Selling on Amazon

CATEGORY STYLE GUIDE: TOYS & GAMES

amazon services

About this document

This Style Guide is intended to give you the guidance you need to create effective, accurate product detail pages in the Toys & Games category.

In addition to using this document, we encourage you take advantage of the wealth of information available in our Help pages. Click "Help" on the upper-right side of the Seller Central home page.

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Toys & Games Overview

Whether you're selling Toys, Games, Hobby Products and more, accurate data is crucial to discoverability and sales. How you present your products can greatly influence the customer's purchasing decision when shopping on Amazon.com.au. Providing a clear and concise listing while following a consistent format will better inform customers and enhance discoverability of your products. This can result in increased traffic to your product listings.

Please review the following information in detail and make the necessary updates to your product listings.

This section covers the following guidelines for setting up product detail pages:

- **Images:** Show customers what they're buying. Professional images on white backgrounds will bring life and added attractiveness to your product.

- **Title Style:** Get customer attention with great titles. Clear and concise titles will improve search results and catch the customer's attention.

- **Key Product Features:** Highlight the key features and benefits of your products.

- **Product Descriptions:** Elaborate on the features and uses of your product.

- **Brand & Manufacturer:** Improve discoverability and duplicate detection by entering accurate brand and manufacturer information.

- **Item Package Quantity:** Indicates how many items are in the package. Please use if there is more than one identical unit in the package of the product you are selling.

- **Browse & Search:** Improve discoverability and traffic through search terms and item-type keywords.

Product Image Requirements

Product images are the representation of your products throughout Amazon.com.au, and usually what the customer sees first. The images that you upload are used on detail pages, search pages, product listings, site campaigns, and emails.

Make sure that the best quality images are provided in order to effectively sell your product.   Images display on the product search page and the product detail page. A professional image helps customers discover your product and can drive traffic to your detail page. Show customers what they will receive in their shipment (and only what they will receive). Make it easy for them to identify your product with a clear, high-quality image displaying exactly what you're offering.

Required	- Use simple and clean backgrounds that do not distract from the product; ideally, the background is pure white. - Create high-quality images with 300-dpi minimum; 1,000-dpi images are preferred. Images should be sized to no less than 1200 pixels - this will enable the "product zoom" functionality on the detail page. - Show the entire product. Product should be centered on the stage, and should occupy at least 80 percent of the image area. - Include only what the customer will be receiving; accessories that are not part of the product should not be shown. - Provide multiple alternate images of your product - preferably 3-5 images. Alternate images should be diverse, and show scale where applicable. Images with children interacting with the product are encouraged. Additionally, award insignia for the product should be added in to alternate images to educate shopper that this product has won awards. - 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.
Prohibited	- Do not include borders, watermarks, text, or other decorations. - Do not use colored backgrounds or lifestyle pictures. - Only include exactly what the customer will be buying; no other products can be displayed in the image. - Do not include promotional text, logos, watermarks, or any symbols/insignia with the product .

GOOD IMAGES:

Why are these images good?

- Product is displayed on plain white background
- Product is centered and fills 80% of the image area
- No frames or borders are used
- Images are supplied at the right resolution, which offers customers the "Zoom" option

BAD IMAGES:

Why are these images bad?

- Background colors are not to be used
- Framing of product - borders around product images are not to be used
- The primary image should be of just the product, no watermarks or user information
- No "Zoom" functionality enabled due to image not being uploaded at the right size.
- No alternate images provided

Manufacturer, Brand & Sub Brand/Licensed Property

Brand information allows the Amazon.com.au customer to determine the model and brand of the product offered. These fields improve the accuracy of your product listings and help customers discover your products. Typically, Brand is the best identifier for a product, but occasionally Manufacturer is used (more common with furniture). We request that you fill out both fields.

Additionally, Sub-Brand and Licensed Brand are key to merchandising your products to customers, and should be fully filled out where appropriate. This attribute should be included in the Product Title, after the Brand Name (details on next page).

