Your success on Amazon.com.au largely depends on the quality of your product pages. Listings in a consistent format with accurate and detailed product information will drive traffic to your pages and can favourably influence the customer's purchasing decision. Please note that non-compliance with these requirements may result in your products being hidden (suppressed) from search and browse. "Suppressed" Listings are not visible to customers. For further information, please refer to the respective section in the Style Guide.

The below Watch listing is an example of what a product on Amazon should look like. Please note the image below has a preferred minimum of 1000 pixels on its main and supplementary images that is allowing for the zoom functionality. In the section below you will find a summary of the main requirements for setting up similar listings for your products.

1. **Images** need to be a minimum of 1000 pixels in either height or width to allow for zoom functionality. The main image must be displayed on a pure white background, show only the product for sale, show a front view, have an aspect ratio close to 3:4 (Width: Height), occupy at least 85% of the image area and show a real representation of the product (no sketches or watermarks). You may provide supplementary images of the product but it should not be violating the guidelines. Please note that each colour variation of the product needs its own image. Images need to be saved in the following formats: JPEG, GIF, TIFF and PNG.

Michael Kors

Michael Kors Women's MK3366 Darci Rose Gold-Tone Watch

★★★★★ ▼   1 customer review

Price: **$239.00** & **FREE Delivery** Details
FREE Returns ▼

In stock.
Ships from and sold by Amazon AU. Gift-wrap available.

Want it delivered by **Thursday, February 1?** Order within 22 hrs and 53 mins and choose **Priority Delivery** at checkout.

- Round watch with crystal-set bezel featuring logoed sunray dial with stick indices
- 33 mm rose gold-tone stainless steel case with mineral dial window
- Quartz movement with analog display
- Rose gold-tone stainless steel 7-link bracelet with fold-over clasp with double push-button safety
- Water resistant to 50 m (165 ft): In general, suitable for short periods of recreational swimming, but not diving or snorkeling

2. **Product titles** build customer trust in you as a seller. The format for titles is as follows: **[Brand]** + **[Model Name]** + **[Model Number]** + **[TargetAudience]** + **[MovementType]** + **[Style_name]** +**"Watch"**

For example:

- **Fossil CH2565 Men's Quartz Cuff Watch**
- **Citizen Eco-Drive Calibre 8700 BL8000-54L Men's Quartz Bracelet Watch**

Make sure the title does not contain more than 60 characters. For further details on product features, please use Product Descriptions in **3** below.

3. **Bullet Points and Descriptions** help customers to imagine the experience of owning or handling the product. The bullet point section shown in the image above will be the first part of written information a customer will see without the use of 'scrolling'. Make sure to include all relevant information about the product including material composition. Product descriptions (not shown in the above example) are situated further down the listing page, well-written product descriptions help the customer to imagine the experience of owning or handling the product. Put yourself in your customers' shoes: what would they want to feel, touch and ask? Incorporate information about the feel, usage and benefits of your product to fire the customer's imagination.

This guide aims to help you to create your catalogue easily and maximise your sales.

Your success on Amazon.com.au largely depends on the quality of your product pages. Listings in a consistent format with accurate and detailed product information will drive traffic to your pages and can favourably influence the customer's purchasing decision. It has been proven time and time again that a good detail page drives more sales than a page with poor content.

How you present your product information on our site is something we take very seriously for the benefit of customers and sellers on Amazon. Please read the guidelines below to find out how we expect sellers to list titles and display images. Failure to comply with these rules may result in your Watches listings being removed and your selling privileges being revoked for this category.

SUMMARY

A) Images

Good images communicate selling points and features of your product, inform and interest customers and reinforce your brand.

In an online store, the product image is one of your most valuable marketing tools. Listings with low-quality or few images suffer poor conversion rates and over time will appear less and less frequently in search rankings. You may only use images for which you own corresponding copyright.

The best customer experience is a store that is visually clean and consistent, so we require all sellers to commit to and maintain the standards described below.
<u>Important</u>: Listings will be suppressed if they do not meet certain standards. With regard to images, the following listings will be hidden from search and browse

- Child listings without images or image placeholders
- Child listings that have images with non-white backgrounds (see below for specifications)
- Listings with a MAIN image size of less than 1000 x 1300 pixels
- Listings with images covered by watermarks, text, colour blocks or other graphics

These listings will continue to be visible and accessible in your Seller Central account from the Fix Suppressed Listings view in Manage Inventory where you can identify and upload the appropriate images and information.

