MyDeal

MARKETPLACE IMAGE & CONTENT GUIDE

The purpose of this document is to provide best practices/tips to our sellers so that they can list their products in an optimised form.

The benefits (and not limited to) are: increased visibility of your products, improve & increase conversion rate, publish clean & consistent data.

Contents

Overview of product listing:

Today's Deals **Track My Order** Help & Support

MyDeal

Shop By Category ▾ | All ▾ | Search everything for your home... | 🔍 Search

Blue Office Chairs   Ergonomic Office Chairs   Massage Office Chairs   Drafting Chairs & Stools   Black Leather Office Chairs   Replica Eames Office Chairs

Furniture ▸ Office Furniture ▸ Office Chairs ▸ Boardroom Office Chairs

4.

5.

1. ErgoDuke Home Comfort Fabric Office Chair

★★★★★ 58 Reviews

This sleek & functional seat features an ergonomic design a padded seat & soft fabric upholstery ensuring comfort wherever you are.

🔥 Over 1400 sold   ⏱ Selling fast

2. Price   **$119** RRP $149.00   **3.** YOU SAVE $30.00 (20%)

Shipping $11.95 per unit to 3073 RESERVOIR Reset

✓ 24-48 hour dispatch

See delivery details

Quantity   1 ▾   **Buy Now ›**

🛒 Add to Cart

♡ Add to wishlist

6. Why trade comfort for function? This ErgoDuke Home Comfort Fabric Office Chair is not only functional, but comfy and stylish, too. Comes with adjustable height with tilt control, providing for an ergonomic and supportive seating experience, as well as built-in castor wheels on a 5-star swivel base. With an upholstered fabric design and padded seating, you'll feel right at home, wherever you are.

7. Specifications:

- Ergonomic design for all day use
- High quality polyester fabric upholstery
- High-density foam seat padding
- Mid-back seat height design
- Gas lift height adjustable with tilt control
- Black powder coated metal 5-star swivel base
- With castor wheels for ease of movement
- Simple assembly required

Detailed Specifications

- Colour: Grey
- Fabric: 100% Polyester
- Weight: 8.4kg
- Dimensions: 56cm (W) x 57cm (D) x 81-89cm (H)
- Maximum Weight Capacity: 120kg
- Warranty: 12 months Duke Living Warranty (Included)

1. Product Title

2. Selling Price

3. RRP

4. Image 1

5. Image 2, 3, 4, 5

6. Description

7. Specification

Product Title
Field name in the template: DealTitle

A product title should be precise & clear so that the customer knows what the purpose & product is, without looking at the images.

FORMAT	BRAND	MODEL NAME/ PRODUCT STYLE	KEYWORD	COLOUR
Example	ErgoDuke	Home Comfort Fabric	Office Chair	Grey

MyDeal Tip: Product titles return search results like keywords.
Think what describes your product and what your customers will search for.

Please add quantity wherever applicable

e.g. 2pcs or 2 x ErgoDuke HomeComfort Fabric Office Chair - Grey

Refurbished Example:

Refurbished Grade A - Apple iPhone XS 256GB - Black

or **Apple iPhone XS 256GB - Black - Refurbished Grade A**

Product Title
Field name in the template: DealTitle

ACCEPTABLE	NOT ACCEPTABLE
• Min Detail - Brand, Model, Product & Color • Proper case - Capitalising the first letter of each word • Necessary Keywords - (**e.g.** "Office Chair", if you are selling an office chair) • Add Refurbished Grade A or Refurbished Grade B based on the refurbished condition	• ALL CAPS • Promotional Words such as: New, Bargain, Great Deal, Lowes Price etc. • Vague Titles: "Wood Table" • Spam title with irrelevant keywords • Duplicate words • Model numbers used in place of descriptive words - (**e.g.** SM0X123)

MyDeal example

ErgoDuke Home Comfort Fabric Office Chair - Grey

★★★★★ <u>47 Reviews</u>

Product Description & Specifications
Field name in the template: "Description" & "Specification"