Manufacturer	Brand	Sub-Brand/Licensed Property
- A business engaged in manufacturing a product - Someone who manufactures something **Example: LEGO**	- A unique and identifiable symbol, association, name or trademark which serves to differentiate competing products or services - A name used to distinguish one product from its competitors; it can apply to a single product, an entire product line, or even a company - A name or symbol used to identify a seller's goods or services, and to differentiate them from those of competitors **Example: LEGO**	- A business engaged in manufacturing a product - Someone who manufactures something **Examples:** Star Wars: LEGO **Star Wars** Clone Trooper Battle Pack Toy Story 3: V Tech **Toy Story 3** Talk and Teach Phone

Note: It is important to not use your seller name for Brand or Manufacturer information, unless your product is Private Label.

Product Title Requirements

Your product title is the first thing the customer sees when they go to your detail page. Does your title provide the customer with the right information? Will they continue looking at your detail page?

The customer should be able to make the purchase based on information in the title alone, and only product-related information should be included. Amazon uses the words in your titles to display your product in search results. A concise and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. To ensure that your title creates a good first impression, follow the guidelines below.

Do	Do Not
- Capitalize the first letter of each word (see exceptions under Do Not) - Use numerals (2 instead of two) - Spell out measurements (inches instead of ") - Keep it short, but include critical information 100 characters maximum Note: Please include only standard text. Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.	- Do not use ALL CAPS - Do not capitalize: - Conjunctions (and, or, for) - Articles (the, a, an) - Prepositions with fewer than five letters (in, on, over, with, etc.) - Do not include seller information - Do not include promotional messages such as "sale" or "free ship" (use the Promotion Manager tool to include messaging) - Do not use your merchant name for Brand or Manufacturer information, unless your product is Private Label - Do not include symbols in your listings (such as ! * $?)

For the purpose consistency, clarity and enhancement of the customer's shopping experience in the Toy store, a title standard is necessary to present a professional and organized business. The title standard is as follows:

<Brand Name (Vendor)>, <Sub Brand Name/Licensed Brand* (where applicable)>, <Product Title>, <Color>, <Model #***>, <Quantity****>**

Brand Name (Vendor)	Sub Brand Name/Licensed Brand	Product Title	Color	Item Package Quantity	Style/Size
LEGO	Star Wars	Luke's Landspeeder (8092)			
Playmobil		SWAT Helicoper with Jet Skier			
Melissa & Doug		Triangular Crayons		24 Pack	
My Pillow Pets		Wiggly Pig			18 Inches
Syma		Syma S107/S107G R/C Helicopter	Blue		
Power Wheels	DC Super Friends	Batnman Lil' Quad			

* = Optional, should only be used if product is licensed. See examples in Brand Manufacturer section above.

**= if the product does not come in multiple colors, the color should not be included in the title.

***= Optional, R/C may put Radio Frequency type here.

****= Quantity must be more than 1 i.e. 3 Pack, Bundle of 4, Set of 12, Case of 6

GOOD PRODUCT TITLES:

Playmobil SWAT Helicopter with Jet Skier
Other products by Playmobil
★★★★½ ☑ (3 customer reviews)

Price: **$14.99**

In Stock.
Ships from and sold by **Target.com/ITC**. Gift-wrap available.

Want it delivered Monday, May 18? Order it in the next 23 hours and 31 minutes, and choose **One-Day Shipping** at checkout. Details
2 new from $14.99

(unknown, ft)
See larger image
Share your own customer images

Melissa & Doug Triangular Crayons - 24 pack
by Melissa & Doug
★★★★½ ☑ (43 customer reviews) | 👍 Like (8)

List Price: $5.49
   Price: **$5.38** & eligible for **FREE Super Saver Shipping** on orders over $25. Details
You Save: $0.11 (2%)
In Stock.
Sold by **DocStockerStore** and **Fulfilled by Amazon**. Gift-wrap available.
Only 18 left in stock--order soon.
Want it delivered Friday, May 27? Order it in the next 4 hours and 41 minutes, and choose **One-Day Shipping** at checkout. Details
65 new from $2.50

Click for larger image and other views
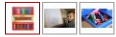
View and share related images

My Pillow Pets Wiggly Pig 18 Inches
by My Pillow Pets
★★★★★ ☑ (18 customer reviews) | 👍 Like (3)

List Price: $24.99
   Price: **$18.11** & eligible for **FREE Super Saver Shipping** on orders over $25. Details
You Save: $6.88 (28%)
In Stock.
Ships from and sold by Amazon.com. Gift-wrap available.
Want it delivered Friday, May 27? Order it in the next 6 hours and 43 minutes, and choose **One-Day Shipping** at checkout. Details
25 new from $14.95

Why are these product titles good?

