PC Style Guide

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 Wireless 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 Product Images & Video

Product Title

Micromax

Micromax Neo PQC LPQ61407W 14.1-inch Laptop (Pentium N3700/4GB/500GB/Windows 10/Integrated Graphics),Black

★★★☆☆ ▾   72 customer reviews | 31 answered questions

M.R.P.: ₹ 20,199.00
Price: ₹ 17,990.00
You Save: ₹ 2,209.00 (11%)
Inclusive of all taxes

✓Prime FREE Delivery by **Tomorrow 8pm**
Order within **22 hrs 40 mins**. Details

Cash on Delivery eligible.
EMI starts at ₹ 1,606.82 per month. Options ▾
In stock.
Sold by Cloudtail India (4.3 out of 5 | 183,677 rating
Gift-wrap available.

Product Feature Bullets

- 1.6GHz Intel Pentium N3700 processor
- 4GB DDR3L RAM
- 500GB 5400rpm Serial ATA hard drive
- 14.1-inch screen, Integrated Graphics
- Windows 10 operating system
- 1.5kg laptop

High Resolution Main Product Image

Technical Details

Brand	Micromax
Series	PQC
Colour	Black
Item Height	21 Millimeters
Item Width	34.1 Centimeters
Screen Size	14.1 Inches
Maximum Display Resolution	1366x768
Item Weight	1.5 Kg
Product Dimensions	23.7 x 34.1 x 2.1 cm
Item model number	LPQ61407W
Processor Brand	Intel
Processor Type	Pentium N3700
Processor Speed	1.6 GHz
RAM Size	4 GB
Memory Technology	DDR3L
Hard Drive Size	500 GB
Hard Disk Technology	Serial ATA
Graphics Coprocessor	Integrated
Connectivity Type	Wi-Fi, Bluetooth-V4
Wireless Type	802.11bgn
Number of USB 2.0 Ports	2
Number of USB 3.0 Ports	1
Number of HDMI Ports	1
Card Reader	Secure Digital card
Hardware Platform	PC
Operating System	Windows 10
Included Components	Laptop

Relevant Product Attributes

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

Image

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

Example: Main image

Example: Additional Image

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

Laptops/Netbooks:

Brand Name + Series + Model # + Screen Size + Type of Computer (CPU Model/RAM Size/Hard Drive Size/Operating System/Graphics/with/without Laptop Bag(if provided), **Color(if provided)**

Example: Lenovo B5070 59-436045 15.6-inch Laptop (i5-4210U/6GB/1TB/Win 8/2GB Graphics/with Laptop Bag), Black

Desktops

Brand Name + Series + Model # + Screen Size + Type of Computer (CPU Model/RAM Size/Hard Drive Size/Operating System/Graphics),**Color**

Example: Lenovo D9030 53-414356 15.6-inch Desktop (i5-4210U/6GB/1TB/Win 8/2GB Graphics), Black

Memory Cards like SD Cards, MicroSD Card

Brand Name + Series Name + Capacity Size + Capacity Unit +"Class" + Card Class + Item Type + (Model #<if exists>)

Example: Strontium Ultra 16GB UHS-I Class 10 MicroSD Memory Card (MNP 52)

External Hard Drives

Brand Name + Series Name + Hard Disk Capacity + Hard disk Capacity Unit + Hard Disk Format + Item Type + (Color)

Example: Seagate Freeagent GoFlex 1TB Portable External Hard Drive (Color)

Printers

Brand Name + Series Name + Model # + Printer Output + Item Type + (Color <if exists>)

Example: HP LaserJet P1102 Color Laser Printer

USB Drives

Brand Name + Series Name + Capacity Size + Capacity Unit + Item Type + (Color)

Example : Sandisk Cruzer Blade 64GB USB Flash Drive (Black)

