

Copy Standards & Guidelines

Copy Standards — Universal Rules



Scope — These Rules Apply to All Copy Fields

Product Name

Site Description

Key Features

Product Details

Open List Attributes



Universal Copy Rules

Disallowed Characters — Product copy must not contain any of the following:

~ * \$ ^ ` @ # - < > \

| [] { }

✱ **No emojis.** All copy must not contain emojis.

✓ **Acceptable**

"Fast-drying formula for daily use."

✗ **Unacceptable**

"Fast-drying formula 🧡🔥 "

✱ **No HTML tags.** Copy must be plain text only — HTML tags are not permitted in any copy field.

✓ **Acceptable**

"Soft cotton tee. Machine washable."

✗ **Unacceptable**

"Soft cotton tee
Machine washable."

✱ **No URLs or website references.** Exception: references to walmart.com are permitted.

✓ **Acceptable**

"Organic Dog Treats, Chicken, 16 oz"

✗ **Unacceptable**

"Organic Dog Treats — visit example.com"

✱ **No spelling errors.** All customer-facing copy must be free of spelling errors. Proper nouns and brand names must match the approved spelling (brand registry or supplier-provided canonical name).

✓ **Acceptable**

"Stainless steel water bottle with leak-proof lid."

✗ **Unacceptable**

"Stainles steel watter bottel with leke-proof lid."

- * **No promotional or event phrases.** All copy must not contain promotional language.

✓ **Acceptable**

Describe product facts only (materials, size, use).

✗ **Unacceptable**

"FREE SHIPPING" or "Black Friday Deals" in any copy field.

Banned Promotional Phrases (examples):

free shipping

best seller

best selling

black friday

hot sale

big sale

clearance

limited time

seasonal savings

deals of the day

wholesale price

New 2026

christmas gift

- * **No placeholder phrases and no double spaces.** Copy must not contain (case-insensitive): "Not Applicable", "NA", "N/A", "N.A.", "Not Available", "Null", or "Placeholder". Must not include more than one consecutive space.

- * **No shipping claims, email addresses, or company/seller info in any copy field.**

✓ **Acceptable**

"Tool-free assembly in under 10 minutes."

✗ **Unacceptable**

"Fast shipping from our warehouse — message our team."

- * **Write all numbers as numerals** in copy.

✓ **Acceptable**

"Includes 2 filters; fits 10 in housings."

✗ **Unacceptable**

"Includes two filters; fits ten inch housings."



Terminology — Pack, Kit & Bundle

Pack

Multiples of the same product. All items are identical or simple variants (e.g., color/size) and belong to the same GTIN family.

Think: "more of the same thing."

"6-Pack Cotton Crew Socks, White, Size L"

Kit

Different products curated for a specific task, activity, or project. Items span more than one GTIN family and are intentionally assembled so the customer can accomplish something right out of the box.

Think: "everything you need to do X."

"Beginner Knitting Kit with Needles, Yarn, and Pattern Book"

Bundle

Different products grouped together for value or convenience. Items span more than one GTIN family but are not assembled around a single task — they are complementary or commonly purchased together.

Think: "related items sold together."

"Shampoo and Conditioner Bundle, Coconut, 12 oz Each"

Key Features Guidelines

Also known as the **Long Description** — **This is a required attribute.**

Key Features are the bullet-point highlights that appear on every product page. They must be accurate, specific, and follow all formatting rules below.

Category-specific overrides can be found in the item spec as applicable.

Product Type-specific key attributes to be utilized in all copy to enhance customer experience can be found in their own dedicated category guides.



Quick Reference — Key Features at a Glance

BULLETS REQUIRED

4-10

Per listing

Category overrides may apply — see item spec

CHARACTERS PER BULLET

5-80

Spaces included

MUST START WITH

A-Z / 0-9

Capital letter or numeral only

NO PUNCTUATION

. ? ! : ;

Write as sentence fragments



Formatting Rules

- ✦ **Begin each Key Feature bullet with a capital letter unless the first character is a numeral**

First character must be A–Z or 0–9.

✓ **Acceptable**

"Durable steel frame resists rust"

✗ **Unacceptable**

"durable steel frame resists rust"

- ✦ **Write as sentence fragments — no ending punctuation**

Bullets cannot end in colon (:), semicolon (;), and cannot contain periods (.), question marks (?), or exclamation marks (!).

✓ **Acceptable**

"Rechargeable battery lasts up to 12 hours"

✗ **Unacceptable**

"Rechargeable battery lasts up to 12 hours on a full charge."

- ✦ **Each Key Feature must be 80 characters or fewer (spaces included)**

✓ **Acceptable**

"Rechargeable battery lasts up to 12 hours" (≤80 chars)

✗ **Unacceptable**

"Rechargeable battery lasts up to 12 hours on a full charge for extended, all-day use" (>80 chars)

✦ **Each Key Feature bullet must contain at least 5 characters**

✓ **Acceptable**

- "Easy clean"
- "LED light"
- "Fast setup"

✗ **Unacceptable**

- "New" (3 chars)
- "---"
- "" (blank)



Content Rules

✦ **Key Features must contain 4 to 10 bullets (or feature lines)**

Category overrides may apply — see item spec

✓ **Acceptable**

- *Charges via USB-C for easy power anywhere*
- *Lightweight design for comfortable everyday use*
- *Simple one-button control for quick operation*
- *Quiet performance for distraction-free use*
- *Durable build stands up to daily wear*

✗ **Unacceptable**

- *Charges via USB-C for easy power anywhere*
- (only 1 bullet — needs at least 4)*

✦ **Avoid vague statements — be specific with features and attributes**

Each bullet must contain specific, product-relevant attribute detail.

