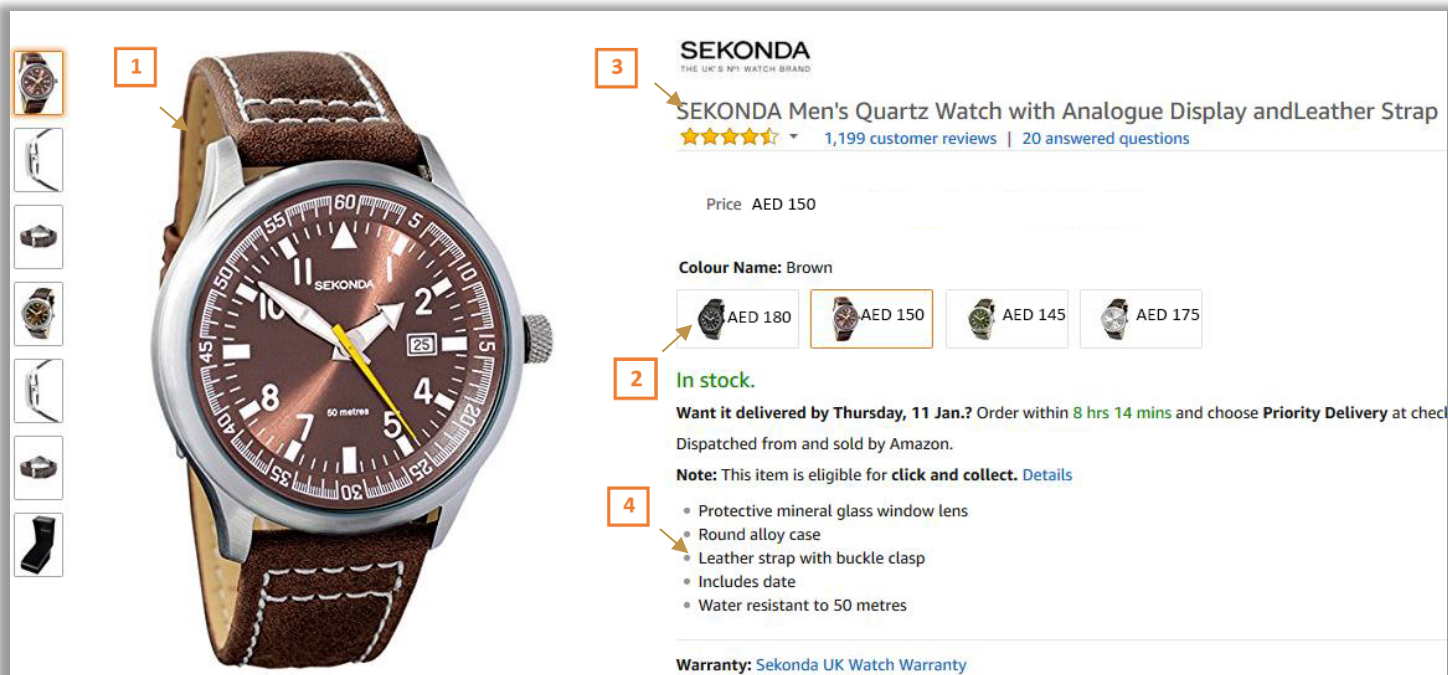


Your success on Amazon.ae largely depends on the quality of your product pages. Listings in a consistent format with accurate and detailed product information will drive traffic to your pages and can favourably influence the customer's purchasing decision. Please note that non-compliance with Amazon requirements may result in your products being hidden (suppressed) from search and browse and your selling privileges revoked for this category. For further information, please refer to the respective section in the Style Guide.



The above Watch listing is an example of what a compliant product listing on Amazon should look like. In the section below you will find the basic requirements for setting up similar listings for your products.