- Titles are descriptive yet concise, clear, and relevant
- Brand and Product are clearly called out at the start of the title
- Quantity and size are featured at the end of the product title

BAD PRODUCT TTILES:

(5) Cintz Big Reaction Balls, 4" in Dia, Set of 5, with free bag, FREE SHIPPING
Other products by Cintz
No customer reviews yet. Be the first. | More about this product

Price: $27.99 & this item ships for FREE with Super Saver Shipping. Details

In Stock.

Only 2 left in stock--order soon.

Want it delivered Monday, May 18? Order it in the next 17 hours and 50 minutes, and choose One-Day Shipping at checkout. Details

Summer Outdoor Fun with Amazon.com Toys & Games
Get your summer off to a great start with our outdoor toys, games, pools & accessories now. Lots of fun choices for the whole family. See more.
TopPicks

See larger image
Share your own customer images

Pokemon 2" Figure Monster Collection --Chimchar ''Free Domestic Standard Shipping for This Item!''''
Other products by Pokémon
No customer reviews yet. Be the first.

List Price: $12.99
Price: $10.98
You Save: $2.01 (15%)
Special Offers Available

In Stock.
Ships from and sold by

Only 3 left in stock--order soon.

2 new from $10.97

Summer Outdoor Fun with Amazon.com Toys & Games
Get your summer off to a great start with our outdoor toys, games, pools & accessories now. Lots of fun choices for the whole family. See more.
TopPicks

See larger image
Share your own customer images

Girls Boutique CREATE YOUR OWN SECRET DIARY Set - with Jeweled Box, Pens, stickers, pens, glitters etc 'BEST SELLER
by So Sweet Boutique
No customer reviews yet. Be the first.

Price: $22.99
Sale: $19.99 & eligible for FREE Super Saver Shipping on orders over $25. Details
You Save: $3.00 (13%)

In Stock.
Sold by

Want it delivered Monday, May 18? Order it in the next 16 hours and 13 minutes, and choose One-Day Shipping at checkout. Details

Summer Outdoor Fun with Amazon.com Toys & Games
Get your summer off to a great start with our outdoor toys, games, pools & accessories now. Lots of fun choices for the whole family. See more.
TopPicks

Share your own customer images

Why are these product titles bad?

-   Inclusion of promotional messaging (such as Free Shipping, Best Seller)

-   Inclusion of symbols (such as *)

-   Inclusions of product features that should be in the Product Key Features section (such as Pens, Stickers, Glitters)

Product Description Requirements

As you describe your product, you might want to include some key features listed in your bullet points. However, go beyond a simple to-the-point description. Well-written product descriptions help the customer imagine the experience of owning or handling your product. Put yourself in your customers' shoes: what would they want to feel, touch, think, and want? Incorporating information about the feel, usage and benefits of your product can fire the customer's imagination. This is as close as you can come to creating an in-store experience. Product Descriptions are limited to 2,000 characters.

To ensure a good product description, you must include…

- A descriptive, robust description of the product. This is your space to educate the customer on your products attributes, characteristics and benefits. At least ONE complete paragraph should be submitted as your main description, and should be a text string; 2,000 characters maximum in length. Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.
- Opportunity to highlight industry awards and/or special features of the product.
- Reasonable keyword density for Search Engine Optimization: make sure that your description re-iterates the brand name and product name as this will lead to better indexing in search engines. DO NOT use this space as keyword farms and over populate with repetitive terms; 1-3 relevant references should be your cap.

