

PRODUCT DATA BEST PRACTICES

Having good product data that is e-commerce friendly is the single most important marketing investment you can make to increase product views and orders.

- **Don't Use Your Catalog Data**

Your catalog is written with your product names and descriptions supporting the product image, which the distributor or end-user would see first. With a searchable database and websites, your product name and descriptions need to be able to effectively describe your product before the user would see your images.

- **Remember Your Audience**

Your product data will appear on your website, in DistributorCentral's search for distributors, and on 8,500+ distributor websites. This means your product data needs to include both industry and laymen terms.

- **Product Descriptions**

Keep in mind how distributor and end-users might search for your products and include those keywords in your product descriptions. However, be careful to not overload your keywords, as our intelligent search will penalize keyword stuffing. Use quality descriptive content that helps your customers make purchasing decisions.

- **Product Names**

Whatever your product is, make sure that the product name actually includes it. Example: a product named "Big Kansas" doesn't let the search engine know if it's a bag, a pen, or a shirt.

- **Recommending Products**

As a PRO Supplier, you can add Recommended Products to each of your product detail pages at no additional charge. This area can be used to upsell to a similar but higher quality item, to cross-sell packaging or other add-on or upgrade options, or to highlight a high margin item.

- **Keyword Tags**

Coming in 2017, you will be able to add keyword tags to your products that the search algorithm will weigh as heavily as a product name. This will help you be more efficient with your product name and description fields without overloading them with keywords.