1 **Images** must be 1000 pixels or larger in either height or width (to allow for zoom functionality). Main image must be on a pure white background, show only the product for sale, show a front product 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) without extra text or graphics, product must be shot flat. Each colour variation of the product needs an image. Images need to be saved in .jpg, .png, .tif or .gif. **For more information, please see pages 2-4 and 12 onwards of the Watches style guide.**

2 All **variations** of a style of product must be placed in one listing under a parent product. In the above example, we have 4 colours of the same watch model. Customer can easily see and select all the colours available without having to change the page. As each customer visit to a variation will be counted under the parent product detail page, this will increase your chances to sell a product (no. of detail page views is one of the criteria used to determine what appears at the top of the search results). **For more information, please see pages 5-6 of the Watches style guide.**

3 Good **product titles** build customer trust in you as a seller. The title format must be as follows:
 [brand_name] + [target_audience_keyword] + [display_type] + [watch_movement_type] + "Watch" + "with" + [band_material_type] + "bracelet" + [part_number]

There is a length limit that will suppress products with titles longer than 150 characters. Example of compliant title:

Invicta Men's **Chronograph Quartz Watch** with **Stainless Steel** Bracelet **0076**

For more information, please see pages 6-7 of the Watches style guide.

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. Product descriptions (not shown in the above example) are situated further down the listing page. To create a well-written product description, 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. **For more information, please see pages 7-11 of the Watches style guide.**

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

Your success on Amazon.ae 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.

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 revoked for this category.

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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. 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 in this guide.

Important: Listings may be suppressed if they do not meet all [required imaging standards](#). These listings will continue to be visible in your Seller Central account and accessible from the [Suppressed Listings view](#) in [Manage Inventory](#) where you can upload compliant images and information.

We recommend you to regularly check your [Listing Quality and Suppressed Listing Report](#) to identify detected by Amazon opportunities to improve image quality of your listings.

Note: You may only use images for which you own corresponding copyright.

1. Different types of images

Amazon.ae 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. Image files must be JPG, PNG, GIF or TIFF format (JPG is preferred). You can use three 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. The Main image is extremely important as it is shown on the results search page.

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.

The screenshot shows a product listing for a Casio watch. The main image is a large, detailed view of a gold Casio digital watch with a stainless steel bracelet. To the left of the main image is a vertical strip of three smaller images, labeled "Alternate images". To the right of the main image is a red arrow pointing to it, labeled "Main image". Below the main image is a section for "Child Main Images (Colour Variations)", which shows two smaller images of the watch in different colors: one in gold (priced at AED 135) and one in silver (priced at AED 99). A red arrow points from the label "Child Main Images (Colour Variations)" to these two images. The product listing includes the brand name "CASIO", the product title "Casio Collection Men's Digital Watch with Stainless Steel Bracelet – DB-360N", a star rating, customer reviews, price, and a list of features.

CASIO.
Casio Collection Men's Digital Watch with Stainless Steel Bracelet – DB-360N
★★★★☆ 167 customer reviews | 7 answered questions

Price: AED 109

Colour Name: Gold

AED 135 AED 99

Child Main Images (Colour Variations)

Alternate images

Main image

In stock.
This item can be delivered to your selected dispatch location in **Ireland**. [Details](#)
Sold by **TONEWATCH S.A.** and **Fulfilled by Amazon**. Gift-wrap available.
Note: This item is eligible for **click and collect**. [Details](#)

- Elegant design: digital Men's watch with a quartz movement
- Premium quality, Glass: plastic glass, Case material: resin, Bracelet material: Stainless steel, Waterproof: 3 bars
- Compact size: case diameter: 38 x 43 mm, height: 11 mm, bracelet: length: 21cm, width: 21mm, weight: 58g
- Includes: an elegant original Casio gift box; also Includes a manual, service card and a warranty

[Report incorrect product information.](#)

