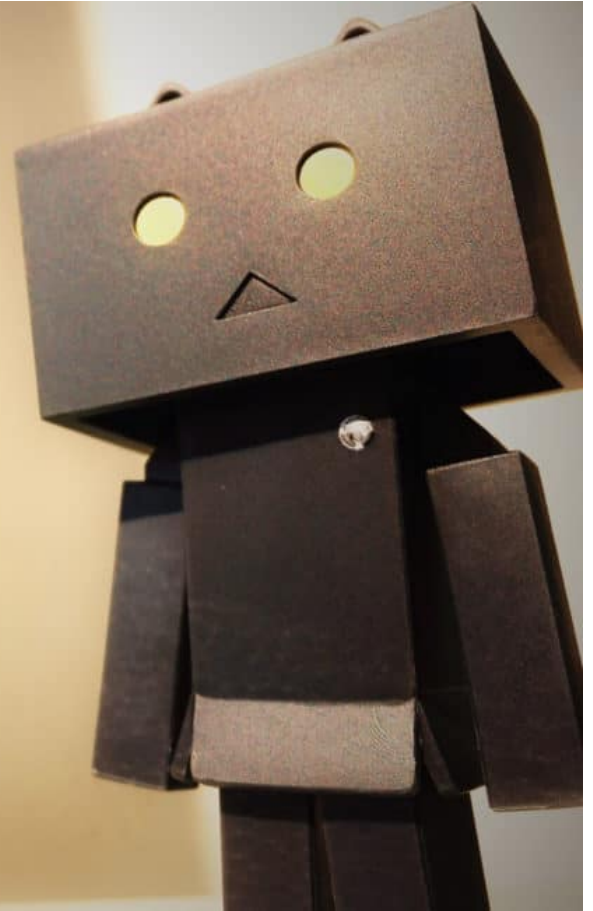


# Amazon Product Title Guidelines As of July 2019



## **BREAKING NEWS:**

Amazon ASINS That Violate Product Title Guidelines Will Be Suppressed



The week of June 17 was full of shock, fear, panic, confusion, and a bit of relief as Amazon announced quietly that it would begin enforcing its product title guidelines starting July 22, 2019.

One of my smart Facebook group members posted a link she saw on the Seller Central News page on Monday, June 17. (Thanks, Vickie!) That got everyone in a flurry and quick!



**SIDE NOTE:** You are welcome to join my private Facebook group if you'd like. [Click here](#), and when asked where **your invitation came from, type "blog post"**.

This is not the first time that it has taken Amazon seemingly forever to correct an issue and begin [enforcing title guidelines that it previously ignored](#).

# Amazon ASINS That Violate Product Title Guidelines Will Be Suppressed

Here's the original announcement from Amazon. Don't panic; it has been updated... TWICE.

## News

Policies Other News



June 17, 2019

### ASINs violating Amazon title guidelines to be suppressed from search

Starting July 22, 2019, Amazon will suppress ASINs from Amazon Search whose titles do not comply with Amazon's product title requirements. This is because our research shows that the ASIN titles that violate our policies result in poor customer experience. Please review Amazon's [Product Title Requirements](#) prior to July 15, 2019 to verify that your current titles meet our guidelines.

If you clicked to the Product Title Requirements page, you would have seen this:

# Amazon ASINS That Violate Product Title Guidelines Will Be Suppressed

## Product title guidelines

### Length:

Use 50 characters maximum as a general rule. However some product categories allow longer titles, so be sure to follow [category-specific instructions](#).

### Capitalization:

- Capitalize the first letter of each word.
- Do not use ALL CAPS.
- Conjunctions (and, or, for) and articles (the, a, an) should not be capitalized.
- Don't capitalize prepositions with fewer than five letters (in, on, over, with).

### Numbers and symbols:

- Use numerals (2 instead of two)
- Spell out measurements ( 6 inches not 6" )
- Don't use symbols, such as ~ ! \* \$ ?
- Don't use Type 1 High ASCII characters (Æ, ©, ô, etc.)

