

November, 2023



Guide for Listing Products & Creating Content



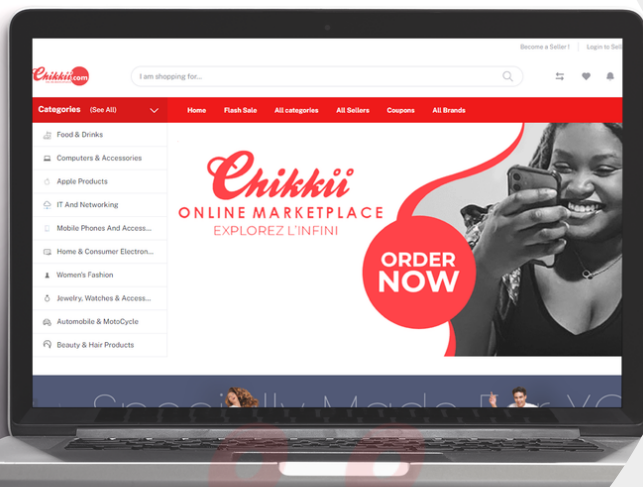
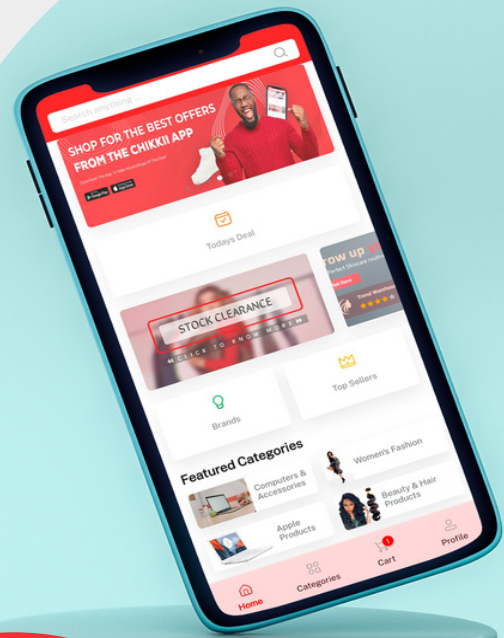
This guide provides a thorough overview of product listings, along with a concise explanation of their significance in influencing customer buying decisions. Additionally, you can gain insights into the process of preparing, uploading, and evaluating product listings

Essentials for Crafting Chikkii Listings

- Furnish comprehensive details to assist customers in locating your product and making informed decisions regarding their purchase.
- Exclusively utilize official product data

Avoid generating duplicate product detail pages, as this can create confusion for customers attempting to compare offerings. Existing product detail pages typically attract the most traffic, and setting up duplicates may result in their removal.

It's important to note that Chikkii cannot provide legal advice. As a seller, you bear the responsibility for your listings, ensuring accuracy, completeness, and compliance with legal requirements.



Content on the detail page enhances search visibility.

The majority of customers rely on search, both within Chikkii's platform and external search engines like Google, Yahoo, and Bing!, to discover products. All detail page content contributes to both Chikkii's internal search and external search results. Therefore, effective content and categorization play a pivotal role in facilitating customer discovery and decisionmaking.

Sales are directly influenced by the quality of product descriptions and features.

Key purchasing decisions are influenced by well-crafted detail page content.

Would you consider buying an item that lacked an image, a description, or clearly defined features?

1. Product Name

A well-chosen product name aids customers in identifying products. These names appear on the product detail page, in search results (both on Chikkii and external search engines), browse pages, automated and personalization features, and various other locations.

DO ✓

- Craft a concise, descriptive product name under 100 characters to swiftly convey key features.
- Utilize numerals, include brand, product type, color, and size (if relevant) in title case.
- For bundled products, indicate quantity in brackets (e.g., 16-pack). Include brand name at the beginning and consider the order of other details such as unit, SKU, size, and color. Provide defining characteristics and key features.

Detail page content

DON'TX

- Compose a succinct, factual, and descriptive product title under 100 characters.
- Avoid excessive details, subjective adjectives, and special characters not on a standard keyboard. Use all capitals sparingly, as it hinders readability.
- Refrain from including specific listing details such as price, business name, or “Free Shipping”.
- Stick to title case for better readability.

