


# Selling on Amazon

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## **CATEGORY STYLE GUIDE: SPORTS & OUTDOORS**

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 Sports & Outdoors category.

In addition to using this document, we encourage you to take advantage of the wealth of information available in our Help pages by clicking "Help" in the upper-right corner of any page in Seller Central.

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## Sports & Outdoors

Whether you're selling Exercise & Fitness equipment, Outdoor Recreational products, Sporting equipment or Fan Gear, accurate data is crucial to discoverability and sales. How you present your products will greatly influence the customer's purchasing decision when shopping on Amazon.com. Providing clear and concise listings in a consistent format will better inform customers and enhance discoverability of your products. This can result in increased traffic to your product listings.

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

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

<b>Item Type</b>	Selecting the correct Item Type Keyword for your product is the first step in creating an accurate, searchable and browseable product on Amazon.
<b>UPC</b>	UPCs are required to list Sporting Goods products on Amazon.
<b>Title Style</b>	Get customer attention with great titles. Clear and concise titles will improve search results and catch the customer's attention.
<b>Brand &amp; Manufacturer</b>	Improve discoverability and duplicate detection by entering accurate brand and manufacturer information.
<b>Images</b>	Show customers what they're buying. Professional images on white backgrounds will bring life and added attractiveness to your product.
<b>Key Product Features</b>	Highlight the key features and benefits of your product.
<b>Product Descriptions</b>	Elaborate on the features and uses of your product.
<b>Item Package Quantity</b>	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.
<b>Variation Relationships</b>	Make choices easy: Display multiple size and color options on a single detail page.
<b>Browse &amp; Search</b>	Improve discoverability and traffic through search terms and keywords.

### Required fields for each new product listing:

- **Item Type Keyword**
- **UPC**
- **Brand**
- **Title**
- **Item Package Quantity**
- **Manufacturer Model or Part Number**
- **Image**

## Item Type Keyword

Want to make sure your product ends up in the right part of the store? Selecting the right Item Type Keyword ensures that customers can find your product via search and browse.

Use the Item Type Keyword guide to select the category in which your product fits, then select the most appropriate Item Type Keyword from the list. Be as specific as possible – this will ensure the best results for your product.

**Item Type Keyword is a required field and incorrect use is monitored by Amazon.** Assigning an incorrect Item Type Keyword to your product will likely result in a negative customer experience: no one wants to search for family tents and end up with search results full of soccer balls.

The Item Type Keyword Glossary can be found at the end of this Style Guide.

## UPC

Since 2009, UPC's have been a required field for all Sporting Goods products. UPC's are provided by manufacturers as single identifiers for products across the marketplace. UPC's create a better store experience for our customers by ensuring that offers for identical products are correctly grouped together. Most sellers know the frustration of having products incorrectly matched due to similar information on the listing when no UPC was provided.

**Failure to provide a UPC for a product, when available, could result in removal of your offer on that item.**

## Title Style

Your product title is the first thing customers see when visiting your detail page. Does your title provide customers with the right information? Will they continue looking at your product offering?

The customer should be able to make a purchase decision based on the information in the product title alone, and only product-related information should be included. Amazon uses the words in product 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. Follow the guidelines below to create product titles that make a good first impression.

### Tips on how to create a great title

Do	Do Not
<ul style="list-style-type: none"> <li>• Capitalize the first letter of each word (but see exceptions under Do Not)</li> <li>• Use numerals (2 instead of two)</li> <li>• If a bundled product, state value in parenthesis as (pack of X)</li> <li>• Keep it short, but include critical information</li> <li>• 50 characters maximum</li> </ul> <p><b>Note:</b> Please include only standard text. Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.</p>	<ul style="list-style-type: none"> <li>• Do not include price and quantity</li> <li>• Do not use ALL CAPS</li> <li>• Do not capitalize:                             <ul style="list-style-type: none"> <li>• Conjunctions (and, or, for)</li> <li>• Articles (the, a, an)</li> <li>• Prepositions with fewer than five letters (in, on, over, with, etc.)</li> </ul> </li> <li>• Do not include seller information</li> <li>• Do not include promotional messages such as "sale" or "free ship" (use the Promotion Manager tool to include messaging)</li> </ul>

