

Please note that you have sole responsibility for ensuring that your offers comply with legal requirements. Amazon cannot advise you on legal issues. If you are unsure which information you need to provide for your product, or if you have questions with respect to legislative requirements, we recommend that you seek independent legal advice.

**This Style Guide will help you to offer your products effectively and to maximize your sales.**

Your commercial success at Amazon.co.uk depends on the quality of product information filed. The product details page **replaces the traditional consumer consultation**. Product offers, which are correctly set out in detail, with a consistent title and product images, will be easier for customers to find and so will **sell more often** and **be returned less often**.

Comprehensive product information also means that the pages will be found more easily and more quickly by search engines. The more content you provide on your product page, the higher the likelihood that the page will rank higher in leading search engines and will therefore be found and called up by more visitors.

Further information on this topic is provided in [Seller Central](#):

- [Classification lists \(Browse Tree Guides\) for Grocery products](#)
- [Flat File to upload your Grocery products](#)

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## A) Constructing the title

The product title is the first detail that the customer sees on your product details page. Ask yourself the following questions: Does the title provide the customer with the correct information about your product? Is the customer's interest aroused so that she or he will give further consideration to the offer?

Amazon uses the product title to show your product in search results. A precise and relevant title generates traffic to your product. Check your title to ensure it is accurate and in the standard format. Follow the guidelines to construct your product title, to give the customer a good, first impression:

### 1. Tips for creating a successful title:

Positive aspects	Negative aspects
<ul style="list-style-type: none"><li>• Use upper case letters for the initial letters of each word (but take note of the adjacent exceptions).</li><li>• Use numerals (2 instead of two)</li><li>• In the event of a bundle, provide the contents of the individual item in brackets, for example (48 capsules)</li><li>• Keep the title short but indicate key information</li><li>• Maximum of 50 characters</li></ul> <p>Note: Please only use standard characters. Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.</p>	<ul style="list-style-type: none"><li>• Do not give pricing and quantity information</li><li>• Do not use capitals (except at the beginning of each word)</li><li>• Do not give information about the seller</li><li>• Do not use promotional messages such as "clearance sale" or "free shipping" (for such messages, use the option "Promotions Manager").</li><li>• Do not use your seller name for the brand or manufacturer, unless your product is a retail brand</li><li>• Do not use symbols in your offer (e.g.! * \$ ?)</li><li>• Do not include commentary such as "Hot Item" or "Bestseller"</li></ul> <p>Note: The use of company information or promotional messages will result in suspension of your Seller Account.</p>

Elements to be used (where available):

[Brand] + [Item name] + [Size/Flavour/Colour] + [Quantity]

## 2. Product title examples:

Brand	Item name	Size/Colour/Flavour	Quantity
Nescafé	Dolce Gusto	Caffè Crema Grande	Pack of 3 (48 Capsules)
Jacobs	Tassimo	Caffè Crema XL	Pack of 5 (80 Discs)

Nescafé Dolce Gusto Latte Machiato Coffee, Pack of 3 (Total 48 Capsules, 24 Servings) from Nescafé	<b>Good example</b>
Nescafé Blend 37 Coffee from Nescafé ★★★★★ 12 customer reviews	<b>Bad example</b>

## B) Detailed information

### 1. Brand & Manufacturer

Information about the brand enables the customer to commit to a model and a brand. This field increases the precision of the search for your offers and helps the customer to find your items. Experience shows that the brand offers the best identification of a product, and sometimes the manufacturer also plays a significant role. We therefore recommend that you complete both fields.

Brand	Manufacturer
<ul style="list-style-type: none"> <li>• A type of product manufactured by a particular company under a particular name.</li> <li>• Unique and identifiable features (symbol, connection, name or retail brand) aid differentiation between competing products.</li> <li>• Example: Nescafé</li> </ul>	<ul style="list-style-type: none"> <li>• A business concerned with manufacturing a product.</li> <li>• An entity that produces something.</li> <li>• Example: Nestlé</li> </ul>

## 2. Highlights

The Highlights of the product on the details page provide the customer with more information about your product and can significantly influence the decision to purchase.