GOOD PRODUCT NAME

- Toshiba 32BV501B 32-inch Widescreen HD Ready LCD TV with Freeview
- Pampers New Baby Size 1 (4-11 lbs/2-5 kg) Nappies - 2 x Economy Packs of 54 (108 Nappies)
- Acer Aspire 5742Z 15.6-inch Laptop (Intel Pentium P6200 Processor, 6 GB RAM, 640 GB HDD, DVD-Super Multi DL drive, Windows 7 Home Premium 64-bit) – Black

Provide factual descriptions of items, incorporating key features.

BAD PRODUCT NAME

- 16 Compatible T0711 Black Epson Ink Cartridge for Epson Stylus B40w BX300f BX310fn BX410 BX510 BX600fw BX610fw D78 D92 D120 DX400 DX4000 DX4050 DX4400 DX 4400 DX4450 DX5000 DX5050 DX6000 DX6050 DX7000f DX7400 DX7450 DX8400 DX8450 DX9400f S20 S21 SX100 SX105 SX110 SX115 SX200 SX205 SX209 SX210 SX212 SX215 SX218 SX 218 SX400 SX405 SX405wfi SX410 SX415 SX510w SX515w SX600fw SX610fw Printers - Compatible Epson Cheetah Inks T0711 Noir TO711 E711 ***par Companie XYZ***

Streamline for clarity:

- Focus on essential information
- Exclude unnecessary model numbers
- Minimize brand name repetition
- Omit seller name from the title

Improved title: "Black Ink Cartridge for Epson Stylus B40, BX, DX, SX Series (16-Pack)"

2. Images

High-quality product images have a direct impact on sales. These images showcase your product on the detail page, in search results (both on Chikkii and external search engines), browse pages, automated and personalization features, and various other locations.

DO ✓

- Select images that precisely represent the product.
- Feature the main product against a white background in the main image, excluding accessories or other items from the box.

Ensure the following for technical specifications:

- Minimum resolution: 72 pixels
- Minimum size: 1000 pixels on the longest side.
- Preferred file format: JPEG (.jpg).
- Size limit: maximum 245 Kb.

DON'T

- Avoid incorporating text, logos, watermarks, or additional images in the main image.
- It's acceptable to include backgrounds in other images.
- Display multiple images for multipack items and provide various views in the main image.
- Avoid showing compatible products in the images (e.g., if selling phone cases, refrain from displaying them with phones).

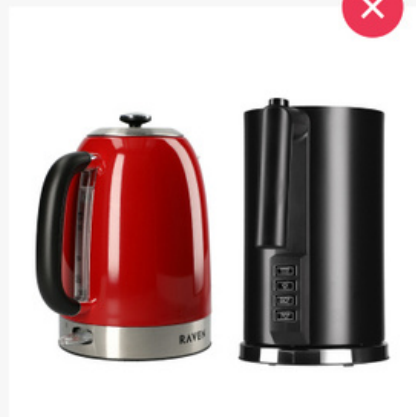
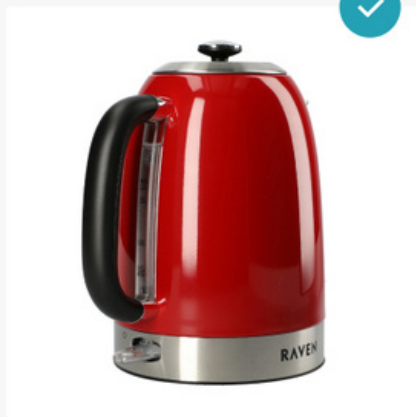
GOOD IMAGE✓ vs BAD IMAGE✗



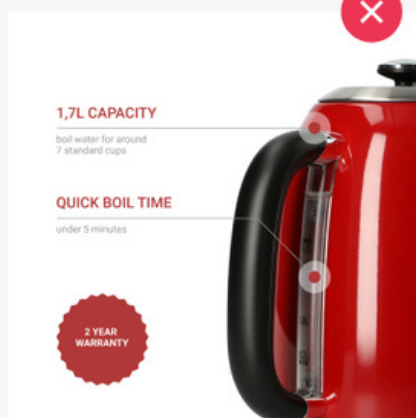
Provide clear images featuring only the main item.
Ensure the main item is photographed on a white background



Main images should exclude items not included with the product and should not feature people.

