

Module 1_Video_18.02.20_v4

The Target logo appears on screen.

VO: Hey there.

The "Hey there" pops up on a laptop screen and small animations happen in the frame.

The Target.com home page slides into view on the screen from the bottom and a hand comes in and clicks an icon.

VO: So, you want to set up items & boost their placement on Target.com. That means making sure those items are showing up in front of the right guests.

The page switches to a product detail page of a green t-shirt and zooms out to show the keyboard.

The screen slides up and the Target.com home page comes back into view.

VO: Here's a behind-the-scenes look at how Target.com is structured...

The page flips to the side and expands out to show multiple layers.

The screen flips again and goes back to the product detail page of the green t-shirt.

VO: ...how guests shop the site and what actions you need to take to make that happen.

The t-shirt pops out from its page and drops into a red Target shipping box. Heart icons fly up and flip into dollar signs.

VO: Target.com is organized in logical categories...

The laptop comes back into view with product detail page of the green t-shirt shown on screen.

VO: ...inspired by how guests look for things. Wait, what does that mean?

Target.com's menu appears on the left screen and begins to scroll through it.

VO: Well, here's how you'd probably set up this item. But that's not how the guest sees it.

A green icon of a throw pillow appears on the screen along with product categories that appear one after another.

VO: They tend to shop for items, more like this. So, when you're looking for your items on the site...

The product categories rearrange and order themselves differently to show how the guest searches. A hand appears and clicks on the green throw pillow icon.

VO: ...you'll find them where guests would intuitively expect them to be. And maybe not in the exact same categories you used when you set them up.

It transitions to a product landing page of different types of throw pillows & the item from previous page is selected. This transitions into the product detail page of the throw pillow.

VO: Guests have different ways of finding what they're looking for on Target.com.

Text appears on the screen.

ON SCREEN TEXT: DIFFERENT WAYS TO NAVIGATE

VO: 45% of them type in the search bar only.

More text appears on screen and moves to the top as the laptop screen comes back into view. A search bar appears and hands on the keyboard type text into it.

VO: 35% only browse through curated experiences on the site, like the home décor page!

More text appears on screen and moves to the top as the home decor page appears & scrolls on the laptop screen.

VO: And 20%, well, they do both. But what's important to note is that over 50% of Target guests use browsing features.

More text appears on screen and moves to the top as the same home decor page appears & scrolls on the laptop screen.

VO: So, it's essential that your item has all the info needed to be a part of Target.com's navigation. How do you do that? The key is adding the right attributes.

The green t-shirt reappears and moves into its product detail page.

ON SCREEN TEXT: QUALITY
 COLOR
 SIZE
 ADD TO CART
 ABOUT THIS ITEM

VO: Attributes are pieces of content & information like pictures, text, videos & even product titles.

It scroll through the product detail page, showing where the different attributes live.

VO: They help power search and browse functions on the site, especially those attributes that make up product titles.

Text appears on the screen.

ON SCREEN TEXT: POWER SEARCH & BROWSE FUNCTIONS

VO: When you get them right, it's super easy for the guest to find your items...

A checklist appears with all items ticked off.

VO: ...and maybe even buy them.

The green t-shirt product detail page and the cursor clicks on the add to cart button.

VO: Attributes are classified into 3 types. Required, critical and recommended. Required attributes are essential to making your items sellable. These fields need to be completed for the item to go live on the site.

The green t-shirt appears on screen with the different attributes being listed out on the right.

ON SCREEN TEXT: REQUIRED
 BRAND
 BARCODE
 PRODUCT TITLE
 PRICE

VO: Critical attributes ensure your items populate across Target.com and impact cross-category experiences.

The green t-shirt moves to the right of the screen and the different critical attributes are listed out on the left.

ON SCREEN TEXT: CRITICAL
 FEATURE BULLETS
 ADDITIONAL IMAGES
 LICENSE PROPERTY

VO: Recommended attributes are optional but they help with navigation, boost guest confidence and maybe even inspire them to make a purchase.

The critical attributes disappear and new callouts showcasing recommended attributes appear.

ON SCREEN TEXT: RECOMMENDED
 VIDEOS
 BUYING GUIDES
 SEASON OR OCCASION
 SIZE CHARTS

VO: In a nutshell, if you're items are easy to find and have all the right attributes, it'll help drive sales.

The green t-shirt falls back into its product detail page and then falls into a Target shipping box.

VO: And that's a win for you!

A hand appears and gives a thumbs up.