Content and Style Guidelines for Watches

Watches

With thousands of styles of men's watches, women's watches and kids' watches, you're sure to find what you're looking for in Amazon.co.uk's Watches store. Find low prices and great savings on big names such as Citizen, Casio, Timex, Accurist, Invicta, and Rotary; designer watches from Emporio Armani, Police, DKNY, D&G, and Diesel; a sports watch from Adidas, Umbro or Breo.

NEW WATCHES
FOR AUTUMN/WINTER

Shop Men
Shop Women
Shop All

POLICE WATCHES
› Shop now

DIESEL WATCHES
› Shop now

HUGE STOCK CLEARANCE IN WATCHES UP TO 75% OFF › Shop now

MEN

WOMEN

KIDS

LUXURY

SPORTS

DIGITAL

ANALOGUE

CHRONOGRAPH

POCKET AND FOBS

ACCESSORIES

Sports Watch Store

We are proud to offer the latest sports watches from Casio, Timex, Adidas, Garmin and others. These watches are built for the active lifestyle and are packed with features ranging from pulse monitors to GPS technology.

TIME OF YOUR LIFE
OUTDOOR WATCHES
› Shop now

BREO
› Shop now

SPEEDO
› Shop now

RUNNING

OUTDOORS

DIVING

SURFING

SWIMMING

DIGITAL

COMPASS & GPS

PULSE MONITOR

TIDE

CHRONOGRAPH

Shop by Brand

adidas

asics

Baby-G

breo

CASIO

Content and Style Guidelines for Watches

The information that you upload to Amazon is displayed on the product detail page and plays a critical role in enticing customers to purchase your products.

Since Amazon customers are not able to physically pick up or view products when shopping for an item, our goal is to enable the customer to make an informed buying decision by providing as much information as possible on the product detail page. A good detail page is a proven way of driving online product sales.

The content captured on a product detail page is also critical in optimising the page for search engines. The more content you have on a page, the more likely it is to achieve a high ranking in the major search engines and enable more customers to find this particular detail page.

In this guide we will cover the main elements that you need to take into consideration in order to succeed in the Amazon.co.uk marketplace.

Contents

Product Titles on Amazon.co.uk

Product titles are vital in helping customers to find your products when they search online or visit Amazon.co.uk. Titles also give important information to browsing customers, increasing the chances that they will click on and purchase one of your items.

To make your product titles as effective as possible, they should be structured as follows:

[Brand] + [Model Name] + [Model Number] + [TargetAudience] + [MovementType] + [Style_name] + "watch"

For example:

Fossil CH2565 Men's Quartz Cuff Watch

Citizen Eco-Drive Calibre 8700 BL8000-54L Men's Quartz Bracelet Watch

When configuring parent/child variations, make sure you include the variation specific to each child as well - for example: White strap/ Medium.

Use proper capitalisation in the title, description, and bullet points (that is, do not use all capital or all lower-case letters).

Make sure the title does not contain more than 60 characters. The detail page for each item allows you to list the full features of a product in a much more attractive and effective way than by including them in the product title.

Note:

Do not provide pricing, shipping cost or company information in product titles that you submit to Amazon.co.uk. Abuse of the product title field may affect your ability to participate in this selling platform.

Product Detail Page

The detail page shows information about the product, including images, product specifications, and prices from all participating sellers. It also shows customer-generated content that can help to inform the purchasing decision, such as customer reviews and other post-purchase feedback.

Casio F-91W-1YER Men's Resin Digital Watch
by Casio
★★★★☆ (133 customer reviews) | 👍 Like (51)

RRP: £15.00
Price: £7.90 & this item **Delivered FREE in the UK** with Super Saver Delivery. See details and conditions
You Save: £7.10 (47%)

In stock.
Dispatched from and sold by Amazon.co.uk. Gift-wrap available.