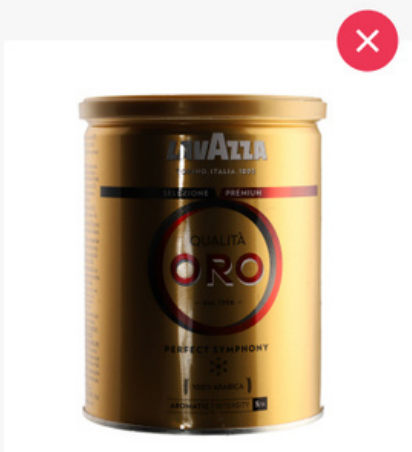
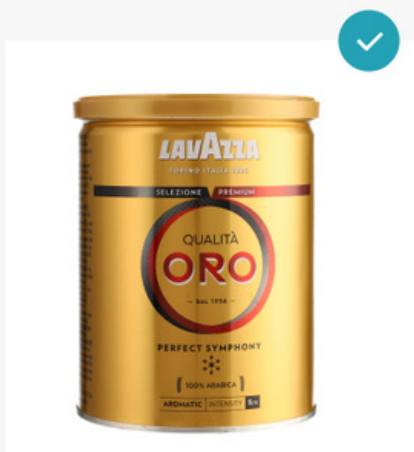


Avoid including multiple shots of the product.

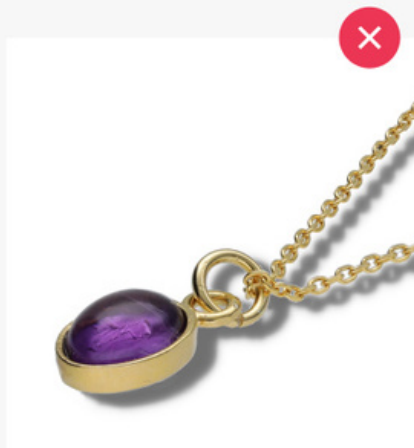
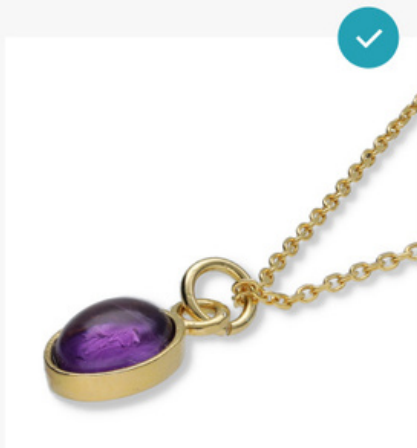


Do not include text, logos, or inset images.

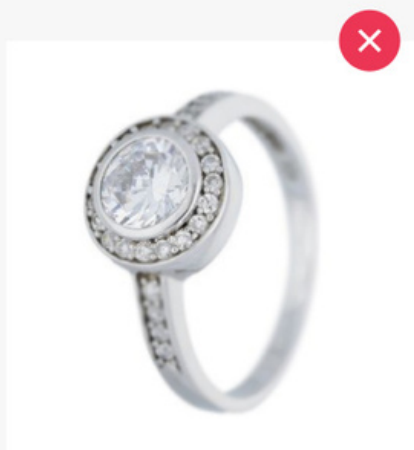
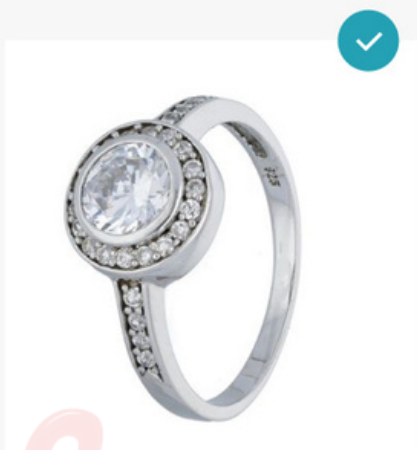
GOOD IMAGE ✓ vs BAD IMAGE ✗



Images with non-light and dark parts are not allowed.



Photos with shadows are not allowed



Clear images of main item only
On white background

Avoid using low-quality and
blurry photos.



3. Product Description

Crafting a clear, concise, and factual product description is essential for aiding customers in deciding whether the product aligns with their needs. Product descriptions not only appear on the product detail page but also contribute to Chikkii search and external search results.