Monitors

<Brand> <Display Size in inch (in cm)> <Curved/Gaming LED Monitor> - <Display Resolution - HD/Full HD/Ultra HD/4K> <Monitor Specialty - Edge-to-Edge/Designer – Optional if no specialty> <Panel Type - TN/VA/IPS Panel> <with> <Interface Type - DVI/HDMI/VGA/USB/Audio> <and inbuilt Speakers> - < Model Number> + (Color)
Example:
Samsung 23.6 inch (59.9 cm) Curved LED Monitor – Full HD, VA Panel with HDMI, VGA, Audio Ports - LC24F390FHWXXL (Black)

Networking Devices

Brand Name + Series Name + Model # + Connectivity + Item Type + (Color)

Example: TP-Link Archer MR200 AC750 Dual Band 4G Router (Black)

Brand Name + Series Name + Model # + Item Type + (Color)

Example: Microsoft Arc Touch M1234 Mouse (Black)

Title Guide for Multiple Quantities

Brand Name + Series Name + Model Number + Size + Item Type + Pack of N (Color)

AmazonBasics Premium M1234 6-Feet HDMI Cable, Pack of 2 (Black)

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. Use these fields to highlight the product's most important qualities. These can be short phrases, single sentences, or paragraphs. Each bullet point appears as a separate bullet point above the product description. Customers may finalize a purchase decision based on this information.

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-

Bullet Point 1: CPU Speed/CPU Brand/CPU Type/'Processor'
       E.g.,: 1.7GHz Intel Core i3-4005U 4th Gen processor
Bullet Point 2: RAM Size/RAM Technology/ 'RAM'
       E.g.,: 4GB DDR RAM
Bullet Point 3: Hard Drive Size/Hard Drive Speed/Hard Drive Description/"Hard Drive"
       E.g.,: 500GB 5400rpm Serial ATA hard drive

Bullet Point 4: Screen Size"Screen"/ and Graphics Description
E.g.,:17-inch screen, 128MB Graphics
Bullet Point 5: Operating System name/"Operating System"
E.g.,: Linux operating system
Bullet Point 6 : Average Battery Life:', 'Laptop weight:'
E.g.,: 3 hours of battery life, 1.8Kg Laptop

Monitors:

Bullet Point 1: Monitor Size in inches (cm)/Resolution/Panel Type. <Optional: Brand commentary on this attribute limited to 100 characters>
E.g.,: *Monitor: 21.5-inch (59.9 cm) diagonal Full HD IPS Panel; Enjoy vibrant images with a Full HD panel and rich pixel density. With a 16mm slim bezel display, high-gloss frame and Compatible*
Bullet Point 2: *Ports: VGA/HDMI/USB/DVI/Audio with number of ports for each of them. <Optional: Brand commentary on this attribute limited to 50 words>*
E.g.,: *Ports: VGA (1 No), HDMI (2 Nos), and HDCP support help you stay connected*
Bullet Point 3: Aspect Ratio/Pixel Count *<Optional: Brand commentary on this attribute limited to 100 words>*
E.g.,: *16:9 aspect ratio with 2 Million Pixels for crystal-clear visuals and vibrant image quality.*
Bullet Point 4: Refresh Rate/Response Time. *<Optional: Brand commentary on this attribute limited to 100 words>*
E.g.,: Upto 75Hz refresh rate; *2ms response time for lightning fast performance*
Bullet Point 5: Viewing Ange. *<Optional: Brand commentary on this attribute limited to 50 words>*
E.g.,: *Enjoy vibrant images with 178-degree wide-viewing angles.*
Bullet Point 6 (Optional): Wall mount compatible/Adjustability
E.g.,: Vesa-compatible for wall mounting. VESA Size (inches): 7.9 x 3.9. Height-Adjustable Stand (115mm) Title, Pivot, and Swivel with Built-in Cable Management
Bullet Point 7 (Optional): Other Brand Features
E.g.,: The truest colors with the BenQ Senseye Human Vision Technology. With its six proprietary calibration techniques, Senseye 3 delivers only the best viewing quality in its pre-set viewing modes

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	

Example- For speed and versatility, look to the LG Super-Multi Drive. The GSA-4040B records data up to 4.7 GB per side on DVD media and writes in all kinds of formats: DVD+R/+RW, DVD-R/-RW, DVD-RAM and CD-R/-RW. This drive is suitable for any application.