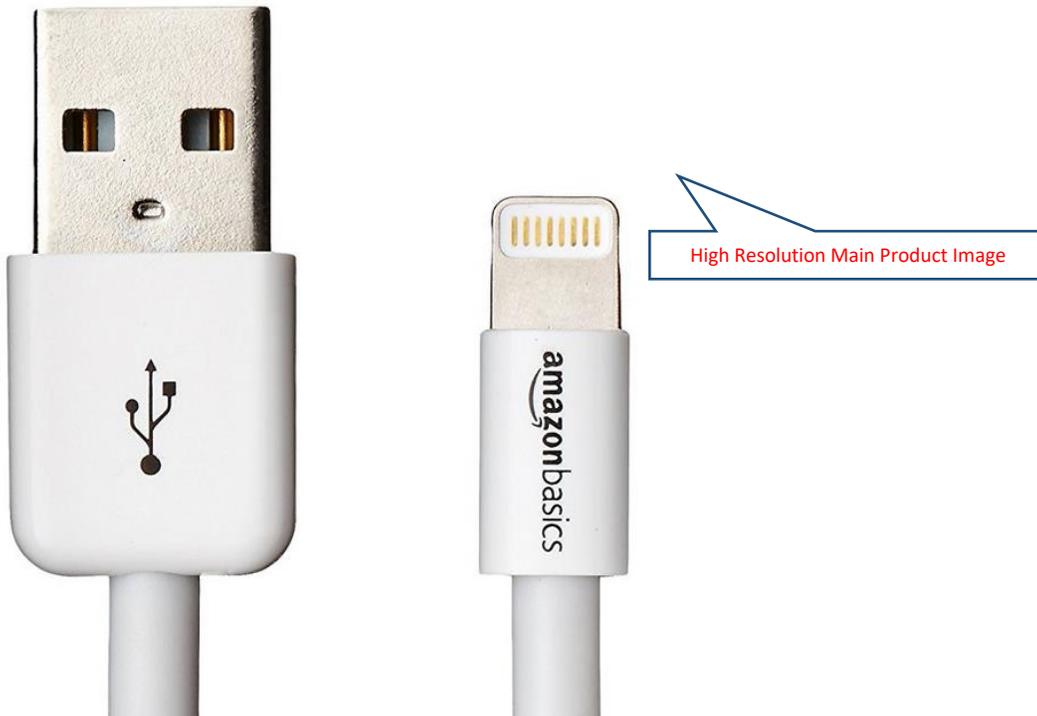# Data Cables Style Guide

Importance

Customers actively visit Amazon to search, seek, compare and consume brand/product information before making a purchase decision. Our goal is to present our selection in a curated and personalized manner such that customers feel like they're wandering through a mall where their favorite brands are featured but also being able to discover new brands and styles with a boutique-like feel where it's easy to find anything they're looking for.

The information that you upload to Amazon is displayed on the product detail page and plays a critical role in educating customers to purchase your products. Since Amazon customers are not able to physically pick up or view products when shopping for an item, our goal is to enable the customer to make an informed buying decision by providing as much information as possible on the product detail page. A good detail page is a proven way of driving traffic, product discoverability and online product sales. This Style Guide is intended to give you guidance you need to create effective, accurate product detail pages in Mobile Covers category.

Product Detail Page

The detail page shows information about the product, including images, product specifications, and prices. It also shows customer-generated content that can help to inform the purchasing decision, such as customer reviews and other post-purchase feedback.

Product Detail Pages with rich & accurate information and high resolution product images not only help in driving traffic and sales but also inspire a customer to spend more time shopping for your products to discover a selection matching his style, latest trends and preferences. The standard amazon product detail pages have various components which directly impact the customer's online buying experience. These key features have been highlighted below.

High Resolution Main Product Image

AmazonBasics
AmazonBasics Apple Certified Lightning to USB Cable - 3 Feet (0.9 Meters) - White
★★★½☆ ▾   1,482 customer reviews
| 140 answered questions

M.R.P.: ₹ 1,295.00
Price: ₹ 749.00
You Save: ₹ 546.00 (42%)
Inclusive of all taxes

✓prime   FREE Delivery by **Tomorrow 9pm**
Order within **8 hrs 29 mins**. Details

Pay on Delivery (Cash/Card) eligible What is this? ▾
In stock.
Sold by Cloudtail India (4.0 out of 5 | 85,880 ratings) and Fulfilled by Amazon. Gift-wrap available.

1 offer from ₹ 749.00   1 used from ₹ 637.00

Style name: **1 Pack**

| 1 Pack | 2 Pack |

Size: **3 Feet**

| 3 Feet | 4 inches | 6 Feet | 10 Feet |

Colour: **White**

Product detail page feature	Customer impact
High Resolution Product Images	High resolution images allow customers to be able to zoom in and view the product from close detail. This is similar to the "touch" & "feel" which a customer does in physical retail. Professional images on white backgrounds will not only bring life & added attractiveness to your products but also would help drive sales conversions. Have relevant angles of image which will drive customers to make the purchase decision.
Brand & Manufacturer	Improve discoverability and duplicate detection by entering accurate brand and manufacturer information.
Product Title	Product title is the first thing which customers see when visiting your detail page. Clear and concise titles will improve search results and catch the customer's attention.
Product Feature Bullets	Feature bullet summarizes the key benefits and USPs of your product. Customer may finalize a purchase decision based on this information alone or it may interest them enough to then read the full product description.
Product Description	This section is an opportunity to sell or promote the product & brand. Speak about its USP, design aesthetics, brand information etc. An accurate and consistent description of an item enables a customer to gain insight into a product and improves the overall shopping experience. Use the

	product description to describe the product clearly and differentiate it from similar products.
Relevant Product Attributes	Allows the customer to better understand and evaluate the product he is looking for based on a standardized set of product attributes. These attributes highlight the key features and benefits of your products

Images

Every product on Amazon needs one or more product images. Product images are displayed on the search page and the product detail page. A professional image helps customers discover your product and can drive traffic to your product listings. Choose images that are clear, straightforward, and easy to understand. They must accurately represent the product and be information-rich and attractively presented. Show only the product that is being offered for sale, with minimal or no propping. Text, logos, and inset images are not allowed. Whenever possible, provide several images, with each one showing different angles and details of the product. This is your opportunity to show your product to your customer, so quality matters.