Want guaranteed delivery by Saturday, September 17? Order it in the next 2 hours and 37 minutes, and choose Express delivery at checkout. See Details

31 new from £7.90

SPORTS WATCH STORE — Our dedicated sports watch store. Watches for Diving, Running and more, with features ranging from pulse monitors to GPS technology.
‣ See more product promotions

Quantity: 1
Add to Basket
or
Sign in to turn on 1-Click ordering.
or
Add to Basket with FREE One-Day Delivery
Amazon Prime free trial required. Sign up when you check out. Learn more
Add to Wish List

More Buying Choices
K.K. Electronics — Add to Basket
£7.90 + FREE SHIPPING
SuStuu — Add to Basket
£7.90 + FREE SHIPPING
31 new from £7.90
Have one to sell? Sell yours here

View and share related images

notes

Share ✉ f 🐦

Special Offers and Product Promotions

- Check out our Watches store for timeless classics to latest fashions.
- Save on a huge selection of men's, women's and kids' watches and accessories in our Watch Deals store.
- For one week only find great savings on a wide selection of watches in our Jewellery and Watches Deals of the Week.
- Find a helping hand to make watch shopping easier with our Watch Buyers Guide and Watch Glossary.

Product Specifications

Watch Information

Brand:	Casio
Model Number:	F-91W-1XY
Part number:	F-91W-1XY
Item Shape:	Square
Crystal material:	Acrylic
Display Type:	Digital
Clasp:	Buckle
Case Material:	Resin
Case Diameter:	37.00
Case Thickness:	8.50 millimetres
Band Material:	Resin
Band Length:	Mens
Band Width:	15 millimetres
Band color:	Black
Dial Colour:	Grey
Bezel Material:	Resin
Calendar:	Day - Date
Special features:	Alarm, Stop Watch, Back Light
Item weight:	90 grams
Movement:	Quartz
Water Resistant Depth:	30 metres
Warranty type:	Manufacturer
Warranty Description:	2 Years Manufacturers Warranty

What Other Items Do Customers Buy After Viewing This Item?

Casio W-59-1VQES Alarm/Chronograph Watch by Casio
★★★★☆ (96)
£8.54

Casio MQ-24-7BLL Mens Analogue Resin Strap watch by Casio
★★★★☆ (267)
£5.80

Casio W-86-1VQES Men's Digital Resin Strap Watch by Casio
★★★★☆ (44)
£11.47

Casio F-91WC-4A2EF Digital Watch with Orange Resin Strap by Casio
★★★★☆ (22)
£19.89

‣ Explore similar items

Product details

Item Weight: 91 g
Boxed-product Weight: 699 g
Delivery Destinations: Visit the Delivery Destinations Help page to see where this item can be delivered.
Find out more about our Delivery Rates and Returns Policy
Item model number: F-91W-1XY
ASIN: B000J34HN4
Date first available at Amazon.co.uk: 27 Sep 2006
Average Customer Review: ★★★★☆ (133 customer reviews)
Amazon Bestsellers Rank: 2 in Watches (See Top 100 in Watches)
#2 in Watches > Wristwatches

Click here for information about recycling electrical and electronic products

Would you like to update product info, give feedback on images, or tell us about a lower price?

Customers Viewing This Page May Be Interested in These Sponsored Links (What is this?)

- Buy Casio F-91W-1YER — Free Silver Earrings + UK P&P, Get 5% Off. Use Code CAO05 at Checkout www.nigelohara.com/Casio_Watches

Product Description

Box Contents
- CASIO F-91W-1XY WATCH
- INSTRUCTION MANUAL
- 2 YEAR GUARANTEE

Product Description
Target Audience : Gent - Style : Sport - Item Shape : Rectangular - Colors : Black - Materials : Resin - Dimensions : 38,2 x 3,2 - Movement Type : Quartz - Glass : Mineral - epaisseur : 8.5 - - Spécifications : Chronograph, Lighting

Product Specifications, Browse Refinements, and Attributes

The product specification is shown to customers in the grey table on the detail page. This section is automatically filled with attributes from the inventory file that you upload; to ensure that the customer has enough information 'above the fold' to make a purchasing decision, as many as possible of the fields in the inventory file should be completed.