DO ✓

- Offer comprehensive and descriptive information, maintaining clarity without resorting to marketing language..
- Describe key features, including size, color, and compatibility details.
- Include the brand name, series, and model number, even if mentioned in the product title. List model numbers of compatible products
- Use sentence case, check spelling and grammar.
- Provide a factual and informative description of the item, highlighting its key features

A good product description

Tailored to accommodate and enhance laptop up to 15.6 inches, the lenovo G20C laptop sleeve features plush-lined fabric compartments to ensure the security and scratch-free protection of your notebook. Its distinctive, asymmetrical zipper design allows convenient access from either the top or the side.

The sleeve is versatile, fitting seamlessly inside another bag for effortless transportation or functioning independently for on-site use.

DON'T ✗

- Compose content unrelated to the product for sale, providing information to assist customers in deciding whether to make a purchase.
- Avoid including specifics like promotional or shipping details, web or email addresses, and more than 10 compatible models; save such information for the Product Description section
- Exclude HTML tags, special characters, and symbols like ®, ©, ™, or other Type 1 High ASCII characters.

Bad bullet points:

Black Clock FM Radio with iPod/iPhone Dock, dispatched by LENOVO Electronics.

4. Key Features (Bullet Points)

Concise statements summarizing your product's main features. Customers should grasp the product's functionality from these sentences, influencing their decision to explore the detailed product description. These bullet points appear on the product detail page and contribute to Chikkii search and external search results. To enhance the customer's evaluation process, ensure that the information is directly pertinent to the specific product, avoiding any details unrelated to the purchase decision.

DO ✓

- Present factual and descriptive information in bullet points
- Highlight the most crucial features or attributes of the product.
- List up to 10 compatible model numbers.
- Include relevant product dimensions.
- Ensure each bullet point begins with a capital letter.
- Express numbers as numerals (e.g., 2 instead of two).
- Verify spelling and grammar accuracy.
- Clearly describe key features in the bullet points.

DON'T ✗

- Ensure completion of all 5 fields; prioritize 3 impactful bullet points over 5 weaker ones.
- Conclude each point with appropriate punctuation, like full stops or exclamation marks. Avoid subjective or time-sensitive comments such as “Great value” or “hot this year.”
- Display multiple views of the product in the main image. If listing more than 10 compatible models, reserve details for the Product Description. Refrain from including specific details like promotional or shipping information. Avoid using HTML tags or special characters beyond standard keyboards. Omit subjective information; let customers determine if the product stands out. Exclude the seller's name.

Good bullet points:

- Compact charger dock for iPhone/iPod
- LCD clock display
- Sleek matte finish
- FM radio built in Aux in, for any 3.5mm jack device

Bad bullet points:

- Stand out from the crowd LCD clock display
- Unique design
- Another essential product and a great deal from XYZ

5. Brand

This data aids customers in filtering and recognizing products while also contributing to internal and external search outcomes. Brand details prove highly valuable to customers

Important: Refrain from using your seller name as the brand, unless the product falls under your private label. In such instances only, you are permitted to use your company name in the brand field.

6. SKU (Stock Keeping Unit)

Is a unique Identify or code assigned to a specific product or item in inventory management

E.g : APL-MBP-2023-13-256 GB-SL

APL : Stands for the manufactures (APPLE)

MBP : Products Type (MacBook Pro)

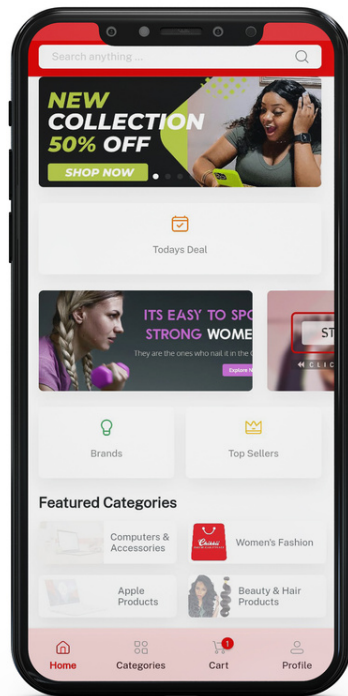
2023 : Indicate the model year

13 : Specifies the screen size (13-inch)

256 GB : Represents the storage capacity

SL: Product color (Silver)

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