What to include:

- Clear, concise and relevant information about the product

- Product specifications and dimensions

- Variant-specific information, if the listing is a variant product

- If you can answer all of the customers' potential questions in the description, you will increase conversion and reduce page abandonment

- Product condition wherever applicable, **e.g.** for refurbished products add condition information whether the product has cosmetic damage or does not comes in original packaging

Max. Length: 1500 characters per field

Product Description & Specifications

Field name in the template: "Description" & "Specification"

MyDeal Tip: Your description should cover **WHAT** the product is, **WHY** a customer would buy your product and **WHO** your product is best suited for.

This will qualify your potential customer and ensure they are buying what they want.

ACCEPTABLE	NOT ACCEPTABLE

• Product information
• Product Specifications & Features:
  - Dimensions/Size
  - Colour
  - Material
  - Other Specifics of the product (**e.g.** Assembly Required)
• Package Inclusions
• Call to action (**e.g.** Buy Now!)
	• Pictures/Videos in description/specifications field that are irrelevant to the product, specific variant or have website links/information to redirect a customer
	• Using only images in place of a text description
	• Returns Policy
	• Variant Information such as product is available in different colours or sizes (not included as part of the listing)
	• Additional Buying Information
	• Shipping Information
	• URL Links for your contact/website
	• Phone number/Contact numbers etc.
	• ALL CAPS
	• Pricing

Product Description & Specifications

Field name in the template: "Description" & "Specification"

Product Specifications & Features:

- Physical Specifications: Weight, Dimensions, Material & Colour
- Compatibility: Attachment sizing, compatible brands & products (if applicable)
- Technical Specifications: All relevant features & capability
- Model number
- Regulatory Attributes (Mandatory): Certifications, Regulatory Ratings, Professional Installation Required, Age Classification/ Requirements, Other Regulatory Considerations & requirements (if applicable)
- Relevant Exclusions: Additional items required to enjoy the product or shown in the images
- User Guidance: Assembly Required, Age Suitability, Usage/Assembly Instructions (if not obvious)
- Packaging Size for bulky items

Using HTML:

To apply basic styling, MyDeal accepts HTML or markdown markup languages. Accepted HTML tags:
- Bullet points (listing tags)
- Paragraph
- Bold or Span

Please ensure your listings do not appear as a single block of text by applying your styling correctly, using these styling methods.

ACCEPTABLE	NOT ACCEPTABLE
• Paragraph (<p>) • Bullet points ( ) • Bold text () • Break in paragraph ( ) • Tables (<table><tr><td>)	• URLs (<embed><iref><href><iframe>) etc. • Images (<img>)

Product Description & Specifications

Field name in the template: "Description" & "Specification"

HTML Submitted to MyDeal:

<p>Why trade comfort for function? This ErgoDuke Home Comfort Fabric Office Chair is not only functional, but comfy and stylish, too. Comes with adjustable height with tilt control, providing for an ergonomic and supportive seating experience, as well as built-in castor wheels on a 5-star swivel base. With an upholstered fabric design and padded seating, you'll feel right at home, wherever you are.</p>

<h3>Specifications:</h3>
Ergonomic design for all day use
High quality polyester fabric upholstery
High-density foam seat padding
Mid-back seat height design
Gas lift height adjustable with tilt control
Black powder coated metal 5-star swivel base
With castor wheels for ease of movement
Simple assembly required

<p>Detailed Specifications</p>

Colour: Grey
Fabric: 100% Polyester
Weight: 8.4kg
Dimensions: 56cm (W) x 57cm (D) x 81-89cm (H)
Maximum Weight Capacity: 120kg
Warranty: 12 months Duke Living Warranty (Included)

Description view on MyDeal:

Why trade comfort for function? This ErgoDuke Home Comfort Fabric Office Chair is not only functional, but comfy and stylish, too. Comes with adjustable height with tilt control, providing for an ergonomic and supportive seating experience, as well as built-in castor wheels on a 5-star swivel base. With an upholstered fabric design and padded seating, you'll feel right at home, wherever you are.