Browse Refinements

Providing product specifications allows customers to refine their search for your products. Customers use 'refinements', i.e. selectable options in the navigation panel on the left side of the page, to find products with the characteristics they are looking for. Products that are missing product-specification information are harder for your customers to find. Our research has shown that customers actively use browse refinements when looking for products on the website, so your failure to provide that information may mean missing a selling opportunity.

Here is an example of a set of refinements for products in the Watches store:

Display
Analog (386)
Digital (5)
Analog - Digital (10)

Movement
Automatic Self-Wind (21)
Quartz (474)

Watch Feature
Alarm (45)
Altimeter (1)
Calendar (125)
Chronograph (106)
Slide Rule (12)
Solar (4)
Water Resistant (424)

Shipping Option (What's this?)
Free Super Saver Shipping

Watch Band Material
Fabric (10)
Leather (86)
Metal (360)
Plastic (24)
Rubber (33)

Watch Band Color
Black   Grey
Blue   Orange
Brown   Pink
Gold   Silver
Green   White

Watch Band Width
Under 10mm (58)
10mm to 19mm (258)
20mm to 29mm (272)
30mm to 39mm (1)

Dial Color
Beige   Mother of Pearl
Black
Blue   Orange
Brown   Pink
Gold   Red

Citizen Men's BL5250-02L Eco-Drive Perpetual Calendar Chronograph Watch
$400.00 $240.00
8 new from $240.00
(96)
Eligible for FREE Super Saver Shipping.
› Show only Citizen items
($220.56, PRZ)

Citizen Men's BJ7000-52E Eco-Drive Nighthawk Stainless Steel Watch
$395.00 $237.00
9 new from $237.00
(102)
Eligible for FREE Super Saver Shipping.
› Show only Citizen items
($22.09, PRZ)

Citizen Men's AT0200-05E Eco-Drive Chronograph Canvas Watch
$225.00 $135.00
7 new from $135.00
(204)
Eligible for FREE Super Saver Shipping.
› Show only Citizen items
($30.78, PRZ)

Citizen Men's JY0010-50E Eco-Drive Skyhawk A-T Titanium Watch
$850.00 $637.50
12 new from $637.50
(35)
and eligible for FREE One-Day Shipping. See Details
› Show only Citizen items
($21.37, PRZ)

Citizen Men's JY0005-50E Eco-Drive Skyhawk A-T Watch
$699.00 $524.25
13 new from $524.25
(22)
and eligible for FREE One-Day Shipping. See Details
› Show only Citizen items
($196.05, PRZ)

Citizen Men's BM8180-03E Eco-Drive Canvas Strap Watch
$145.00 $87.00
5 new from $87.00
(344)
Eligible for FREE Super Saver Shipping.
› Show only Citizen items
($103.51, PRZ)

Citizen Men's AN3160-50E Chronograph Stainless Steel Watch
$195.00 $117.00
5 new from $117.00
(14)
Eligible for FREE Super Saver Shipping.
› Show only Citizen items
($196.89, PRZ)

Citizen Men's BM8240-03E Eco-Drive Black Leather Watch
$160.00 $96.00
4 new from $96.00
(55)
Eligible for FREE Super Saver Shipping.
› Show only Citizen items
($29.36, PRZ)

Refinements are driven by customer behaviour, feedback, and our knowledge of the category, and consequently their position on the page changes as different attributes come to be defined as refinements; it is therefore very important that you fill in as many attributes as possible in your inventory file when you create a listing. To find out which attributes are currently used as refinements, consult the browse tree guide[1] for Watches in Seller Central.

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[1] Reference: Manage Inventory: Reference: **Browse Tree Guides (BTG)**

Watches Attributes

Not all watches are the same, so customers need help to find what they are looking for. The template includes a number of attributes that you should fill in to maximise your chances of selling on Amazon.