It is your responsibility to ensure that you have all necessary rights to the images you submit.

Main Image:

- The background for a MAIN image must be pure white (pure white blends in with the Amazon search and item detail pages, which have RGB values of 255,255,255).
- A MAIN image must not be a graphic or illustration and must not contain accessories that are not being dispatched with the product, props that may confuse the customer, text that is not part of the product, or any logos, watermarks or inset images.
- The product must fill 85% or more of the image.
- MAIN images should be supplemented with additional images showing different sides of a product, the product in use, or details that are not visible in the MAIN image. For media products, this could include the back cover, sample pages, or screenshots. You can add up to five (5) images to show different views and features in order to enhance customer experience.
- A white background is recommended, but not required. Additional images may not include logos or watermarks, and all props or accessories must be presented in a way that will not cause customer confusion.
- 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.

Imaging – DOs	• Professionally photographed with no obvious reflections • 100% White background • The product shown in image must be recognizable, in focus and well lit • Include only what the customer will receive; not accessories
Imaging– DONTs	• Please do not show a picture with multiple colors of your product; only the product color you are offering should be displayed in the image • Borders, watermarks, text, or other decorations • Colored backgrounds or lifestyle pictures • Other products, items or accessories that are not part of the product listing

Title

Your product title is the first thing customers see when visiting your detail page and is vital in helping customers to find your products when they search online or visit Amazon.in . Titles also give important information to browsing customers, increasing the chances that they will click on and purchase one of your items.

Amazon uses the words in product titles to display your products in search results. A concise and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. Follow the guidelines below to create product titles that make a good first impression.

DO	DON'T
Capitalize the first letter of each word E.g., Samsung Galaxy Ace Duos GT S6802	Do not use ALL CAPITAL LETTERS
Use numerals (2 instead of "Two")	Do not provide pricing ,shipping cost, company information, seller information
Keep it short but include relevant information	Do not include symbols in your listings such as ! * $ > @ etc.
Make sure that the title does not contain more than 150 characters	Do not include promotional messages such as "Sale" or "Offer" etc. in the title

Use the below format for title

Data Cables

Brand name + Series name + Cable Type / feature + "cable", Cable length - (Color)

Example

AmazonBasics USB Type-C to USB-A 2.0 Male Cable - 3 Feet (0.9 Meters) – (Black)

<mark>Point to note</mark>: Compatible operating system should be added to the bullet points. Please **do not** mention individual devices.

Bullet Points

The Key Product Features bullets on the detail page give the customer more details about your product and can influence the customer purchase decision. Customers use this section to get a snapshot of the product. They may finalize a purchase decision based on this information alone.

There are five featured bullets, each with a recommended maximum of 80 characters per line.

DO	DONT's
Be clear, specific, and include product features	Do not include your seller name, e-mail address, website URL, or any company-specific information.
In bullets with multiple phrases; separate the phrases with semicolons	Do not write about anything but the product for sale; shipping.
Include product specific information like dimensions, care instructions, material, warranty information, safety warning , resolution etc.	Do not include promotional language such as "sale" , "promotion" etc

Below are the recommendations on the content for Featured Bullets. The first four are mandatory bullet point for data cables:

Bullet Point 1: Cable length: Mention the cable length in Meters

E.g. – Cable length :1 meter

Bullet Point 2: Mention the cable type like braided, round, flat etc. Mention the connector type - Lightning/USB/Type C etc. and Cable Type:

E.g. – Nylon braided Lightning cable

Bullet Point 3: Warranty Details & Service Center Number – Mention if the product is covered under brand warranty. For e.g. – 1 year, 6 months. Also mention the toll free number where the customer can reach out in case of servicing.

E.g. – 1 year manufacturer warranty, Toll free number: 18602085555

Bullet Point 4: Data transfer speed: Mention the speed of data trasnfer and charging speed

E.g. – Data transfer speed: 480 Mbps and Charging speed: 2 Amp

Bullet Point 5: Additional Features such as fast charging, number of output ports, availability of Type C port, LED Torch etc.

Product Description

This section is an opportunity to sell or promote the product & brand. Speak about its USP, design aesthetics, brand information etc. An accurate and consistent description of an item enables a customer to gain insight into a product and improves the overall shopping experience. Use the product description to describe the product clearly and differentiate it from similar products. A text description about the product written in a sentence with maximum 2000 characters.

DO	DONT's
Describe the major product features and list product information including size, used-for and style	Do not include your seller name, e-mail address, website URL, or any company-specific information
Keep it short, but include critical information	Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are buying
Include accurate dimensions, care instructions and warranty information	Do not include promotional language such as "sale" , "promotion" etc
Use correct grammar and complete sentences	
Be sure that product claims are truthful and substantiated	

General Instructions:

1. Enter dimensions Length, Width, Height. Length being the highest and Width being the lowest value.
2. Package weight (if provided) should always be greater than item weight.