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MyDeal

Product Images:
Field name in the template: "ImageURL_1,2,3...10"

Images:

- The first image must be a clean product photo showing the full product with a white or plain background.
- Supporting images may be:
  - Professional standard lifestyle images showing the product in use
  - Contain information/specifications important to the product, such as a visual of dimensions
  - Multiple views of product

Recommended Specifications:

Recommended: 800×800px
Maximum Width: 1320px
Maximum Height: 1080px
Resolution: 72dpi

MyDeal Tip: The image should clearly depict the product & it's purpose. Customers should be able to see the photo and know what the product is.

ACCEPTABLE	NOT ACCEPTABLE
• Clean image with plain background for the first image • Professional lifestyle images • Graphics to support image, such as showing product dimensions (not as main image)	• Watermarks, logos, badges, and stamps • Irrelevant photos that don't show the product • Commercial information such as price, seller info, postage etc.

Product Images:

Field name in the template: "ImageURL_1,2,3...10"

Product Variants:

Field name in the template: "OptionName_1, 2, 3" & "OptionValue_1, 2, 3"

When to use Variants?

Variants are to be used when a product has differing basic options such as size, colour or weight.
e.g. Bed linen *(bed size or linen colour options)*, apparel and shoes *(size options)* etc.

Variants should **not be used** to offer different models of a product
e.g. different chairs or other furniture styles, different phone models etc should all be listed as separate products.

How to use Variants?

• Group your products:
• Using the ParentSKU field, ensure an identical value is populated for all variants of a product.
  This will ensure that our system can group the products.

Assign your sizing options:

Using the *OptionName_1,2,3* as Size and *OptionValue_1,2,3* fields, fill in the appropriate size for each SKU.
e.g. Small, Medium, Large

Specify Colour Options:

Using the *OptionName_1,2,3* as Colour and *OptionValue_1,2,3* fields, fill in the appropriate colour for each variant.
e.g. Black, White, Red

Identical Information:

• **ParentSKU**
• **Title** (needs to be entered only for the first row that contains first SKU and ParentSKU)
• **Image fields** (*ImageURL_1,2,3* and so on)
• **Description** (needs to be entered only for the first row that contains first SKU and ParentSKU)
• **Brand**

Product Variants:

Field name in the template: "OptionName_1, 2, 3" & "OptionValue_1, 2, 3"

How to list a variant?

PARENT SKU	SKU	DEAL TITLE	DESCRIPTION	SPECIFICATION	OPTION NAME	OPTION VALUE_1
41AF- W	41AF-1114-PFNW	Llama Framed Wall Art - White	Product description here	Product specifications here	Size	31cm X 38cm
41AF- W	41AF-1620-PFNW				Size	41cm X 51cm
41AF- W	41AF-2030-PFNW				Size	51cm X 76cm

Llama Framed Wall Art - White

☆☆☆☆☆ Be the first to review

Price   From **$105.66** RRP $125.00
YOU SAVE $19.34 (15%)

Size | Choose.. ▾ |

| Choose.. |
| 31cmx38cm |
| 41cmx51cm |
| 51cmx76cm |

Shipping

Quantity | 1 ▾ | **Buy Now ❯**
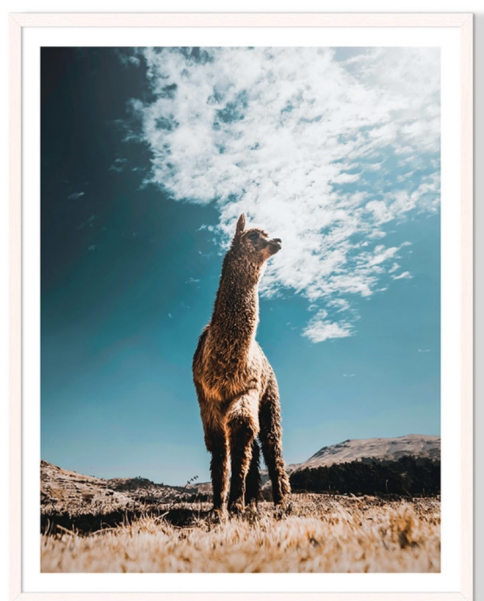
🛒 Add to Cart