Existing Attributes

The watch-specific attributes below are already available:

- TargetAudience
- DisplayType
- BandMaterial
- MovementType
- BandColor
- ItemShape
- SpecialFeatures

- BandLength
- BandWidth
- CaseMaterial
- DialColor
- Crystal
- BezelMaterial
- BezelFunction

- WaterResistantDepth
- WarrantyType
- ClaspType
- CalendarType
- MaxWaterPressure
- MetalStamp

All of these attributes are associated with a set of valid values to make the process of filling in the file easier; you will find the list of valid values at the end of this Guide.

New Attributes

Our customers helped us to learn that we needed additional watch-specific attributes:

Style_name

This attribute defines the overall characteristics of how the watch looks and feels around the wrist. We have defined four options for this attribute:

- **STRAP:** A strap watch is the most common type of watch. The strap is made of a pliable material (leather, resin, cotton, silicone, rubber) and is usually attached by a pin to the watch case at the top and bottom. Strap watches are fastened together by a clasp.

- **CUFF:** A cuff watch consists of a single material strap (usually leather or cotton). The watch case is attached on top of the strap, so the strap is between the wearer's wrist and the back of the case.

- **BANGLE:** A bangle watch doesn't have a clasp. The watch is held in place around the wrist by the shape and tension of the bangle.

- **BRACELET:** A bracelet watch has a rigid structure with a flexible metal band consisting of assembled links, usually in the same style as the watch case. Detachable links are used to change the length of the bracelet. Bracelets can be made of stainless steel, sterling silver, gold, titanium, or a combination of these.

Lifestyle

This attribute allows our customers to shop by occasion. The following options are available:

- Dress
- Casual
- Fashion
- Sports

Note that the options are not mutually exclusive.

Specific_uses_for_product

The Sports Watches store provides options that allow customers to refine their search based on a particular sport. You can choose up to three of the following options:

- Climbing
- Diving
- Football
- Fishing
- Fitness

- Golf
- Hiking
- MotorSports
- Running
- Sailing

- Skateboarding
- Surfing
- Swimming
- Tennis
- Other Sports

Country of Origin

This attribute is only required if the watch is Swiss-made. This is an important decision factor for customers and we therefore encourage you to fill in this field with the value *ch*.

Gem Type

The following options help customers to find watches with precious stones set in them:

- Amethyst
- Aquamarine
- Diamond
- Emerald
- Garnet

- Opal
- Pearl
- Peridot
- Ruby
- Sapphire

- Tanzanite
- Topaz
- Other Gemstone

Mandatory Attributes

Because of the importance of comprehensive product information and refinements in our customers' purchasing process and site experience, we define a number of attributes as mandatory for creating a new listing. The ASIN creation process will return an error if these attributes are not filled in.

From April 2012, the list of mandatory attributes will include (in addition to Amazon general mandatory attributes):

- TargetAudience
- DisplayType
- BandMaterial
- MovementType
- BandColor
- ItemShape
- BandLength

- BandWidth
- CaseMaterial
- DialColor
- Crystal
- BezelMaterial
- WaterResistantDepth
- WarrantyType

- ClaspType
- Lifestyle
- Style_name
- Specific_uses_for_product (Only for those that select sports as Lyfestyle)

Product Description

The product description is an opportunity to drill down into the details of a given item. An accurate and consistent description of an item enables a customer to gain insight into a product and improves the overall shopping experience. Use the product description to describe the product clearly and differentiate it from similar products.

To optimise your description, you can include key search terms in the first and last sentences provided that the search terms amount to approximately 5% of the total number of words in the description. Please refrain from providing only key terms, as this will reduce your ranking in free searches.