- Indicate the five key features of your item
- Keep a consistent order here. If the first product feature describes the flavour of the product, use this order for all other products too
- Repeat the important information from the title and description
- Begin each point with an upper case letter
- Write out all numbers
- Separate phrases with semi-colons for Highlights with multiple phrases
- Abbreviate indications of size e.g. millilitres or centimetres, as follows:
  - ✓ Metre: m
  - ✓ Decimetre: dm
  - ✓ Centimetre: cm
  - ✓ Millimetre: mm
  - ✓ Litre: l
  - ✓ Decilitre: dl
  - ✓ Centilitre: cl
  - ✓ Millilitre: ml
- Avoid using punctuation marks such as hyphens, symbols, full stops and exclamation marks. Avoid using vague phraseology; use the clearest possible product features
- Do not use any pricing and promotional information
- Avoid including shipping and company information. Amazon details already include this information
- The description helps the customer to evaluate the product. This means that if important information is missing, this can have a negative impact on your sales

<b>Contents</b>	<b>Example:</b>
1. Highlight	Gluten-free
2. Highlight	Made in Germany
3. Highlight	Suitable for vegetarians
4. Highlight	100% organic production
5. Highlight	Baked in an authentic stone oven

### **3. Information for allergy sufferers and special ingredients**

Provide any relevant information for allergy sufferers or special ingredients to which customers should pay particular attention, such as, "this product may contain traces of nuts". This information helps customers who have special dietary needs to select the right products.

### **4. Ingredients**

All ingredients must be provided. Ingredients will only be shown on the details page if all the necessary values (calorific value, fat content, protein content, carbohydrates, sugar content, fibre content, sodium, saturated fats) have been filled out. Each ingredient must be shown in either per 100 g or per 100 ml.

### **5. Directions**

If available, provide instructions for use for your product.

### **6. Organic certification**

Identify products with organic certification (leave this field blank if your product has no organic certification).

### **7. Search terms**

Increase the number of search hits for your item by using a number of relevant keywords. These should not be terms that already appear in the product title, in the brand or manufacturer name, as these are already referenced in the search. Providing appropriate keywords is a very good option for improving the number of hits in external search engines (outside Amazon.co.uk). In particular, inputting false or misleading attributes or third-party brands or third-party manufacturer names is an infringement of Amazon Seller Guidelines and can lead to suspension of your account.

### **8. Pricing information**

All products offered by weight, volume or length must specify a basic price. For example, if you sell 200 g coffee for 4 pounds, the basic price must be given as 2 pounds/ 100 g. In order to present the basic price correctly, Amazon needs you to indicate the weight, volume or length of the product.

Please take care that, in calculating the basic price, you edit the fields in the order specified. Insofar as you could fill out several fields, the first field found will be used. So if you, for example, fill out display-weight,

all basic price fields following this will be disregarded. Therefore, always give only the dimension relevant to pricing.

<b>display-weight</b>	The weight of the product (where applicable drained net weight )
<b>display-weight-unit-of-measure</b>	The unit of measurement of the previously indicated product volume
<b>display-volume</b>	The volume of the product
<b>display-volume-unit-of-measure</b>	The unit of measurement of the previously indicated product volume

## 9. Identifying the correct Browse Node ID

Correct classification of your product in a so-called "Browse Node" is of crucial significance for its visibility. Browse Nodes represent Amazon's product categorization. They are visible to the customer on the website in the directory structure, for example, when browsing through different subcategories.

A Browse Node consists of a multi-digit, unique number – the Browse Node ID – and a category path, e.g.:

358567031 Coffee, Tea & Cocoa

Your product can be unambiguously described by means of the Browse Node ID. This classification number forms the basis for product assignment both in the browser navigation and also for the Amazon.co.uk product search. In view of the huge number of items offered at Amazon.co.uk, clear assignment of your items to these Browse Nodes ensures that customers can find your products in the corresponding category.