	<ul style="list-style-type: none"> <li>Do not use your seller name for Brand or Manufacturer information, unless your product is Private Label or you are the Manufacturer</li> <li>Do not include symbols in your listings (such as ! * \$ ?)</li> <li>Do not include subjective commentary such as 'Hot Item' or 'Best Seller'</li> </ul>
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**Elements to Include**

**1. For products that vary by size**

For Parent ASINs:  
[Brand]+[Product Line]

For Child ASINs:  
[Brand]+[Product Line]+[Size\_name]

Example of variation

Parent/Child	Brand	Product Line	Size_Name
Parent	Abc	XYZ product	
Child	Abc	XYZ product	Small
Child	abc	XYZ product	Medium

**2. For products that vary by color and size**

For Parent ASINs:  
[Brand]+[Product Line]

For Child ASINs:  
[Brand]+[Product Line]+[Color\_name]+[Size\_name]

Example of variation

Parent/Child	Brand	Product Line	Color_Name	Size_Name
Parent	Abc	XYZ product		
Child	Abc	XYZ product	Red	Small
Child	abc	XYZ product	Blue	Medium

**3. For products that vary by color**

For Parent ASINs:  
[Brand]+[Product Line]

For Child ASINs:  
[Brand]+[Product Line]+[Color\_name]

Example of variation

Parent/Child	Brand	Product Line	Color_Name
Parent	Abc	XYZ product	
Child	Abc	XYZ product	Red
Child	abc	XYZ product	Blue

**4. For products that vary by style**

For Parent ASINs:  
[Brand]+[Product Line]

For Child ASINs:  
 [Brand]+[Product Line]+[Style\_Name]

Example of variation

Parent/Child	Brand	Product Line	Style_Name
Parent	Abc	XYZ product	
Child	Abc	XYZ product	PC
Child	abc	XYZ product	Mac

**5. For products that vary by pattern and style**

For Parent ASINs:  
 [Brand]+[Product Line]

For Child ASINs:  
 [Brand]+[Product Line]+[Pattern\_Name]+[Style\_Name]

Example of variation

Parent/Child	Brand	Product Line	Pattern_Name	Style_Name
Parent	Abc	XYZ product		
Child	Abc	XYZ product	Striped	PC
Child	abc	XYZ product	Polka-Dot	Mac

**6. For Golfing products that vary by hand orientation, shaft material, and club loft**

For Parent ASINs:  
 [Brand]+[Product Line]

For Child ASINs:  
 [Brand]+[Product Line]+[Hand\_Orientation]+[Shaft\_Material\_Type] + [Golf\_Club\_Flex] + [Golf\_Club\_Loft]

Example of variation

Parent/Child	Brand	Product Line	Hand-Orientation	Shaft_Material_Type	Golf_Club_Flex	Golf_Club_Loft
Parent	Abc	XYZ product				
Child	Abc	XYZ product	Left-Handed	Aldila	Regular	10.5 degrees
Child	abc	XYZ product	Right-Handed	RE-AX 55 Graphite	Stiff	9.0 degrees

**7. For products that vary by pattern**

For Parent ASINs:  
 [Brand]+[Product Line]

For Child ASINs:  
 [Brand]+[Product Line]+[pattern\_name]

Example of variation

Parent/Child	Brand	Product Line	Pattern_Name
Parent	Abc	XYZ product	
Child	Abc	XYZ product	Polka-Dot
Child	abc	XYZ product	Striped

**8. For products that vary by material type**

For Parent ASINs:

[Brand]+[Product Line]

For Child ASINs:

[Brand]+[Product Line]+[material\_type]

Example of variation

Parent/Child	Brand	Product Line	Material_Type
Parent	Abc	XYZ product	
Child	Abc	XYZ product	Wood
Child	abc	XYZ product	Metal

**9. For products that vary by item weight**

For Parent ASINs:

[Brand]+[Product Line]

For Child ASINs:

[Brand]+[Product Line]+[item\_display\_weight]

Example of variation

Parent/Child	Brand	Product Line	Item_Display_Weight	Item_Display_Weight UOM
Parent	Abc	XYZ product		
Child	Abc	XYZ product	3	Ounces
Child	abc	XYZ product	6	Ounces

**10. For products that vary by item length**

For Parent ASINs:

[Brand]+[Product Line]

For Child ASINs:

[Brand]+[Product Line]+[item\_display\_length]

Example of variation

Parent/Child	Brand	Product Line	Item_display_length	Item_Display_LengthUOM
Parent	Abc	XYZ product		
Child	Abc	XYZ product	9	Inches
Child	abc	XYZ product	12	inches

**11. For Golfing products that vary by club flex**

For Parent ASINs:

[Brand]+[Product Line]

For Child ASINs:

[Brand]+[Product Line]+[golf\_club\_flex]

Example of variation

Parent/Child	Brand	Product Line	Golf_club_flex
Parent	Abc	XYZ product	
Child	Abc	XYZ product	Regular
Child	abc	XYZ product	Stiff

**12. For Golfing products that vary by hand orientation, shaft material type and club flex**

For Parent ASINs:

[Brand]+[Product Line]

For Child ASINs:

[Brand]+[Product Line]+[Hand\_orientation]+[Shaft\_material\_type] + [Golf\_club\_flex]

Example of variation

Parent/Child	Brand	Product Line	Hand_orientation	Shaft_material_type	Golf_club_flex
Parent	Abc	XYZ product			
Child	Abc	XYZ product	Left-Handed	Aldila	Regular
Child	Abc	XYZ product	Right-Handed	RE-AX 55 Graphite	Stiff

**Note:**

1. Include the size and color in the "child" item only. Do not include size or color in the parent. See the [Variation Relationships](#) Help page for more information.
2. Including your company information or sale messaging in your product titles may negatively impact your seller account.



Examples:

Good:



### Schwinn 430 Elliptical Trainer

Other products by [Schwinn](#)

★★★★★  (380 customer reviews) | [More about this product](#)

List Price: ~~\$799.00~~

Price: **\$599.00** & this item ships for **FREE with Super Saver Shipping**. [Details](#)

You Save: \$200.00 (25%)

**In Stock.**

Ships from and sold by **Amazon.com**.

**Ships Separately in Original Packaging:** If sending as a gift, note that contents cannot be concealed.

**1 used** from \$439.00

[See larger image and other views](#)



[See all product images](#)

[Share your own customer images](#)

**Six  
Month  
Financing**

**No Interest and No Payments If Paid in Full in 6 Months ...**

When you purchase this item or other [qualifying Sports & Outdoors products](#) using the [Amazon.com Store Card](#). Applies only to products sold by Amazon.com. Does not apply to products sold on our site by third-party sellers. 1-Click and phone orders do not apply. [Additional restrictions apply.](#)



[See larger image](#)



[Share your own customer images](#)

### Barbarian Match Rugby Ball

Other products by [Gilbert](#)

No customer reviews yet. [Be the first.](#) | [More about this product](#)

Price: **\$54.44**

**To Buy, Add to Shopping Cart**

Size: 5



[See merchant's sizing charts](#)

**In Stock.**

See [pricing and availability chart](#) for details.

Ships from and sold by

Bad:



"YOUR PHOTO Rugby Ball Regulation Size. Great for game balls, gifts, coaches, players, fans, awards, contests, graduations, seniors, leagues, high school, college, varsity, holidays, parents, trophies, clubs. Print pictures, individuals, teams, logos."

-Too long  
-Doesn't summarize product

Other products by [Diams](#)  
★★★★★ (1 customer review) [View all products](#) [Add to cart](#) [Buy this product](#)

Price: **\$35.00**

**In stock.**

Processing takes an additional 2 to 3 days for orders from this seller. Ships from and sold by [Photo Balls To Go](#). Gift-wrap available.