2. Requirements for images

✓ Required	for MAIN images:	<ul style="list-style-type: none"> • Every item must have a MAIN image for the parent ASIN as well as for each child ASIN (colour variation). • MAIN image must be on a pure white background (Hex #FFFFFF or RGB 255-255-255). • MAIN image for Watches must be shot flat. • MAIN image must show only ONE product view, this must be a FRONT view. • MAIN image must show only the product for sale (without extra accessories). • MAIN image must show the entire product (no product parts could be clipped). • 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 in its longest dimension.
	for ALL images:	<ul style="list-style-type: none"> • Images must be high resolution professional photos with 1,000 pixels or larger in either height or width to activate the zoom feature. • The colour in the image must match the product for sale.
✓ Preferred	for ALL images:	<ul style="list-style-type: none"> • Each parent and Child ASIN should have alternate images to show different product angles. Alternate images displaying a silhouette or sizing scale may contribute positively to the purchasing decision and can reduce customer returns.
✗ Prohibited	for MAIN images:	<ul style="list-style-type: none"> • Listings without MAIN images or with image placeholders such as "temporary image" or "no image available" are prohibited. • MAIN images must not have a non-pure white or landscape background (shadows extending past side or top of frame are also prohibited). • MAIN images must be a true photograph, not a sketch, drawing or graphical representation. • MAIN images must not have any borders, logos, watermarks, text, colour blocks, inset images or other graphics. • MAIN images must not contain multiple product views or multiple colourways except if these are sold together as a multi-pack (which must be mentioned in title and the pack must have its own specific manufacturer barcode). • MAIN images must not be on a visible mannequin, hanger or holder. • MAIN images must not be shot with a human model (e.g. watch on a wrist is prohibited) • MAIN images must not show any packaging, boxes, tags, certificates or brochures. • MAIN images must not show products with some parts cropped or folded products. • MAIN images must not show back, side or top product view. • MAIN images must not be in black & white. • MAIN images must not contain items or accessories that are not part of the product listing; only include exactly what the customers are buying.
	for ALL images:	<ul style="list-style-type: none"> • Images must not be blurry, pixelated or with jagged edges. • Images must not have low resolution or size less than 1,000 pixels.

Please refer to the [appendix](#) to see examples of compliant MAIN images.

3. Examples

✓ Compliant images



✗ Non-compliant 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.

Important: Listings with missing or wrong EANs (external_product_ID) will be suppressed if those listings are for brands with known EANs. These listings will continue to be visible and accessible in your seller central account from the [Suppressed Listings](#) view in [Manage Inventory](#) where you can upload the appropriate images and information.

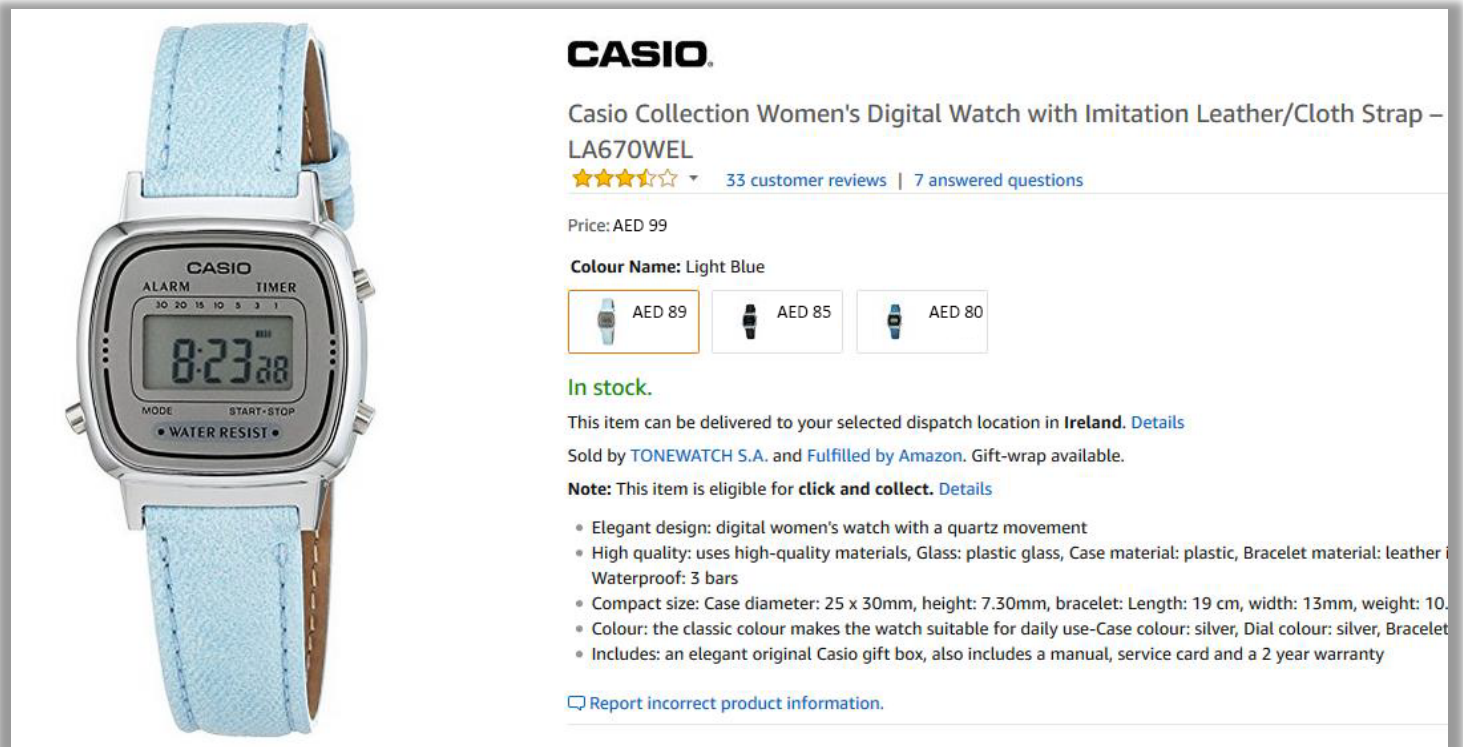
If you are the manufacturer of the product which includes manufacturer of customised or hand-made products, private label brand owners or producer of branded white-label products, you must have GTIN or Manufacturer Codes. If you are the manufacturer and still don't have bar codes, you will need to apply 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 on to Seller Central and search for the keywords "Brand Registry" or use [this link](#).