All available subcategories for the Grocery category are shown [here](#) or on the Seller Central Help Pages.

1) Determine the pathway in the directory structure that best fits your product in the Browse Tree Guide (example: Category/Instant- & Ready Meals/Rice Dishes). Your product automatically appears in all parent Browse Nodes. In this case, the Browse Nodes are "Category/Instant- & Ready Meals" as well as "Category/Instant- & Ready Meals/Rice Dishes"

Select the lowest levels possible. Do not under any circumstances use the grey Browse Node entries for parent folders; these are provided exclusively for presentation purposes in the Browse Tree.

2) Next, allocate your product the appropriate Browse Node number in the [Flat File](#). Indicate the Browse Node as precisely as possible. For "Category/Instant- & Ready Meals/Rice Dishes", provide Browse Node

ID 364732031. If you offer other products that do not belong in this category in this Browse Node, there is a risk that your offer will be removed.

### C) Product description

In the detailed product description, you have the opportunity to provide more detail of the benefits and characteristics of your product. This is the "traditional consumer consultation" with your customer. A precise description of an item helps the customer to be able to better assess and appraise the item. Use the product description to distinguish your item in positive terms from comparable items on the market.

Positive aspects	Negative aspects
<ul style="list-style-type: none"> <li>✓ Describe the key features and give information about the type of food, flavour, storage and, where applicable, serving instructions</li> <li>✓ Write in a short and precise style, setting out all the key information</li> <li>✓ Use correct grammar, upper and lower cases and complete sentences</li> <li>✓ Make only true and substantiated statements</li> </ul>	<ul style="list-style-type: none"> <li>✗ Avoid providing the seller's name, email address, website or other company-specific information</li> <li>✗ Only describe the product for sale; this is your chance to communicate to the customer exactly what he or she is purchasing</li> <li>✗ Do not use promotional messages such as "clearance sale" or "free shipping" (use the "Promotion Manager Tool" for this)</li> </ul>

#### Good description:

*This dark roast, thanks to its two-minute long roasting, has a more powerful flavour than the normal roast. The flavour is complex with hazelnut and fruity aromas along with pleasant woody notes. The aftertaste is full, elegant and long-lasting.*

*The coffee beans are acquired from coffee cherries of different species of plant from the Rubicae family. The two most important types of coffee plant are coffea arabica (Arabica coffee) and coffea canephora (Robusta coffee) with many different varieties. The composition of this product is: 70% Arabica & 30% Robusta.*

**\*Please ensure that the retailer name or URL is not provided in the product description.**

**\*Multi-packs (bundles) / Number of units per packet (Item Package Quantity or IPQ)**

Information for multi-packs (bundles) gives the customer information relating to the number of units per packet (IPQ) in one offer. Make absolutely sure that you have entered the right IPQ in the data pool and this will be displayed correctly on the details page.

Note: Most manufacturers assign EANs for individual items and sell these as a set (e.g. "2 for 1"). In order to reduce the error rate on the details pages and to minimize customer confusion, it is important that you provide the IPQ of the item either in a set or as a standalone product.

Product	Number of units per package (IPQ)	Why?
Lindt: Nostalgia - Gift Pack with 100 g Pralines	1	The customer receives 100g pralines in a package.
Columela Extra Fine Olive Oil from Spain 750 ml bottle (Pack of 2)	2	The customer receives two 750ml bottles.

Note: Provide the number of items that you are selling in the product file. This should prevent different entries for the same product being found on the details pages.

Please take care to provide the quantities of your products. You can only use one ASIN for one quantity. If you want to offer the product in a different quantity, please use a separate ASIN for this. Bundles with multiple, identical articles must use the manufacturer's EAN for the individual articles, and input the quantity offered in the "Item Package Quantity" field.