[See all product images](#)  
[Share your own customer images](#)



-Only capitalize the first letter of each word

### GILBERT ALPHA QUEST SHOULDER PROTECTOR

Other products by [Gilbert](#)  
No customer reviews yet. [Be the first.](#) | [More about this product](#)

Price: **\$40.00**

#### Select Color and Size

Color:

[NAVY CAMO](#) [NAVY SILVER](#)

Size:

[2X-LARGE](#) [YOUTH LARGE](#) [Small](#) [Medium](#) [X-Large](#) [Large](#)

[See merchant's sizing charts](#)

[See larger image and other views](#)



[Share your own customer images](#)

Select Color and Size to view availability (or, see the complete [pricing and availability chart](#).)

## Brand & Manufacturer

Brand information allows the Amazon.com 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. **Brand is a required field.**

Brand	Manufacturer
<ul style="list-style-type: none"> <li>• A unique and identifiable symbol, association, name or trademark which serves to differentiate competing products or services</li> <li>• A name used to distinguish one product from its competitors; can apply to a single product, an entire product line, or even a company</li> <li>• A name or symbol used to identify a seller's goods or services, and to differentiate them from those of competitors</li> </ul>	<ul style="list-style-type: none"> <li>• A business engaged in manufacturing a product</li> <li>• Someone who manufactures something</li> </ul>
<p><b>Example: O'Neill</b></p>	<p><b>Example: La Jolla Group</b></p>

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

## Key Product Features

The Key Product Features bullets on the detail page give the customer more details about your product and can influence the customer purchase decision.

- Highlight the five key features you want customers to consider, such as dimensions, age appropriateness, ideal conditions for the product, skill level, contents, country of origin, and so on
- Maintain a consistent order. If your first bullet point is country of origin, keep that same order for all your products
- Reiterate important information from the title and description
- Begin each bullet point with a capital letter
- Write with sentence fragments and do not include ending punctuation
- Do not include promotional and pricing information
- Do not include shipping or company information. Amazon policy prohibits including seller, company, or shipping information in product detail pages.
- Feature bullets help customers evaluate a product, so any non-product-specific information can distract from a customer's purchase decision

Content	Example: Feature Bullets
Features	5 point harness, safety features
Materials	100% organic cotton
Place of Origin	Made in USA
Warranty Information	1-year warranty with proof of purchase
Dimensions and Weight	30 by 20 inches, 12.5 lbs
Care instructions	Dry clean only
Other	Assembly required, appropriate for 6 month and older, Awards won, etc.

Customers use this section of the detail page to get a snapshot of the product. They may finalize a purchase decision based on this information alone, or it may interest them enough to then read the full product description.

**Note:** Tips to improve readability

- Write all numbers as numerals
- In bullets with multiple phrases; separate phrases with semicolons
- Spell out measurements such as quart, inch, feet, and so on

**Do Not:**

- Use hyphens, symbols, periods, or exclamation points
- Write vague statements; be as specific as possible with product features and attributes
- Enter company-specific information; this section is for product features only

## Examples:

Good:

### Product Features

- High quality Gilbert match ball in royal blue and green
- Patented Truflight(TM) bladder and valve inseam design for ultimate balance and truer, longer flight
- High grade all weather rubber surface
- Size 5, four panel ball of core spun polyester and cotton laminate
- 1-year manufacturer's warranty

### Product Features

- 21-speed mountain bike features a full-suspension, strong aluminum frame
- Floating beam suspension design is mated to a Zoom suspension fork with elastomer/spring technology
- Microshift push shifters and Shimano TZ-30GS derailleur
- Strong aluminum wheelset featuring V-shape rim profile and high-flange alloy hubs
- Front and rear Promax disk brakes work great, even in adverse conditions

Bad:

### Product Features

- - orange
- for your bed\*\*
- anyone will love this product!
- 5 X 8
- comes in bag!

## Product Descriptions

When you describe your product, you might want to include some key features listed in your Feature bullets. 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, or ask? 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 2000 characters.