1. Different types of images

Amazon.co.uk can display several images for each product in the catalogue. While only main images are required for all parent ASINs and all child ASINs (e.g. for every colour), customers can make more informed purchasing decisions if you upload several high-resolution product images. Images displaying a silhouette or sizing scale may contribute positively to the purchasing decision and can reduce customer returns. Image files must be JPG, GIF, TIFF or PNG format. You can use four types of images to illustrate your products:

The parent ASIN's MAIN image: Only one main image is used per parent listing. You must supply a parent main image.

The child ASIN's MAIN image: Each child ASIN (corresponding to one SKU) must have a MAIN image that shows only that distinct colour option, and only one view of that item. You must supply a child main image for every colour option that you sell.

Alternate images: These show different views of the product to help clarify use and details, e.g. from different angles. You can supply up to eight alternate images for each parent or child SKU.

Alternate image

Main image

Child Main Images (Colour Variations)

Casio
Casio Black Classic Digital Watch
★★★★★   1 customer review

Price: $39.95 & FREE Delivery on orders over $49. Details
FREE Returns ▾

Colour: Black

Style: F91W-1

In stock.
Ships from and sold by Amazon AU. Gift-wrap available.

Want it delivered by Thursday, February 1? Order within 23 hrs and 15 mins and choose Priority Delivery at checkout.

- Daily Alarm
- auto calendar
- Water Resistance
- micro light

Roll over image to zoom in

2. Requirements for images

Required	• Every item must have a MAIN image for the parent ASIN as well as for each child ASIN (e.g. Colour Variation). • The MAIN image must be on a pure white background (Hex #FFFFFF or RGB 255-255-255). • The MAIN image must show only the product for sale. • The MAIN image must show a front view. • The MAIN image must have an aspect ratio close to 3:4 (Width:Height), and the product must occupy at least 85% of the image area. • The MAIN image must show the entire product (no part should be clipped). • The colour in the image must match the product for sale. • The minimum image size is 1000 x 1300 pixels, which will activate the zoom feature
Prohibited	• Listings without images or with image placeholders such as "temporary image" or "no image available". • MAIN images in black & white. • MAIN images must be a true photograph, not a sketch or graphical representation. • MAIN images must not have borders, watermarks, text, colour blocks or other graphics. • MAIN images must not contain items or accessories that are not part of the product listing; only include exactly what the customer is buying. • MAIN images must not contain multiple views or multiple colour options (exception: multipacks). • MAIN images must not show packaging or swing tags. • MAIN images must not contain body parts, e.g. a watch on a wrist or watches on the neck.

3. Examples

✓ **Good images (main and additional images)**
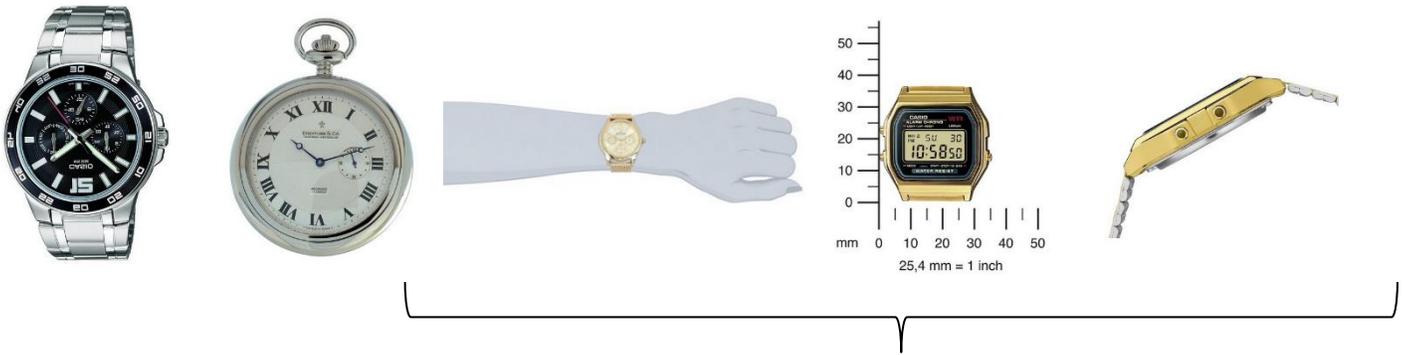
Additional images

✗ **Bad images (main images)**

B) EAN

EAN (European Article Number or now the International Article Number) is a unique 13 digit code given to individual articles and is used to identify the product.