#### D) Product variations

If you want to offer an item in different designs, such as, different flavours and/or sizes, you need to create "product variations". Variations allow the customer to select different flavours and sizes of a product from one details page. You can create these using "parent-child" relationships. Variations provide customers with a clear and structured shopping experience.

A product variation always consists of two parts:

- *Parent product*: The "parent product", the parent element, appears solely as a "placeholder" and cannot be purchased. "Parent products" do not have a barcode, price nor size information. Nonetheless, the "parent product" must be provided with content, such as, for example, product image, product information, item description and all product attributes. Please use a generic title for the "parent product", i.e. without size and flavour information (e.g. Mars Chocolate Bar).
- *Child products*: The "child item" is the item that you want to sell. Each "child" has its own price, availability, product images, etc. The title of the "child product" must, in addition to the name of the "parent product" (Mars Chocolate Bar) contain the corresponding variation attributes (e.g. Mars Chocolate Bar Nuts Large). This title gives the customer information about what she or he

will purchase. If you do not complete these variation attributes (size, flavour), they will not be visible to the customer after conclusion of the purchase.

### 1. Creating variations:

When creating variations, take care to use the right configuration:

- The column "parentage" sets out whether the SKU is a parent or child item.
- The column "parent\_sku" will only be used for child items, it links the child with the parent SKU.
- The column "relationship-type" is only used for child products and indicates that a variation type should be created.
- The column "variation-theme" indicates which variation type should be created.

You can find a comprehensive list of all possible variation types in the [Flat File](#). Please take care to complete the corresponding column (Flavour) with the relevant data (e.g. banana, strawberry).

### 2. Use of variations:

<b>Use of individual variations (size or flavour)</b>	<ul style="list-style-type: none"> <li>• The product is one item which only varies in size (e.g. coffee: 0.5kg, 1kg, 2kg) or in flavour (e.g. chocolate drops: whole milk, dark chocolate)</li> </ul>
<b>Use of two variations (size and flavour)</b>	<ul style="list-style-type: none"> <li>• The product is one item which varies in both size and flavour e.g. biscuits vanilla - small, vanilla - large, chocolate - small, chocolate - large</li> <li>• An identical product has different flavours and sizes</li> <li>• You sell the same product as another retailer, but the flavour and size of the product varies</li> </ul>

Variations can be created in size, flavour and size-flavour.

### 3. Example of a details page with variations:

#### E) Product images

Positive and varied product images play a decisive role in the decision to purchase. Ideally, your images will be high resolution, so that the zoom function can be used. In addition, it is highly recommended that you upload several pictures featuring different viewpoints.

Good images not only lead to increased commercial success, but can also reduce the number of returns.

Product images should not contain text, watermarks or logos. Minimum requirements:

- The image must have a minimum size of 1200 pixels along the longest length. Zoom can be used for images from a size of 1200 pixels.
- The product must take up 80% - 90% of the total area of the image. The whole product must be represented in the image (no part of the product may be cropped out).
- Images must be free from text, borders, frames, logos, labels, pricing notices and watermarks.
- The product must be clearly discernible, illuminated and depicted from an informative perspective.
- For the main image, the image background must be 100% white (RGB 255,255,255 – this requires editing). A light shadow to separate the product from the image background is permitted.
- For additional product images, coloured backgrounds are permitted and the product can be portrayed in the environment in which it is used. However, the background should not distract from the product offered. Text, schematic representations and drawings are allowed so long as they contribute to an explanation of the product.

- If the product can be purchased in different designs (e.g. colours) a separate picture must be provided for each of these variations.
- Images must be provided in JPG format with RGB colour model (images using the CMYK colour model will be rejected by the system).
- Please do not upload lifestyle images for the main image (but for additional images, these images are permitted and even desirable).
- Please do not use any placeholders such as "Image unavailable".

✓ **Good main images**

✗ **Bad main images**