Do	Do Not
<ul style="list-style-type: none"> <li>Describe the major product features and list product information including size, used-for and style</li> <li>Keep it short, but include critical information.</li> <li>Include accurate dimensions, care instructions and warranty information</li> <li>Use correct grammar and complete sentences</li> </ul>	<ul style="list-style-type: none"> <li>Do not include your seller name, e-mail address, website URL, or any company-specific information</li> <li>Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are buying</li> <li>Do not include promotional language such as "sale" or "free ship" (use the Manage Promotions tool instead)</li> </ul>

Good:

### Product Description

#### Product Description

The GMC Topkick 21-Speed Mountain Bike features a full-suspension, strong aluminum frame that utilizes a floating beam suspension design that is mated to a Zoom suspension fork with elastomer/spring technology. The Topkick's drivetrain starts with Microshift push shifters. These shifters control Shimano's tried and true TZ-30GS derailleur. The drivetrain finishes up with a strong aluminum wheelset featuring V-shape rim profile and high-flange alloy hubs. Stopping is handled by Promax disk brakes on the front and rear. These brakes are vastly superior to rim brakes, especially under adverse road conditions. True to it's GMC roots, this bicycle is rugged, good looking, and built for the long haul.

Bad:

### Product Description

#### Product Description

THIS IS A GREAT BIKE THAT FOLDS INTO A SUITCASE! GOOD FOR KIDS, YOU, ME, IT'S JUST A GREAT BIKE! BUY WITH CONFIDENCE! HTTP://AWESOMEPRODSFORYOUANDME.COM OR CALL US AT 800-333-35686 PLEASE EAMIL WITH QUSETIONS, YOU CAN REACH US AT THESEAWESOMEPRODUCTS@HOTMAIL.COM!!!! YOU WILL LOVE THIS PURCHASE!

- Only capitalize the first letter of each word
- Do not include seller specific information
- Website URLs or other seller contact details are not permitted

## Images

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 product listings. 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.

<p><b>Required</b></p>	<ul style="list-style-type: none"> <li>• <b>Product images must have a white background with a clear image of just the product</b></li> <li>• Product images should be at least 300-dpi 1,000-dpi images are preferred</li> <li>• Product images should be in color, not black &amp; white</li> <li>• Show the entire product. The product should occupy at least 80 percent of the image area.</li> <li>• Include only what the customer will receive; accessories that are not part of the product should not be shown</li> </ul>
<p><b>Prohibited</b></p>	<ul style="list-style-type: none"> <li>• Borders, watermarks, text, or other decorations</li> <li>• Sketches / drawings of the product – real images only</li> <li>• Colored backgrounds or lifestyle pictures</li> <li>• Other products, items or accessories that are not part of the product listing</li> <li>• Image place holders (i.e. –temporary images or –no image available )</li> <li>• Images containing graphs of product ratings</li> <li>• Pictures with multiple colors of your product; only the product color you are offering should be displayed in the image</li> <li>• Promotional text such as "sale" or "free ship" (use the Manage Promotions tool)</li> </ul>

**Note:** Zoom Functionality

When you submit an image of at least 1,000 dpi, customers can zoom in on your product image on the detail page. This provides a detailed look at your product and may reduce returns and negative feedback.

**Examples of good images**



### Examples of bad images



**Note:** Be sure to provide the correct image for each child product when using variation relationships (discussed below). If the product varies by color, provide the image of the product (in the designated color) for each child product as the Main Image.

### Additional Requirements for Sports Apparel Images:

1. Products must be recognizable in image and photographed at an angle contributing towards a buying decision.
2. Images uploaded must be 1000px on the longest size.
3. All color variations must include a –main image representative of that specific color. (swatches are not acceptable)
4. Image parity is required between the seller’s website and Amazon.com.
5. Individual products represented by multiple images (alternative, swatch), must adhere to the same image quality/size guidelines.