Amazon expects each seller to have EANs for their products which should be provided by the manufacturer.

If you are the manufacturer of the product which includes manufacturer of customised or hand-made products, private label brand owners or producer of branded white-label products, you must have GTIN or Manufacturer Codes. If you are the manufacturer and still don't have barcodes, you will need to apply for the Amazon Brand Registry Program. Brands registered in this program are assigned a Global Catalogue Identifier (GCID), which can be used as a substitute for Manufacturer Codes or GTINs when you list a new product on Amazon. If the products you sell do not qualify for the Amazon Brand Registry, they might still be eligible for an EAN exemption. For more information, log in to Seller Central and search for the keywords "Brand Registry" or use this link: https://services.amazon.com.au/brand-registry.html.

This change in policy has been undertaken to allow better matching of identical products in our catalogue and prevent duplicate listings, thus enhancing the shopping experience for customers. Your existing listings and any exemptions granted at brand level are not affected. Listings with wrong EANs (external_product_id) may be suppressed if those listings are for brands with known EANs.

C) Variations – Band Colour

We call the different sizes and colours for the same product "variations". This ensures that customers can find the version of a product that will suit them in terms of size, colour, style etc. using drop-down selectors on the product detail page rather than needing to search through lists of individual products. A detail page in Watches can only support one variation type – the band colour. If a watch exists in different band colours, you will need to create a product variation (child SKU), even if you sell only one colour.

To create a variation, you must create a product called a "parent" without any colour or size that links to all the "children" products, i.e. all the different combinations of the product available. Every single "child" can have its own image, price, and shipping time which will be displayed on the detail page once the customer picks a specific variation. All variations related to the same reference must be added to the same product page.

In the example on page 3, all colours have been created on the same product page using variations. It is important to link all the variations of the same "parent" product for two reasons:

- The customer can easily see all the sizes and colours available without having to change page. A more fluid navigation will lead more often to a purchase as it is easier to see the different choices.
- Each customer visit to one of the "child" pages will be counted under the "parent" item. This will ultimately increase your chances of selling a product as the number of views is one of the criteria used to determine what appears at the top of search results.

Please consider the rules of creating titles when designing titles for parent and child ASINs. See section D. Titles for more information. Please note that non-compliance of the variation principle can lead to a suppression of your ASINs.

D) Titles

Good product titles build customer trust in you as a seller

Product titles are vital for making sure customers can find your products on Amazon.com.au as well as when searching online. They also give important information to browsing customers, increasing the chances they will click on (and purchase) one of your items.

Remember that on Amazon each unique product has just one product detail page, even if more than one seller has an offer against that unique product. Therefore product titles should never contain information that is specific to just one seller, even if that seller initially created the listing. Failure to comply with this important principle may result in the removal of your Watches listings and your Watches selling privileges being revoked.

1. Content

✓ **Do**	✗ **Do Not**
✓ Capitalise the first letter of each word (but see exceptions under 'Do Not')	✗ Do not create titles longer than 200 characters
✓ Use numerals ('2' instead of 'two')	✗ Do not include price and/or shipping cost
✓ If it is a bundled product, state quantity in brackets (e.g. 16-pack)	✗ Do not include quantity, unless it describes a product bundle
✓ Limit 'Parent ASIN' titles to 60 characters	✗ Do not include a colour name in a parent title
✓ Include brand, series, model number, product type, colour and size if applicable in a 'Child ASIN' title	✗ Do not use ALL CAPS
✓ Include only English text	✗ Do not capitalise conjunctions (and, or, for), articles (the, a, an) or prepositions with fewer than five letters (in, on, over, with, etc.)
✓ Keep the title short and concise but include all relevant information – note that the Product Description section allows you to list the full product features in a much more attractive and effective way	✗ Do not include symbols such as !, *, £, ?, %, ' or quotation marks "…"
	✗ Do not include subjective comments or information specific to a vendor, such as "Terrific Item", "Best

Seller", "Sale", "Free delivery" or "Great Valentine's Gift"

2. Creating Titles

The format for titles in the Watches category is as follows:

[Brand] + [Model Name] + [Model Number] + [TargetAudience] + [MovementType] + [Style_name] +"Watch"

For example:

- **Fossil CH2565 Men's Quartz Cuff Watch**
- **Citizen Eco-Drive Calibre 8700 BL8000-54L Men's Quartz Bracelet Watch**