For products already selling on Amazon.ae, please make sure to list against an existing ASIN. Do not create an existing product with a new barcode as this will duplicate the listing on Amazon. Any duplicates will eventually be removed to ensure we keep the site clean for the best customer experience.

C) Variations

We call the different size and colours for the same product “variations”. Variations allow customers to find alternative desired colours or sizes for a product on one detail page.

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 band colour/size combinations of the product available. All variations related to the same reference must be added to the same product page.



The screenshot shows a product page for a Casio watch. On the left is a large image of a silver Casio watch with a light blue fabric strap. The watch face is digital, showing '8:23' and '28'. On the right, the product title is 'CASIO. Casio Collection Women's Digital Watch with Imitation Leather/Cloth Strap – LA670WEL'. Below the title is a star rating of 4.5 and '33 customer reviews | 7 answered questions'. The price is listed as 'AED 99'. Under 'Colour Name: Light Blue', there are three variation options: a light blue watch for 'AED 89', a black watch for 'AED 85', and a dark blue watch for 'AED 80'. The status is 'In stock.' Below this, it says 'This item can be delivered to your selected dispatch location in Ireland. Details' and 'Sold by TONEWATCH S.A. and Fulfilled by Amazon. Gift-wrap available.' A note states 'This item is eligible for click and collect. Details'. A list of features includes: 'Elegant design: digital women's watch with a quartz movement', 'High quality: uses high-quality materials, Glass: plastic glass, Case material: plastic, Bracelet material: leather', 'Waterproof: 3 bars', 'Compact size: Case diameter: 25 x 30mm, height: 7.30mm, bracelet: Length: 19 cm, width: 13mm, weight: 10.', and 'Colour: the classic colour makes the watch suitable for daily use-Case colour: silver, Dial colour: silver, Bracelet'. At the bottom, there is a link to 'Report incorrect product information.'

In the above example the parent product is a watch and the variations are all the colours available for this watch (3 colours). 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 colours (and sizes if any) 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 “children” pages will be counted under the “parent” item. This will ultimately increase your chances to sell a product as the number of views is one of the criteria used to determine what appears at the top of search results.