♡ Add to wishlist

Product Variants:

Field name in the template: "OptionName_1, 2, 3" & "OptionValue_1, 2, 3"

Variation by size and colour:

PARENT SKU	SKU	DEAL TITLE	DESCRIPTION	SPECIFICATION	OPTION NAME	OPTION VALUE_1	OPTION NAME_2	OPTION VALUE_2
41AF- W	41AF-1114-PFNW	Llama Framed Wall Art - White	Product description here	Product specifications here	Size	31cm X 38cm	Colour	Red
41AF- W	41AF-1620-PFNW				Size	41cm X 51cm	Colour	Blue
41AF- W	41AF-2030-PFNW				Size	51cm X 76cm	Colour	White

Llama Framed Wall Art - White

☆☆☆☆☆ Be the first to review

Price	From **$105.66** RRP $125.00
	YOU SAVE $19.34 (15%)

Size	Choose.. ▾

Choose..
31cmx38cm
41cmx51cm
51cmx76cm

Shipping

Quantity	1 ▾	**Buy Now ❯**

🛒 Add to Cart

♡ Add to wishlist

Product Categories:
Import template field: 'CategoryID'

Please make sure that your product is listed in the most appropriate category available.
- Customers filter by categories when searching on the website
- The category also feeds into our search bar to provide more accurate results

MyDeal Tip: The product should be mapped to the most suitable or the closest match category. If you are not sure, please select the CategoryID from the Category List.

ACCEPTABLE	NOT ACCEPTABLE
• Select the single most appropriate CategoryID for your product	• Adding multiple CategoryIDs • Mapping products to incorrect categories • 'Dumping' different type products in a generic non-specific category (**e.g.** Kitchenware) - unless there is no other suitable option • Products mapped to parent level category

Please make sure on selecting the furthest down the hierarchy category where relevant:

e.g. Furniture > Living Room Furniture > Sofas & Sofa Beds > Sofa Beds

In this case, Living Room Furniture, Sofas & Sofa Beds are both still relevant, but the correct category is Sofa Beds the product will automatically be tagged in the parent categories.

Brand:
Import template field: 'Brand'

Populate the product brand to this field.
Please ensure brand is spelt correctly to avoid duplicates of the same brand on MyDeal.

More from this brand

ACCEPTABLE	NOT ACCEPTABLE
• Actual product brand (**e.g.** Apple, Dyson) • Products that are generic or do not have a brand should be populated as: **"Unbranded"**	• Storename or shop name as brand

MyDeal Tip: Products can be filtered on MyDeal by brand.
Please ensure to fill this in correctly to be included in these filters.

Keywords:
Import template field: 'SearchKeywords'

Why Keywords?

Keywords are an important part of how customers find your products.
They assist your range in appearing in the relevant site search and filters.

They also ensure that only the most relevant and succinct information is included in the product title.
- The keywords should be entered separated by a comma in the product feed
- The limit for this field is 2000 characters including spaces & commas

Example of using keywords for a "treadmill":

treadmills, cheap treadmill, gym equipment, home gym, healthy life, cardio workout

MyDeal Tip: Keywords are a great tool to help return search results and increase views and sales for your product.

ACCEPTABLE	NOT ACCEPTABLE
• Using appropriate keywords that are related/relevant to the product	• Using irrelevant keyword to target irrelevant searches. **e.g.** iPhone product has Samsung in keywords • Avoid "Keyword Spamming" • Using the same words as a product title

MẏDeal

All NEW products submitted to MyDeal are subject to Content Quality Review and must comply with our curation/product listing policy.

Please note that any products that are found to be violating our curation/product listing policy, will be disapproved at MyDeal's discretion.