

LISTING OPTIMIZATION 101 FOR YOUR ONLINE SALES



PLANNING TO SELL SOMETHING ON AN E-COMMERCE PLATFORM?
HERE ARE SOME TIPS TO OPTIMIZE YOUR LISTING.

PRODUCT NAME

- ✓ Be specific and descriptive, and use the same title format for similar items
- ✓ Check title character limits and any supplied style guides to keep your title within guidelines
- ✓ Don't duplicate words/product info or "keyword stuff" (it's especially bad for mobile browsing)
- ✓ Always include the brand name and distinguishing specs/measurements

PRODUCT IMAGES

- ✓ Include as many images as possible for each product
- ✓ Make sure your main image is high quality, with the product unpackaged on a white background
- ✓ Include alternative views and close-ups of unique features
- ✓ Add "lifestyle" or "action" shots of the product in use
- ✓ Add in size charts, product certifications, and other informative elements as separate images when relevant

KEYWORDS

- ✓ Use a variety of keyword research tools and sources, especially those that target your specific platform
- ✓ Check whether your marketplace automatically includes common variants of the keywords you supply (Amazon does)
- ✓ Focus on specific, highly relevant keywords customers would use to find your product
- ✓ Format keywords for maximum impact (e.g., Should they be single words, or phrases? Can you include competitors?)

PRODUCT REVIEWS

- ✓ Don't immediately take down legitimate negative reviews — proactively respond by addressing customers' concerns in a reply
- ✓ Consider responding to exceptional positive reviews to thank customers for their feedback/patronage
- ✓ Encourage buyers to leave detailed and honest reviews
- ✓ If your marketplace allows it, implement a system to contact buyers several days after purchase and invite them to review