Variation creation rules

<p>✓ Required</p>	<p>for Parent ASINs:</p>	<ul style="list-style-type: none"> - Is a placeholder that is not for sale - Has a separate SKU - Contains only generic data (for all product variations) - Must NOT have EAN, price, size, band colour etc. - Must have "Parent" value in the "parent-child" inventory template file field - Must have empty "parent_sku" field in the inventory template file - Must have empty "relationship_type" field in the inventory template file - Must have a valid value in the "variation_theme" inventory template file field (check the supported variation themes below) - Must have a title created according to the requirements for Parent ASIN titles
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for Child ASINs:	<ul style="list-style-type: none"> - These are the actual products you can sell, which vary in colour, size etc. - Have separate SKUs - If you offer a product that exists in different sizes or colours, you must create a product variation (child SKU) even if you only sell one variation. - Must have SKU, price, size and/or colour. If you create a "BandColor" variation, your product MUST have a band_color, the same is true for all other variation themes. - Must have "Child" value in the "parent-child" inventory template file field - Must have corresponding Parent ASIN SKU value in the "parent_sku" field in the inventory template file - Must have "Variation" value in the "relationship_type" inventory template field - Must have a valid value in the "variation_theme" inventory template file field (check the supported variation themes below) - Must have a title created according to the requirements for Child ASIN titles
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Supported variation themes for Watches are: BandColor, ColorName, SizeName and SizeName-ColorName.

Important: 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.

The product title is the first impression customers will have of your product, but it is also one of the ways by which customers will judge your quality and professionalism as a seller. Keep titles concise, informative and accurate and make sure you are following the syntax Amazon requires. ASINs with non-compliant titles may be suppressed from the website.

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 has 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.

Title requirements

✓ Required	<ul style="list-style-type: none"> - Use the formula: [brand_name] + [target_audience_keyword] + [display_type] + [watch_movement_type] + "Watch" + "with" + [band_material_type] + "bracelet" + [part_number], where: <ul style="list-style-type: none"> • [brand_name] – brand or manufacturer of the product. An alphanumeric string; 1 character minimum in length and 50 characters maximum in length, for example "Cassio". Do not use "unknown", don't put "Ltd." • [target_audience_keyword] – department / gender in which the product is found. Check the category specific Inventory file for list of valid values (example: "Men"). • [display_type] – display type of the product. Check the category specific Inventory file for list of valid values (example: "Chronograph"). • [watch_movement_type] – movement type for the product. Check the category specific Inventory file for list of valid values (example: "Quartz"). • [band_material_type] – material used in the band of the product. Check the category specific Inventory file for list of valid values (example: "Fabric"). • [part_number] – product model number provided by the manufacturer. An alphanumeric string; 40 characters maximum in length (example: "8968"). - Limit 'Parent ASIN' titles to 90 characters and 'Child ASIN' titles to 150 characters maximum - Include also a colour and size if applicable in a 'Child ASIN' title - Capitalise the first letter of each word (but check exceptions below) - Use numerals ('2' instead of 'two') - For a product bundle, provide the value in brackets, e.g. (pack of 2) - Include information about only the product for sale - Include only English text
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× Prohibited	<ul style="list-style-type: none"> - Do not add more parameters than required formula includes - Do not use more than 150 characters - Do not use ALL CAPS - Do not use offensive words - Do not use repetitive words - Do not use synonyms / multiple words to describe the same product parameter from the formula - Do not include additional search keywords - Do not include price and/or shipping cost - Do not include quantity, unless it describes a product bundle - Do not include a colour name and size in a parent title - Do not capitalise conjunctions (and, or, for), articles (the, a, an) or prepositions with fewer than five letters (in, on, over, with, etc.) - Do not include any special symbols (e.g. !, *, £, ?, %, ', quotation marks "...", etc.) - Do not include subjective comments or information specific to a seller, such as "Terrific Item", "Best Seller", "Sale", "Free delivery" or "Great Gift" - Do not include information about extra accessories, additional products which customer can buy separately, etc.
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Example of compliant title: **Invicta** Men's **Chronograph Quartz Watch** with **Stainless Steel** Bracelet **0076**

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 the 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 supermarket.