3. Examples

✓ Correct	✗ Wrong
Fossil Fossil JR9990 Gents Brown Leather Cuff Strap Watch with Brown Dial	Ladies Jelly Watch Quartz Gold Trim Rubber Silicone Wrist Watch For Unisex Men Black Christmas Xmas Birthday Present Gift - Happy Bargains Ltd by Happy Bargains Ltd
Citizen Citizen Eco-Drive Paladion EW1590-56Y Women's Stainless Steel Diamond Watch	Official Arsenal FC Mens Watch - A Great Christmas, Birthday, Valentine, Anniversary Gift For Husbands, Fathers, Sons, Boyfriends, Friends and Any Avid Arsenal Football Club Fan Supporter by Arsenal F.C.

E) Increasing discoverability

Products created with accurate and complete data will be found more easily by the customer and will therefore be sold more often.

Customers can search for and find products in one of two ways: **search** – either within Amazon's own site or on external search engines such as Google; or **browse** – navigate through the website. Most customers use a combination of both search and browse. It is therefore very important to ensure that your products are optimised for search and correctly categorised in browse, and have the right attributes (product data) to help customers filter the results.

Basic rules to increase visibility:

- Always assign the most detailed browse node available in the Browse Tree Guide to ensure discoverability of your products in search and browse. Use the browse node ID labelled in black in the Browse Tree Guide rather than a light grey root node which only serves navigation purposes.
- A product description should be used instead of a selling pitch as it helps to increase sales and reduces the rate of product returns: use simple language based on the official information provided by the manufacturer. This description is part of the information referenced in the website algorithm.
- Search keywords make your products appear during free search.

1. Browse node

The browse node allows the product to be classified in the Amazon catalogue. It is comparable to an aisle in a store.

Each aisle has a node number that you can find in the latest browse node classification guide. If you do not assign a node number to your product, the product will not be found on the website. If you have a doubt about the classification, go to the website and look for a similar product sold on Amazon. Then check which category it has been placed in. You can also use the classification tool (available at https://sellercentral.amazon.com.au/listing/download) to help you.

Search and find also means that an item does not show up when the customer does not want it. If search and browse results are cluttered with unwanted results, whether from you or from other sellers, customers will not be able to find the product they want. That could be your lost sale too.

On the left is what the browse structure of Watches looks like. If a customer wanted to search for Wristwatches, he or she would click on Wristwatches which would then take them to a page with only Wristwatches (second image). If the customer goes on to search further on the type of wristwatch, your product will be displayed only when it has been correctly classified under the Wristwatches Type. In order to maximize discoverability, the browse node you choose for your product should be as specific as possible.

2. Product specifications and filters

To search for a product, customers can use either the search bar or the refinements (filters) available in the left navigation bar. For each filter there is an attribute field in the inventory file template. For most attributes, you can find predefined valid values in the Watches Inventory File that you can choose from for your product. Other fields can be filled with free text information. If you do not fill in the fields, your products will not appear in the results when the customer selects one of these criteria and you will miss the opportunity to increase your sales. We recommend that you use these attributes as precisely and completely as possible in order to create customer trust and to avoid product returns.

Main filters used

We recommend that you provide as much information as possible and regularly check Seller Central for the latest version of the Watches Inventory File template because the refinements and valid values change periodically. You can download the file to update your catalogue with the new valid values, especially for the following attributes:

- **Brand** – it is important that you use the official spelling of the brand; do not enter the merchant's company name in the "brand" field (if your product does not have any brand, please complete the manufacturer field instead)
- **Target audience** – defines who the product is primarily produced for (men/women/unisex/children)
- **Watch Style** – defines whether a watch is for example analogous or automatic

Important: Listings may be suppressed from search and browse if you do not fill in valid information for these attributes.

