

MüDeal

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 | 3 |
| Product Title | 4 |
| Product Description & Specifications | 6 |
| Example | 7 |
| Product Images | 10 |
| Product Variants | 12 |
| Product Categories | 15 |
| Brand | 16 |
| Keywords | 17 |

Overview of product listing:

Today's Deals

Track My Order

Help & Support

MjDeal

Shop By Category

All

Search everything for your home...

Q Search

01

0

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 |

MjDeal 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

- 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

NOT ACCEPTABLE

- 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)

MjDeal example

**ErgoDuke Home Comfort Fabric
Office Chair - Grey**

★★★★★ [47 Reviews](#)

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”

MjDeal 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 |
|---|--|
| <ul style="list-style-type: none"> • Product information • Product Specifications & Features: <ul style="list-style-type: none"> - Dimensions/Size - Colour - Material - Other Specifics of the product (e.g. Assembly Required) • Package Inclusions • Call to action (e.g. Buy Now!) | <ul style="list-style-type: none"> • 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

- Paragraph (<p>)
- Bullet points ()
- Bold text ()
- Break in paragraph (
)
- Tables (<table><tr><td>)

NOT ACCEPTABLE

- URLs (<embed><iref><href><iframe>) etc.
- Images ()

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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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

MjDeal 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

- 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)

NOT ACCEPTABLE

- 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.

Please note: MyDeal has introduced images per variant option and this feature can enhance your variant listings.

Image links should be unique per variant to display the variant level image on the product page.

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:

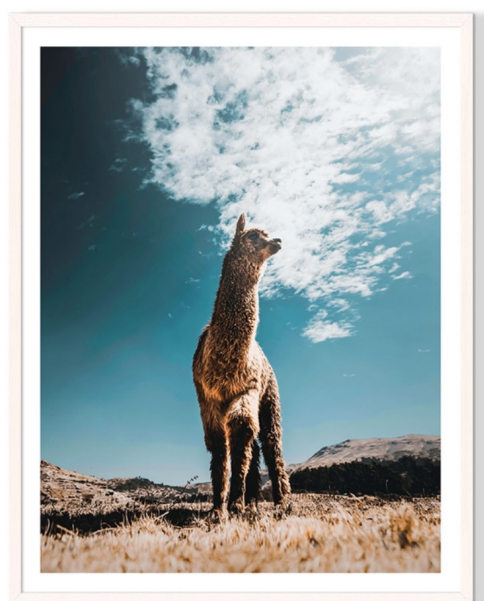
- ParentSKU
- Title (needs to be entered only for the first row that contains first SKU and ParentSKU)
- Description (needs to be entered only for the first row that contains first SKU and ParentSKU)
- Brand

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..

Shipping

Choose..
31cmx38cm
41cmx51cm
51cmx76cm

Quantity

1

Buy Now >

Add to Cart

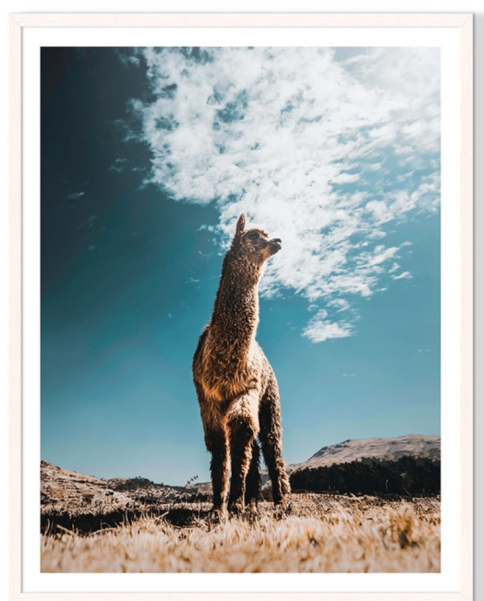
Add to wishlist

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..

Shipping
31cmx38cm
41cmx51cm
51cmx76cm

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

MjDeal 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 |
|--|---|
| <ul style="list-style-type: none"> • Select the single most appropriate CategoryID for your product | <ul style="list-style-type: none"> • 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 |
|---|---|
| <ul style="list-style-type: none"> Actual product brand (e.g. Apple, Dyson) Products that are generic or do not have a brand should be populated as: "Unbranded" | <ul style="list-style-type: none"> Storename or shop name as brand |

MüDeal 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

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

| ACCEPTABLE | NOT ACCEPTABLE |
|---|--|
| <ul style="list-style-type: none"> • Using appropriate keywords that are related/relevant to the product | <ul style="list-style-type: none"> • 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 |

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.

MjDeal