Do	Do Not
- Describe the major product features and list product information including size, used-for and style - Provide enough detail to make your product come to life, and include critical product information. - Include accurate dimensions, care instructions and warranty information - Please use correct grammar and complete sentences	- Do not include your seller name, e-mail address, website, or any company-specific information - Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are buying - Do not include pricing or promotional language such as "sale" or "free ship" - Do not repeat the "product feature" or "product title" as the "product description"

GOOD PRODUCT DESCRIPTIONS:

"**Webkinz** features the exciting online experience where your plush pet comes to life! It all begins when you bring your Webkinz plush toy home, and you pick the name and determine whether it's a boy or a girl. After adoption, you are shown your pet's room, and can use your 2,000 in KinzCash to decorate, buy furniture, clothes and food from the W

Shop. Your pet relies on you to take care of it by monitoring the Happy, Health and Hunger meters. Webkinz received the 2006 iParenting Media Award and 2007 Toy of the Year (TOTY). Measures 10 inches. Not recommended for children under 3."

"The **Power Wheels** Jeep Wrangler Rubicon takes kids on real backyard driving adventures as far their imaginations can go! 12-volts of battery power and big, treaded tires drive two speeds forward plus reverse on hard surfaces and grass. Equipped with rugged grab bars for easy in and out, pretend seatbelts for role-play fun and a roomy rear storage compartment - just pack it up and go! High speed lock-out for beginners; Power Lock Brakes. Includes 12-volt battery and charger. For two riders ages 3 years & up."

BAD PRODUCT DESCRIPTIONS:

"Made in USA. Archival. PVC free. 100 ct. Display Box." (Yes, this is a real life example!)

"syma s107 replacment blades (yellow). 1 set= 4 blades (2 uppers and 2 lowers). a extra part for the hottest syma S107."

"* 34 x 34 x 45. * Holds 15 to 20 average size animals * Easy to installs, Includes hooks * For children of all ages Stuffed animals not included"

Why are these product descriptions bad?

- Less than ONE paragraph provided - not enough detail provided to the customer to make an educated buying decision.
- Complete sentences are not used.
- Product features copied into the Product description.

Key Product Features Requirements

The Key Product Features bullets on the detail page tell the customer about the details of your product and can drive the customer purchase decision.   Make sure that the information you provide for features captures the benefits of your product in a clear, concise snapshot.

- Be clear, specific, and include product information only
- Do not include shipping or company information. Amazon policy prohibits including merchant, company, or shipping information
- The description helps customers evaluate a product, so any non-product-specific information can decrease your chances of a sale
- There are five featured bullets, each with a recommended maximum of 80 characters per line

Content	Example: Featured Bullets
Used For/ Features	Offers plenty of opportunity for both independent and interactive pretend play
Materials	Made from birch wood
Place of Origin	Made in USA
Technical Specifications	Four input and 3 output ports, and Bluetooth and USB communication link
Quantities in package	Includes 12 wood play cookies, and 12 decorative toppings
Age	For ages 6+
Dimensions	30 by 20 inches
Other	Requires 2 AA and 3 AAA batteries

Customers use this section to get a snapshot of the product. They may use this section to finalize a purchase decision or it may interest them enough so they will then read the full product description.

Do	Do Not
• Write all numbers as numerals • Separate phrases in one bullet with semicolons • Spell out measurements such as quart, inch, feet, and so on • Please use correct grammar and complete sentences	• Do not use hyphens, symbols, periods, or exclamation points • Do not write vague statements; be as specific as possible with product features and attributes • Do not enter company-specific information; this section is for product features only

GOOD PRODUCT FEATURES:

- Encourages children to learn to read and to love reading as words talk, pictures sing and stories live out loud!
- Library includes over 40 books and games based on favorite TV, movie and classic tales
- Build reading skills such as vocabulary, phonics and reading comprehension
- Holds audio for up to 10 books at a time and is sized to fit small hands with a no-slip grip
- Connect online to collect fun rewards

BAD PRODUCT FEATURES:

- 2 Dozen
- Vinyl
- Most Measure 1 1/2" - 2"
- Assorted Fantasy Puppets

Browse & Search

Customers come to Amazon.com.au to shop for products. They can find your products in two ways: either using the Browse option, or using Search Terms. Most often customers use a combination of browse and search. Make sure customers can find your products either way. Drive traffic by providing Search Terms and Item Type Keywords (for Browse).