Other important attributes for product specific information:
band_material_type
band_width
bezel_function
bezel_material_type
calendar_type
case_diameter
case_material_type
case_thickness
clasp_type
dial_color
dial_window_material_type
max_water_pressure_resistance & max_water_pressure_resistance_unit_of_measure
metal_stamp
water_resistance_depth & water_resistance_depth_unit_of_measure

Example of a good product specification:

Product Specifications

Watch Information

Brand Name	Gucci
Model number	YA125513
Part Number	YA125513
Item Shape	Square
Dial Window Material Type	Sapphire
Display Type	Analogue
Clasp Type	Jewellery Clasp
Case Material	Stainless Steel
Case Diameter	24 millimetres
Case Thickness	7 millimetres
Band Material	Stainless steel and Yellow Gold PVD, Stainless steel Yellow Gold PVD
Band Width	21 millimetres
Band Colour	Yellow Gold
Dial Colour	Mother of Pearl
Bezel Material	Yellow Gold PVD
Calendar	Does not have date function
Weight	454 Grams
Movement	Quartz
Water Pressure Resistance	3 bar
Warranty Type	Manufacturer
Warranty Description	2 years

3. Bullet points

Bullet point descriptions are keywords or short sentences that summarise your product's key features. A customer should be able to understand the key features and characteristics and may then decide to read the product description for more detail. The bullet points are displayed on the product detail page in the Technical Details section, above the product description, but also feed into Amazon search and external search results. They help customers evaluate a product, so any information not directly relevant to the specific product can detract from a customer's purchase decision. Example:

- Swiss made
- 44mm round polished and/ or brushed black PVD case
- Polished and/ or brushed black PVD bracelet with 3 blades deployment buckle
- Black guilloche dial with Green/Red/Green web at 4 o'clock
- Water-resistant to 3 bar (30 metres/100 feet): withstands rain and splashes of water, but not showering or submersion

✓ Do	✗ Do not
✓ Keep information factual and descriptive	✗ Feel obliged to fill in all 5 fields – 3 good bullets are better than 5 weak ones
✓ Describe the most important features or attributes of the product, such as product dimensions, specifications or unique manufacturing information	✗ Use ending punctuation e.g., full stops or exclamation marks
	✗ Include price or shipping cost information
✓ Write numbers as numerals (2 instead of two)	✗ Include subjective or time-sensitive comments e.g., "great value" or "hot this year"
✓ Spell out measurements such as inches or feet	✗ Use HTML tags or special characters not on a standard keyboard (e.g., ®, ©, ™ or other Type 1 High ASCII characters)

4. Product description

The product description allows you to write a detailed description of your product and should replace the sales pitch. Detailed product descriptions can increase your sales and decrease customer returns. You can publish general information about the brand or information about the style or the material.

✓ Do	✗ Do not
✓ Use this field to fully describe the item and differentiate it from other similar products.	✗ Do not leave this field empty; you could miss an opportunity to convince the customer.
✓ Describe the unique characteristics of the product with the brand, the material, the cut, the model number	✗ Do not provide specific details about the vendor or an offer because the description is shown for all vendors of the same product and must be available for all.
✓ Use full sentences, not lists.	✗ Do not include price or delivery details in this field.

Example:

Product Description

The elegant Baume & Mercier Men's Classima Executives Automatic Watch features a large, guilloche dial with elongated, silver-toned Roman numeral hour indexes and slender, dark blue hands. The outer perimeter offers a minute track and small, Arabic numeral indexes at intervals of five. Peek-a-boo cutouts at the top of the dial and on back of the stainless steel case offer a glimpse into the watch's inner mechanics. A polished, stainless steel bezel surrounds the dial while an anti-reflective, sapphire crystal window provides scratch resistance. Made from handsome, brown leather, the watch strap completes the sophisticated look of this watch. This stylish timepiece is equipped with precise Swiss automatic movement and is water resistant to 984 feet (300 meters).

5. Keyword search

These are additional terms that can be added to help customers find your product when they search on Amazon.com.au. They do not affect searches on external search engines, e.g. Google. Note that much of the content you provide in the title and brand fields already counts towards search, so there is no need to add this info again. Search terms can include attributes of the product, and different ways of describing the product, if relevant. Examples include synonyms and specifications, e.g. for a watch additional search terms could be materials, styles or occasions. Note that it is prohibited to use search keywords in the title.

✓ Do	✗ Do not
✓ Use all available fields	✗ Do not repeat the information in the title
✓ Separate words with a comma	✗ Do not use the plural or spelling variants, they are covered by our algorithm
✓ Use words that are not already in the title	✗ Do not use subjective adjectives (e.g. nice, available) or time-sensitive statements (e.g. "on sale")
✓ Use Google Trends or Google Insights to help you identify adequate search terms	✗ Do not use generic terms (e.g. jumper, shirt)
✓ Synonyms	✗ Do not mention the vendor name
	✗ Do not use false attributes (material, high-end brands). It could lead to your account being suspended