For example:

Casio G-shock Radio Controlled Digital Watch - GW-002E-1VER: G-Shock embodies toughness of design for the full force of active living. The floating module design stands up to the toughest of treatment, withstanding most knocks and shocks. This heritage of design ruggedness has been enhanced to include some of the best of Casio's technology via solar power and radio-controlled timekeeping in the GW-002E G-Shock watch. The integrated receiver picks up time calibration signals from transmitters in the UK and most of mainland Europe to give you the most accurate timekeeping possible. If this isn't enough this watch will automatically update itself for the start and end of British Summertime. Other features for the Casio G-shock watch include world time display for 30 cities around the world, 1/100th second stopwatch, countdown timer, 5 daily alarms, and 200m water resistance.

Search Refinement Functionality

Recommended Browse Node (Using the Browse Tree Guide)

You must enter the correct browse nodes in order for the search refinements to work on our website:

- Identify the most appropriate breadcrumb trail (Categories/ Watches/Wristwatches).
- Assign the associated browse node ID to the item in your inventory upload file (199482031).

Please be as precise as possible.

Note:

If you do not provide at least one value in the Recommended Browse Node field, customers will not be able to find your items on Amazon.co.uk.

We have provided a second Recommended Browse Node field in case an additional node is relevant for your product. Please use this additional field only in cases where it is absolutely necessary. Abuse of this field may affect your ability to participate in this selling platform.

Search Terms

You can increase the chances of customers finding your product on our website by providing relevant one- or two-word terms. Do not include terms already found in the product title, brand, or manufacturer name, as they are automatically used in search refinement.

Note:

Abuse of this field, such as using other brands and products as search terms, may affect your ability to participate in this selling platform.

Product Images

Your images must meet the following requirements in order to be posted on Amazon.co.uk:

- Images must be professionally photographed with no obvious reflections. The product shown in your image must be recognisable, photographed at an angle that assists in a buying decision, in focus, and well lit.
- Images must be a minimum length/width of 500 pixels on the longest side. However, we encourage the use of images with a resolution of 1000 pixels to allow the zoom function to be enabled.
- The product should occupy 80% to 90% of the image area, and the background must be 100% white.
- The product image must be free of text or watermarks.
- If you are providing an item that varies by colour, you must provide a unique image for each colour variation in your inventory feed file.
- JPG images must be in RGB format (images in CMYK format will be rejected by the processing system).

Note:

We strongly encourage you to submit alternate images of your products, such as close-ups or lifestyle shots. Alternate images must also follow the above requirements, but they do not require a white background.

You can use up to five images per product to show different views or features in order to enhance the customer experience. Secondary images should be labelled with the ASIN followed by .PT01, PT02, .PT03, PT04 for images 2-5 (for example: B0000000.jpg, B000000.PT01.jpg, B000000.PT02.jpg).

For example:

Main image

Additional images

Appendix 1: Valid Values for Watch-specific Attributes

Style_name

Bangle	Cuff
Bracelet	Strap

Lifestyle

Casual	Fashion	Sports
Dress	Luxury	

Gemtype

Amethyst	Opal	Tanzanite
Aquamarine	Pearl	Topaz
Diamond	Peridot	Other Gemstone
Emerald	Ruby	
Garnet	Sapphire	

Specific_uses_for_product

Climbing	Golf	Skateboarding
Diving	Hiking	Surfing
Football	MotorSports	Swimming
Fishing	Running	Tennis
Fitness	Sailing	Other Sports

Country_of_origin

ch

TargetAudience

Women's	Men's	Unisex
Children's	Girl's	Boy's

DisplayType

Analogue	Analogue - Digital	Binary
Chronograph	Digital	Time Teacher

BandMaterial

Base Metal Gold Plated	Gold and Platinum	Plated
Brass	Gold Tone	Platinum
Ceramic	Gold Tone Stainless Steel	Polyurethane
Cloth	Leather	PU
Copper	Metal	PU Wrap
Fabric	Nylon	PVD
Faux Leather	Other Material	Resin
Fine Silver	Plastic	Rose Gold

