shipping”</li><li>• Multiple colors of the same product</li></ul>