### Product information:

- Include the size and color in "child" ASINs for variations<sup>1</sup>
- Don't include price or promotional messages, such as "sale" or "free ship"
- Don't use subjective commentary, such as "Hot Item" or "Best Seller"
- Your merchant name for Brand or Manufacturer information should not be included, unless your product is **Private Label**

**Note:** Move product-specific information (such as "great workout") to the **Product Description** for the ASIN, or include in the keywords.

FEEDBACK X

Even though the announcement read "Use 50 characters *as a general rule*," many sellers panicked, thinking that they had to have 50-character titles. SPOILER ALERT: You can have more than that.

After a blizzard of questions in the Amazon forum, one moderator posted this announcement later in the day on June 17.

# Amazon ASINS That Violate Product Title Guidelines Will Be Suppressed



SEAmoD

4d

Hello Sellers,

Your business is important to us. We want to make sure that your business and the buying customer experience is not compromised by products whose titles do not meet Amazon's product title requirements. In general, these are titles with one or more of the following characteristics:

1. Title containing promotional keywords and phrases (for example, free shipping, 100% quality guaranteed, etc.)
2. Title containing non-readable characters including emojis.
3. Title exceeding more than 200 characters.
4. Title not containing any product identifying information (no product type name and no product characteristics – for example, a single word title such as N/A)

When an ASIN is suppressed for any of the above reasons, you will be notified through the Manage Your Inventory screen in Seller Central, with the specific reason the ASIN was search suppressed. Once the issue is fixed on the title, we will remove the search suppression and the ASIN will appear back on Amazon Search.

We understand your concerns and thank you for participating in this discussion.

Susan H.  
Moderator

This emphasizes that Amazon does not want promotional messages in the title such as announcements about free shipping or any mention of guarantees. This is nothing new. As a matter of fact, most of these are not new title guidelines. Amazon is just now (after all these years) beginning to enforce their own rules.

This notice also states that you will be notified about suppressions via the Manage Your Inventory screen, so make a point to check that regularly.

The official word came about 24 hours later with [a revision of this page](#).

# Amazon ASINS That Violate Product Title Guidelines Will Be Suppressed

## Product title guidelines

### Length

200 characters maximum is the general rule. However, some product categories allow longer titles, so be sure to review [category-specific instructions](#).

### Capitalization

- Capitalize the first letter of each word.
- Do not use ALL CAPS.
- Conjunctions (and, or, for) and articles (the, a, an) should not be capitalized.
- Don't capitalize prepositions with fewer than five letters (in, on, over, with).

### Numbers and symbols

- Use numerals ("2" instead of "two")
- Spell out measurements ( "6 inches" not "6"" )
- Don't use symbols, such as ~ ! \* \$ ? \_ ~ { } [ ] # &lt; > | \* ; / ^ ~ ¦
- Don't use Type 1 High ASCII characters (Æ, ©, ð, etc.)

### Product information

- Include relevant product information such as type of product.
- Include the size and color in child ASINs for variations (see below).
- Don't include price or promotional messages, such as "sale" or "free shipping".
- Don't use subjective commentary, such as "Hot Item" or "Best Seller".
- Your merchant name for Brand or Manufacturer information should not be included, unless your product is **Private Label**.

**Tip:** Move product-specific information, such as "great workout", to the Product Description for the ASIN, or include it in the keywords.



**UPDATE:** Then, without notice or fanfare, the page was updated again on July 17, 2019 to this. However, unlike the previous information that made everyone cringe, this update loosens the reins a great deal. Here's the entire announcement.

What you see below in blue are what I'm referring to as the 4 title prime directives.

[Help](#) / [Manage Inventory](#) / [Product title requirements](#)

---

## Product title requirements

Title requirements apply to all non-media products on all of Amazon's worldwide marketplaces. The four criteria that could cause a non-media product to be search-suppressed are:

1. Titles must not exceed 200 characters, including spaces.
2. Titles must not contain promotional phrases, such as "free shipping", "100% quality guaranteed".
3. Titles must not contain characters for decoration, such as ~ ! \* \$ ? \_ ~ { } # < > | \* ; ^ ~ }
4. Titles must contain product-identifying information, such as "hiking boots" or "umbrella".