Rubber

Silicone

Silver and Gold

Silver Tone

Stainless Steel

Stainless Steel Gold Plated

Steel and 18ct Gold

Steel and 9ct Gold

Steel Two Tone

Sterling Silver

Suede

Synthetic

Titanium

Titanium Plated Stainless Steel

Titanium Two Tone

Tungsten

TwoTone Stainless Steel

Vermeil

White Gold

Yellow and White Gold

Yellow Gold

MovementType

Analogue Quartz

Automatic

Automatic Self-wind

Chronograph

Complication

Digital Quartz

Hybrid Quartz Automatic

Japanese Quartz

Mechanical Hand-wind

Quartz

Solar

Swiss Quartz

WaterResistantDepth

10

30

50

100

150

200

SpecialFeatures

Alarm

Altimeter

Barometer

Back Light

Bike Computer

Calculator

Compass & GPS

Countdown

Lap Timer

Multi Face

Multi Time Zone

Night Light

Outdoor Computer

Pulse Monitor

Radio Controlled

Slide Rule

Solar Powered

Stop Watch

Thermometer

Tide

CalendarType

Date

Date and Moon Phases

Date and Month

Day

Day and Date

Day, Date and Month

Day, Date, Month and Year

Day, Date, Month, Year and Moon Phase

Day, Date and Moon Phase

Month

Perpetual Calendar

BandColor

Beige

Black

Brown

Blue

Gold

Green

Grey

Mother Of Pearl

Multicolour

Orange

Pink

Purple

Red

Silver

Stainless Steel

White

Yellow

ItemShape

Oval	Square	Tonneau
Rectangular	Round	

BandLength

Children's	Children's Short	Women's Standard
Men's Standard	Men's Long	Women's Extra-Long
Children's Long	Men's Short	Women's Long
Men's Extra-long	Unisex	Women's Short

ClaspType

Box with Tongue and Safety Clasp	Fold-over Clasp	Leather Deployment Buckle with Safety
Buckle	Fold-over Clasp with Safety	Push Button Clasp
Double Locking Fold-over Clasp	Hook Buckle	Single-locking Fold-over Clasp
Deployment Buckle	Invisible Double-locking Clasp	Toggle Clasp
Fancy Clasp	Leather Deployment Buckle	

CaseMaterial

Brass	Resin	Titanium
Copper	Rose Gold	Titanium Two Tone
Brass Plated Stainless Steel	Rubber	Vermeil
Silver	Silver and Gold	Yellow and White Gold
Ceramic	Silver Tone	9ct Yellow Gold
Gold and Platinum	Stainless Steel	18ct Yellow Gold
Gold Tone	Steel and 9ct Gold	9ct White Gold
Metal	Steel and 18ct Gold	18ct White Gold
Plastic	Steel Two Tone	Other Material
Platinum	Sterling Silver	

DialColor

Beige	Grey	Red
Black	Mother Of Pearl	Silver
Blue	Multicolour	Stainless Steel
Brown	Orange	White
Gold	Pink	Yellow
Green	Purple	

BezelMaterial

Brass	Gold and Platinum	Copper
Fine Silver	Ceramic	Gold Tone

Metal	Silver Tone	Vermeil
Plastic	Stainless Steel	Yellow and White Gold
Platinum	Steel and 9ct Gold	Other Material
Resin	Steel and 18ct Gold	9ct Yellow Gold
Rose Gold	Steel Two Tone	18ct Yellow Gold
Rubber	Sterling Silver	9ct White Gold
Sapphire	Titanium	18ct White Gold
Silver and Gold	Titanium Two Tone	

BezelFunction

24-Hour Time Display	Bi-directional	Uni-directional
Diving	Calendar	
Slide-rule	Tachometer	

Crystal

Acrylic	Hardlex	Synthetic Sapphire
Anti-Reflective Sapphire	Mineral	
Glass	Plastic	

WarrantyType

Manufacturer and Seller combination

Distributor

Manufacturer