Each department has a node number that you can find in the [Browse Tree Guide](#). If you do not assign a node number to your product, the product will not be found on the website.

<p>✓ Required</p>	<ul style="list-style-type: none"> - Always use the most recent version of the Browse Tree Guide. - Assign only one node for each product: identify the most relevant sub-category. Indicate the number in the «recommended_browse_nodes» field in your inventory file template. - Always assign the most detailed browse node available in the Browse Tree Guide, otherwise your products could disappear as customers refine their search down the product branches. To do this, only use the black browse node IDs in the Browse Tree Guide rather than the light grey IDs which only serves navigation purposes. - If you have a doubt about the classification, use the Product Classifier to help you (click here for instructions). You can also go to the website and look for a similar product sold by Amazon. Then check which category it has been placed in.
<p>✗ Prohibited</p>	<ul style="list-style-type: none"> - Do not assign not relevant browse node IDs for your products. 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. - Do not use greyed out (not leaf) browse node IDs, otherwise your product may disappear from browse results.

Show results for

Watches

- Wristwatches
- Luxury Watches
- Pocket & Fob Watches
- Accessories

Refine by

Department

- Women's
- Men's
- Children's

Show results for

- < Watches
- Wristwatches

Refine by

Department

- Women's
- Men's
- Children's

Display

- Analogue
- Analogue - Digital
- Binary
- Chronograph
- Digital
- Time Teacher

Movement

- Quartz
- Automatic
- Hand Driven

Origin

- Made in Germany
- Swiss Made

Watchband Material

- Leather
- Plastic
- Rubber
- Silicone

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-specific attributes / 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 for Watches products

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’s / Women’s / Unisex / Children’s, Boy’s, Girl’s)
- **Watch Movement Type** – 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 required 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

✓ Required	<ul style="list-style-type: none"> - Keep information factual and descriptive. - Describe the most important features or attributes of the product, such as product dimensions, specifications or unique manufacturing information. - Write numbers as numerals (2 instead of two). - Spell out measurements such as inches or feet.
✗ Prohibited	<ul style="list-style-type: none"> - Do not use ending punctuation e.g., full stops or exclamation marks. - Do not include price or shipping cost information. - Do not include subjective or time-sensitive comments e.g., "great value" or "hot this year". - Do not include any Merchant specific information. - Do not use HTML tags or special characters not on a standard keyboard (e.g., ®, ©, ™ or other Type 1 High ASCII characters). - Do not include price or delivery details.

Do not feel obliged to fill in all fields – 3 good bullets are better than 5 weak ones.

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.

✓ Required	<ul style="list-style-type: none"> - Use this field to fully describe the item and differentiate it from other similar products. - Describe the unique characteristics of the product with the brand, the material, the cut and model number. - Use simple language based on the official information provided by the manufacturer. - Use correct grammar and complete sentences, not lists. - Include accurate dimensions, care instructions. - Keep it short, but include critical information.
✗ Prohibited	<ul style="list-style-type: none"> - Do not leave this field blank, you could miss an opportunity to convince the customer. - 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. - 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.ae. 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 information 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 ring additional search terms could be women's ring, silver ring or materials, styles or occasions.

✓ Required	<ul style="list-style-type: none">- Use words that are NOT already in the title.- Use synonyms to describe your product.
✓ Preferred	<ul style="list-style-type: none">- Use all available fields.- Use Google Trends or Google Insights to help you identify adequate search terms.
✗ Prohibited	<ul style="list-style-type: none">- Do not use search keywords in the title.- Do not use false attributes (material, high-end brands etc.). It may lead to your account suspension.- Do not use subjective adjectives (e.g. nice, available) or time-sensitive statements (e.g. "on sale")- Do not mention the vendor name.- Do not repeat the information from the title, it is covered by our algorithm.- Do not use the plural or spelling variants, they are covered by our algorithm.- Do not use generic terms (e.g., watch).

F) Appendix: Compliant Main Image Examples for Watches

Please use these compliant Main images as reference:

Wrist watches



Watch straps



Pocket & fob watches



Watch boxes



Watch stands



Watch winders



Pocket watch chains



Watch repair tools & kits