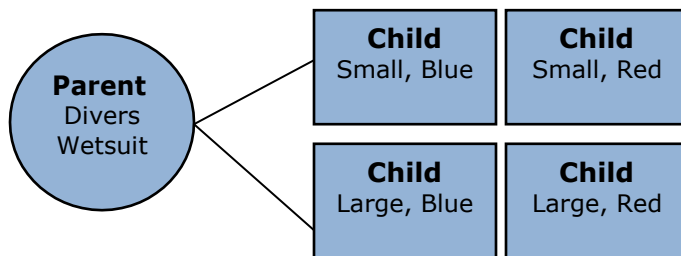
## Variation Relationships

Variations allow customers to choose the desired color, size, or hand orientation of the product from a single detail page, which you create using parent-child product relationships. Variations provide a cleaner customer buying experience. When setting up a product with variations, please consult the list of recommended variation themes by product type.

### Note:

If your products currently match with Amazon offers on the detail page, please do not use Variation Relationships because your products will automatically match to an identical product offer.

The parent products are the initial display on the detail page. The child products are the products that are related to each parent and display when the variation is selected by the buyer. The relationship of parent to child is the variation theme. In the example below, the product varies by both color and size, so the variation theme is ColorSize.



There are three Components to a Parent/Child relationship:

- **Parent product:** Non-buyable products displayed in search results are parent products, such as sheets.
- **Child products:** Buyable products related to parent product by size and/or color, such as -7 wide! or -blue shoel.
- **Variation theme:** Defines how the child products differ from each other, such as ColorSize.

**In this example, the Child products must have both the Color and Size attributes filled out correctly. These are the required "Variation Attributes" in this example.**

### When to use Variation Relationships

Variations should be used in Sporting Goods to minimize the number of similar items listed individually. Sellers can improve the customer experience by using variations.

To help you determine which variation theme to use, we have included a Variation Relationship guide that lists acceptable variation themes by Item Type. Please consult this guide to ensure you are using an acceptable variation theme for your products.

When creating variations, you must provide information in these required fields:

- SKU
- Parentage (identify for that SKU, either "parent" or "child")
- Parent SKU (for child SKUs only, enter the parent SKU for that child)
- Relationship Type (enter "variation" if the product is part of a variation set)
- Color – if appropriate
- Size – if appropriate
- Flavor – if appropriate
- Variation Theme (Size, Flavor, Flavor-Size, Color)

**Note:**

If you enter the Relationship Type and fail to enter the color or size, you might receive an error when uploading your data or your product might not display properly on the website. Make sure you have entered all required variation fields for your products. If you fail to enter any of the required fields, your products could be suppressed from display on the Amazon.com. If you have questions, please contact Technical Support.

<p><b>Required</b></p>	<ul style="list-style-type: none"> <li>Fully describe each child product, so all will be included in browse and search results</li> <li>Add the size and color to the child product title</li> <li>Use SKUs to build relationships using fields for SKU and ParentSKU</li> <li>List the Child offers under the Parent SKU in the flat-file or XML</li> </ul>
<p><b>Prohibited</b></p>	<ul style="list-style-type: none"> <li>Do not include price and quantity values for parent products</li> <li>The parent title should not include size or color</li> <li>Only use the variation theme recommended for the type of item you are listing</li> <li>Do not link any products that are not a variation of size, flavor or color to the parent product</li> </ul>

**How to set up Variations for a product**

To properly set up your variation theme and product relationships, please see —Creating Variations with a Flat File in Seller Central: <https://sellercentral.amazon.com/gp/help/200215860>

Example detail page for Team Sports, Size & Color Variation:

Example detail page for Cycling & Wheel Sports, Color Variation:



### Planet Bike Men's A.R.S. Anatomic Relief Bicycle Saddle

Other products by [Planet Bike](#)

★★★★★  (29 customer reviews) | [More about this product](#)

List Price: ~~\$29.99~~

Price: **\$24.99** & eligible for free shipping with **Amazon Prime**

You Save: \$5.00 (17%)

To Buy, Add to Shopping Cart

Color: Silver/Black



## Browse & Search

Customers come to Amazon.com to shop for products. They can find your products 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.