✓ **Acceptable**

"600D polyester with water-resistant coating"

✗ **Unacceptable**

"Premium quality material"

✦ **Avoid duplicate or repetitive Key Feature bullets — each bullet must add new, distinct information**

✓ **Acceptable**

- *"USB-C fast charging"*
- *"Lightweight for travel"*
- *"One-button controls"*

✗ **Unacceptable**

- *"USB-C fast charging"*
- *"Fast USB-C charging"*

✦ **Do not promote other products you sell in Key Features**

No “visit our store”, cross-listing references, or unrelated product promotions.

✓ **Acceptable**

“Compatible with standard E26 bulbs”

✗ **Unacceptable**

“Check out our other lamps and rugs in our storefront”



Additional Guidelines

✦ **No text that promotes another retailer or redirects to another website. No mention of another retailer unless it is related to the product.**

✗ **Unacceptable**

Buy on Amazon!

✦ Reiterate important information from the title and product details.

Product Details Guidelines

Also known as the **Short Description** — **This is a required attribute.**

The Product Details is the primary prose copy that appears on the product page. It must be accurate, readable, and optimized for both customers and search engines.

Product Type-specific key attributes to be utilized in all copy to enhance customer experience can be found in their own dedicated category guides.



Quick Reference — Word Count at a Glance

MINIMUM

60 words

RECOMMENDED

100–150 words

Optimal range for SEO and readability

MAXIMUM

200 words

Category-specific overrides can be found in the item spec as applicable

OPENING HOOK

Purpose

Must answer *what*, *who*, and *key benefit*

Every listing must include a Product Details. Missing or placeholder content will be flagged for correction.



Formatting & Structure Rules

- * *The Product Details must answer what it is, who it's for, and the key benefit. This text powers the search snippet customers see before clicking.*
- * *Product Details must be plain-text paragraph(s): no bullet characters, no numbered lists, no special formatting blocks, and no raw HTML tags.*
 - Write in sentence case, paragraph form. Do not use <p> tags, bullet symbols, or numbered lists.
- * *Product Details must be at least **60 words** (100–150 words recommended).*
- * *Product Details must have no more than **200 words**. To qualify for an exception, the content must have a uniqueness score of $\geq 45\%$.*



Content & SEO Guidelines

- * The description is key to Search Engine Optimization (SEO) because customers search in ways that match real-life uses and concerns.
- * *Do not promote other products you sell in the Product Details. No cross-promotion, “visit our store” language, or references to unrelated listings.*
- * *No text that promotes another retailer or redirects to another website. No mention of another retailer unless directly related to product compatibility.*
Example of what isn't allowed: Buy on Amazon!
- * No promotional text like free shipping or discounts, no special characters, and no hyperlinks to other retailers.
- * For SEO purposes, **repeat the product name** within the body of the description.
- * Ensure your description uses unique language (i.e., not repeating the same words) and is truly useful for customers. Avoid too much repetition.
- * Do not fill with information that would be pointless to the buyer. Put yourself in your customers' shoes: what would they want to feel, touch, think, or know? This description should come as close as possible to creating an in-store experience for the online customer.
- * Consider how many different ways people might search for this item. If you miss a synonym or keyword (e.g., you call the product “sandals” but customers might search “flip flops”), you can miss out on a portion of customers looking for it.
- * Be clear and conversational when writing. You're helping customers make an informed decision; you're not trying to sell them on anything. Some slang is acceptable – as long as it doesn't break an authentic, straightforward tone – since it captures more key terms.
- * Use related keywords within the description. A good way to discover keywords is to look at the values for the attributes you populate. For example, if the “Recommended Room” attribute is “Living Room & Bedroom,” those are strong keywords to weave in. Keywords should flow organically – don't force them.

- Keywords should describe what the item is, how it is used, how it works, what it looks like, what it feels like, what it is called (other than the given item name, which should also be included), where it can be used, what the customer can do with it, and how it is unique.



Examples

✓ ACCEPTABLE

"Compatible with standard E26 bulbs."

✗ UNACCEPTABLE

"Check out our other lamps and rugs in our storefront."

✓ ACCEPTABLE — PLAIN TEXT PARAGRAPH

Charge it anywhere with convenient USB-C power, and enjoy a lightweight design made for comfortable everyday use. Simple one-button control keeps operation quick and intuitive, so you can start using it right away without complicated settings.

✗ UNACCEPTABLE — BULLET LIST FORMAT

- * Charges via USB-C for easy power anywhere
- * Lightweight design for comfortable everyday use
- * Simple one-button control for quick operation
- * Quiet performance for distraction-free use
- * Durable build stands up to daily wear