Failure to comply with these requirements may cause a product to be suppressed from Amazon search results.

## Title length

Amazon generously allows 200 characters for titles, but for better title quality, you should aim for a maximum of 80 characters.

You may notice that different title lengths are listed in our [category-specific style guides](#). These are guidelines only, not strict requirements, based on the preferred, typical title style for product listings in that category. For example, if a category-specific style guide recommends a title length of 150 characters, a product will not be suppressed from search for having a title over 150 characters long, as long as it stays within the limit of 200 characters.

# Amazon ASINS That Violate Product Title Guidelines Will Be Suppressed

## Tips

Good title quality is a key factor to ensuring a positive customer experience on Amazon. Below are additional tips for improving the quality of your titles. **We will only search-suppress products with titles that violate one of the four requirements listed above**, but we strongly encourage adherence to the following title standards:

- Titles should be concise. We recommend fewer than 80 characters.
- Don't use ALL CAPS.
- Capitalize the first letter of each word, except for prepositions (in, on, over, with) or conjunctions (and, or, for) or articles (the, a, an).
- Use numerals: "2" instead of "two".
- Don't use non-language ASCII characters such as Æ, ©, or ®.
- **Titles should contain the minimal information needed to identify the item and nothing more.**
- Don't use subjective commentary, such as "Hot Item" or "Best Seller".
- **Titles can include necessary punctuation, like hyphens (-), forward slashes (/), commas (,), ampersands (&), and periods (.).**
- **Titles can abbreviate measurements, such as "cm", "oz", "in", and "kg".**
- Don't include your merchant name in titles.
- Size and color variations should be included in titles for child ASINs, not the main title (see below).

## Titles using variation relationships

In [Variation Relationships](#), only the title of the parent ASIN is shown on the detail page. The title for the selected child ASIN will appear once the ASIN is added to the customer's cart, so it is important to include the variation attributes like size and color in the title for the child ASIN.

- **Example parent:** Crocs Beach Clog
- **Example child:** Crocs Beach Clog, Lime Green, Men's Size 8-9



# Amazon ASINS That Violate Product Title Guidelines Will Be Suppressed

## FAQ

### 1. Is title the same thing as product name?

Yes.

### 2. What if my brand name contains a prohibited character, such as !, ©, ™, or ®?

Ensure that your brand name is entered in the brand name field. If it contains a prohibited character, that character will be exempt from title requirements. Our aim is to keep titles free from characters such as !, ©, ™, or ®, but they may appear in the brand byline that appears on detail pages and in search results.

### 3. Does Amazon automatically put a brand name at the start of my title, or do I need to do that myself?

We recommend that you begin a title with the product's brand name in addition to ensuring the brand name field is populated. We have systems in place to add the brand name to the beginning of the title if it is missing, but providing it in the title ensures that it won't be omitted due to unexpected issues.

### 4. What if my product doesn't have a brand name?

If your product is a generic brand with no brand name, you don't need to state a brand name in its title. Instead, enter the word "generic" in the brand name field.

### 5. Are sellers notified in advance of listings being suppressed?

No, not presently.

### 6. How do I know if my listings have been suppressed?

Go to the [Manage Inventory](#) page and click Suppressed to see your suppressed listings.

### 7. What if another seller's title violates the title requirements and causes a product that I'm also selling to become unsearchable?

You can contact Seller Support to request a title correction if the other seller has not corrected it.

### 8. Do brand-registered products have the same title requirements?

Yes.

### 9. Are title requirements the same for Fulfillment by Amazon (FBA), Seller Fulfilled Prime (SFP), and Merchant Fulfillment Network (MFN)?

Yes. Title requirements are the same across FBA, SFP, and MFN.

### 10. Are model numbers recommended in titles?

Refer to your category style guide. We recommend that model numbers should appear in titles for some categories, but not all of them.