### Classification- Browse

Thousands of merchants sell millions of products on Amazon.com. 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 your dynamic climbing ropes should be classified as dynamic-climbing-rope and not just climbing ropes or climbing products.

See the latest Item Type Glossary in the Help section of Seller Central. The Item Type Glossary is a sports specific document that provides valid values for setting up your products. These values take advantage of the browse structure for categories on Amazon.com.

#### The attributes below are used for browse classification.

Attribute	Definition	Examples
<b>**ItemTypeKeyword</b>	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 Item Type Glossary, such as official-lacrosse-balls, lacrosse-stick-bags, or training-lacrosse-goals.
<b>Other Required Attributes</b>	Depending upon the Item Type, additional attributes may be required to create the best search and browse experience for customers. These attributes are listed in the Item Type Glossary.	Hand-orientation for baseball gloves or Flex for a golf club.
<b>Team Name, League Name, Player Name</b>	Use these attributes to identify your product for inclusion in the Fan Shop. Be as specific as possible.	Fill in the LeagueName attribute (e.g., NBA), the TeamName attribute (e.g., Phoenix Suns) and the PlayerName attribute (e.g., Steve Nash).
<b>TargetAudience</b>	Specifies the target audience of the item. This is used in browse refinements on the search pages.	Select a target audience value from the valid values document, such as unisex, men, women, youth girl or youth boy.

\*\* ItemType is required and is the most important attribute for getting customers to your product and in the most granular browse node.

#### Note:

- The Item Type must have the same exact spelling and formatting as listed in the Glossary.
- Make sure all of your products have keywords for the most specific subcategory possible.

## Search

Amazon automatically indexes the search terms that are derived from the standard-product-id (e.g. UPC/EAN), product-title, brand, manufacturer, and manufacturer-part-number, so you don't have to. This allows you to add even more keywords to your products. There are five separate entries for the keyword field and each can contain up to 50 characters—comma separated.

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 uses when customers search the site
- The individual words of the title, seller, and brand are automatically included as search terms and you do not need to add them as keywords
- Any combination of title words and search terms are fully searchable

### Examples

#### Text-file feed

AJ	AK	AL	AM	AN
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

### UPC and IPQ for multi-packs

For most products listed on Amazon, a multi-pack listing is only allowed for a manufacturer-created pack with its own unique UPC. You must enter an Item Package Quantity (IPQ) for these products.

**Examples**

There are different UPCs for a single unit and a pack with multiples of that unit. If you create a multi-pack that is not sold by the manufacturer, verify if an ASIN for the multi-pack already exists. If it does exist, match to it accordingly. If the ASIN for the multi-pack doesn't already exist, you must create a new ASIN using its own unique UPC. The examples below illustrate the importance of UPC and IPQ for multi-packs. Non-manufacturer-created multi-pack ASINs cannot be listed as variations of a manufacturer-created multi-pack ASIN. You must either match to an identical multi-pack product detail page or create a new ASIN with a unique UPC.

Title (manufacturer-created pack)	UPC	IPQ	Price
<b>Same product detail page</b>			
Product X (Pack of 2)	000123456789	2	\$38
Product X	000123456788	1	\$19
<b>Title (non-manufacturer-created pack)</b>			
<b>New product detail page</b>			
Product X (Pack of 6)	000123456790	6	\$114

Title (manufacturer-created pack)	UPC	IPQ	Price
<b>Same product detail page</b>			
Brand Y Beverage, 12 Pack	000123456789	12	\$35
Brand Y Beverage, 1 bottle	000123456788	1	\$4
<b>Title (non-manufacturer-created pack)</b>			
<b>New product detail page</b>			
Brand Y Beverage, 48 Pack	000123456790	48	\$13



Title (manufacturer-created pack)	UPC	IPQ	Price
<b>Same product detail page</b>			
Brand Y Dinner Plates, Set of Four	000123456789	4	\$20
Brand Y Dinner Plate	000123456788	1	\$6
<b>Title (non-manufacturer-created pack)</b>			
<b>New product detail page</b>			
Brand Y Dinner Plate, Set of 16	000123456790	16	\$68