CLASSIFICATION BROWSE:

To help customers find products easily, Amazon developed a detailed product hierarchy or browse-tree structure. Customers refine by category and subcategory links until they reach the most specific product type.

Amazon uses your Item Type Keywords to classify your products under the correct browse nodes. In order for your products to continue to appear when customers refine their category options, they must be classified correctly to the deepest level. This means, for example, that your dive watches should be classified as "Dive Watches" and not just "Sport Watches" or as watches.

See the latest Browse Tree Guide (BTG) in the Help section of Seller Central. Browse Tree Guides (BTGs) are category-specific documents that provide valid values for setting up your products. These values take advantage of the browse structure for categories on Amazon.com.au.

Example of the Browse-Tree Category Structure on Amazon.com.au

Customers will not be able to find your products in the specific subcategory if you don't refine to the deepest level.

Department
‹ Toys & Games
   Games
      Action & Reflex Games (207)
      Backgammon (508)
      Bingo (115)
      Board Games (15,920)
      Card Games (3,462)

These very specific refinements ensure customers can find your products as they refine their search. Products will show up in every category until the last refinement you choose.

The attributes below are used for browse classification.

| Attribute	Definition	Examples
Item Type Keyword	Enables customers to find your products as they browse to the most specific item types. This is the most important value and determines browse category structure.	Select an item type value from the BTG (Browse Tree Guide), such as Games [games], Board Games [board-games], Adventure & Story Games [adventure-board-games].
Age	Enables customers to shop and find your products by defined age brackets. This is a key part of any Toy shopping experience and is critical to providing a good shopping experience -- used in browse refinements across the entire Toys store.	Input Manufacturer Minimum Age in months such as 3 months, 6 months, 9 months, 2 yrs (24 months), 3 yrs (36 months), etc.
TargetAudience	Specifies the target audience of the item. This is used in browse refinements on the search pages.	Select a target audience value from the BTG, such as boys, girls, unisex or grown up.

Classification- Item Type Keywords

Note:

- Item Type drives the refinement structure on the left side of Amazon pages and is key to categorizing your items for best discoverability.
- The Item Type must have the same exact spelling and formatting as listed in the BTG.
- Make sure all of your products have keywords for the most specific subcategory possible.

SEARCH:

Search terms help customers find your products. Your product titles and company name are already searchable, so think about other words that describe your product. Think like Amazon customers when choosing your terms; use words they might enter into the search bar, including synonyms. Make sure they can find your products!
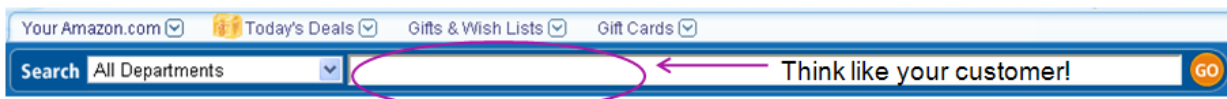
Guidelines for listing your Search Terms

- Each product can have up to five search lines of 50 characters per field; that's 250 characters available for your search terms
- The words you choose are the terms our search engine pulls from when customers search the site
- The individual words of the title, seller, and brand are also automatically included as search terms and do not need to be repeated in your search terms
- Any combination of title words and search terms are fully searchable
- Use ONLY terms that are related to your product, and that customer would most likely use to find your products. Do not use this space in a manner that would violate customer trust such as entering "Toy Story" for a product that has nothing to do with Toy Story licensed product.

Examples:

Text–file feed

AK	AL	AM	AN	AO
SearchTerms1	SearchTerms2	SearchTerms3	SearchTerms4	SearchTerms5

If you are using an inventory text file, the template fields for search terms appear as search-terms1, search-terms2, and so on. For more details about how to create effective search terms, see Using Search & Browse.

Add a Product in Seller Central

Search Terms:
(Provide specific search terms to help customers find your product.)

fill this space with your search terms
you should fill up all 5 lines with words
you don't need to repeat your title words
customers search these words to find your products
word space word space word space

Example: Dark Chocolate, Apples, Cookies