### 11. Why don't title requirements apply to media products?

We don't want to prohibit characters that might legitimately be part of a media product's title. For example, book and movie titles commonly contain these characters.

## What You Should Take Note of Regarding Amazon's Product Title Guidelines:

1. Amazon is stressing that 80-character titles will work best. Most sellers aren't comfortable with this short of a title. Testing it would be a very good idea.
2. Even if the Style Guide says the character limit for titles is less than 200, you can use 200 as long as you don't violate one of the 4 prime directives from Amazon.

### Deadline for Updating Your Titles to Avoid the Suppression of Your Listings

This, too, is a bit confusing. Amazon states that they will begin suppressing listings with titles which violate TOS as of July 22, 2019. However, Amazon then says you need to review the criteria by July 15 to verify that your titles meet their guidelines.

I'm hoping this is just friendly advice, so you don't forget to review your titles and end up in a mess.

### My Recommendations for Titles

Here's what I suggest:

- Don't use any characters to try and make your titles stand out. If you use slashes, dashes or anything else, be sure you have a grammatical reason.
- Inform in your titles; don't promote. Avoid using phrasing like "great for \_\_\_\_," "perfect for \_\_\_\_," "newly updated," "this year's hottest seller," etc. Instead, give factual information about the product name, color, size, uses, features, and so on. Sell in the bullets and description.
- Review your grammar. It's true... listings on Amazon have gotten horribly sloppy. I'd venture a guess that half of the product pages are written in broken English with pitiful grammar and almost unreadable sentences.
- For product title optimization, choose the most important, gotta-have-it keyword that you want to rank for and include that in your title (near the front). Don't stuff your titles full of repetitive keywords.

### Non-Compliant Amazon Title Examples vs. Compliant Amazon Title Examples

# Amazon ASINS That Violate Product Title Guidelines Will Be Suppressed

Bad Amazon Title Example (Non-Compliant)

Heavy Duty Kitchen Shears Scissors Stainless Steel Multipurpose Spring Loaded Grade Poultry Shears Great for Cutting Meat, Chicken, Bone, Fish (Green SK1033)

I'd change this into a compliant Amazon title with optimization like this:

Heavy-Duty Kitchen Shears, Stainless Steel Multipurpose Spring-Loaded Scissors, Food Grade Poultry Shears Great for Cutting Meat, Chicken, Bone, Fish, Green, SK1033

Bad Amazon Title Example (Non-Compliant)

Aootek New Upgraded Solar Lights with Wide Angle Illumination, Outdoor Motion Sensor Waterproof Wall Light Wireless Security Night Light with 3 Modes for Driveway Garden Step Stair Fence Deck 2pack

I'd rewrite this to be a compliant Amazon title with optimization optimized like this:

New Upgraded Outdoor Solar Lights with Motion Sensor and Wide Angle Illumination, Wireless Waterproof Wall Light for Night Security, 3 Modes for Driveway, Garden, Steps, Stairs, Fence, or Deck, 2 Pack by Aootek

Next Steps for Ensuring Your Amazon Product Titles Are Compliant With (and Optimized for) the New Guidelines

- Keep the new guidelines handy as you review your listings. For larger sellers, this may be a time-consuming process.
- To save time, you might try loading your titles into a spreadsheet or document and doing a find-and-replace command for common errors such as:
  - Removing capitalization
  - Removing symbols, non-compliant characters, etc.
  - Deleting promotional text and/or replacing it with other text
- If you have to remove keywords so that your title fits into the allotted space, remember that those terms need to be worked into the copy (bullets or description) or placed in the back-end Search Terms fields, so you don't lose the traffic they were generating.
- If they are relevant, you could put the overflow of keywords into the Subject Matter fields and/or your Amazon PPC campaign.

# Amazon ASINS That Violate Product Title Guidelines Will Be Suppressed

Above all, get started reviewing your titles now. Don't wait until the last minute.

Finally, don't rest after the changes are made. Keep a close eye on the results. While we hope that all goes well, it is common for Amazon to have issues that cause unexpected errors. Be on guard!