

# Target.com's structure

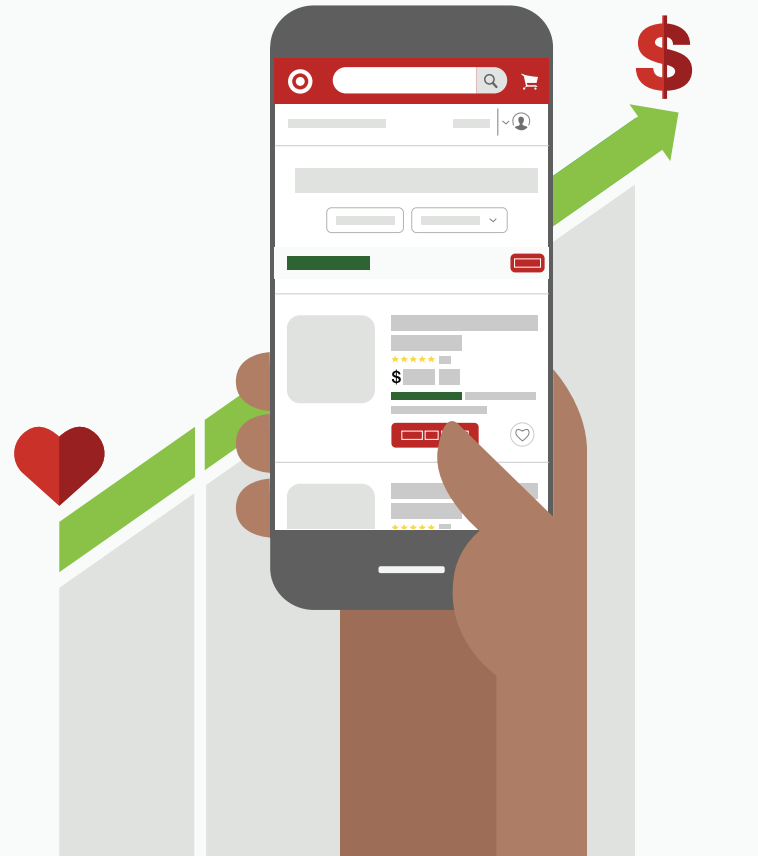
and how it can work for you

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Making your items visible to guests, especially the right guests, is key to driving your sales. Find out how guests shop the site, get a behind-the-scenes peek at how Target.com is structured, and learn what all this means to your item setup and site experience.

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# How guests shop

Target guests love to find things and be inspired when they're on the site. It's all about the joy of those awesome "Target finds". They have different ways to get to the items they're looking for.

**45%**

use the search bar **ONLY**

**35%**

browse the site **ONLY**

**20%**

use both



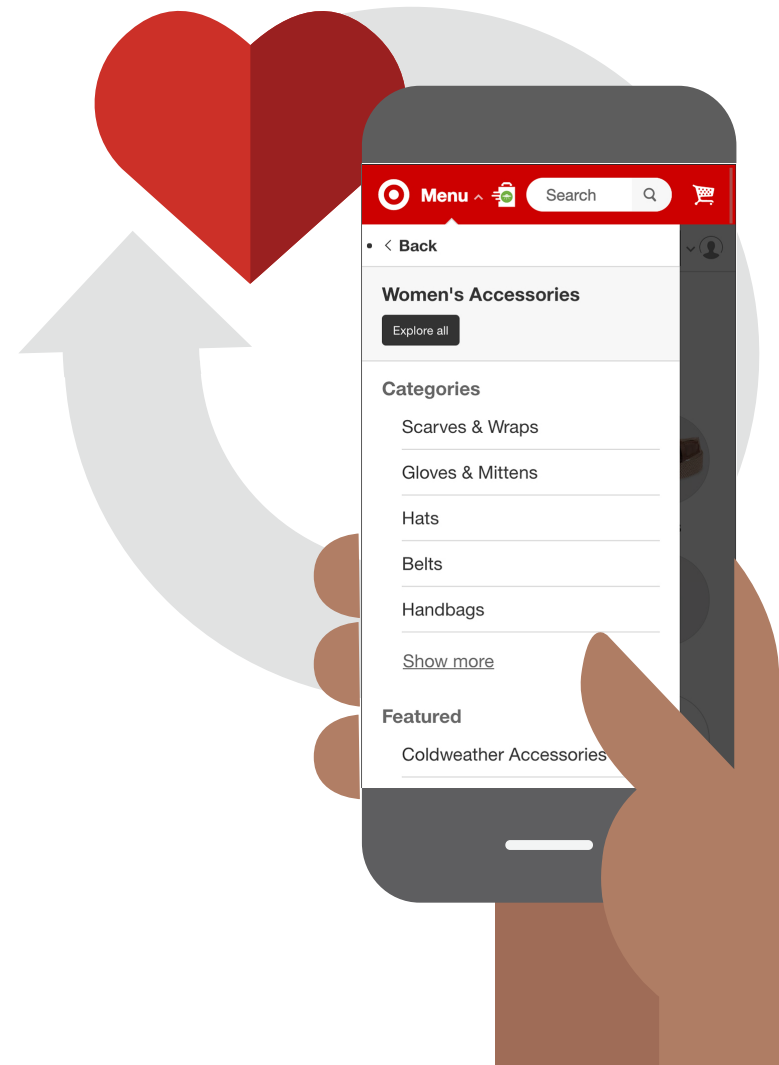
**Over 50%**

of guests use browsing features so it's essential your item has the necessary info to be a part of Target.com's navigation.

# Easy & inspiring navigation

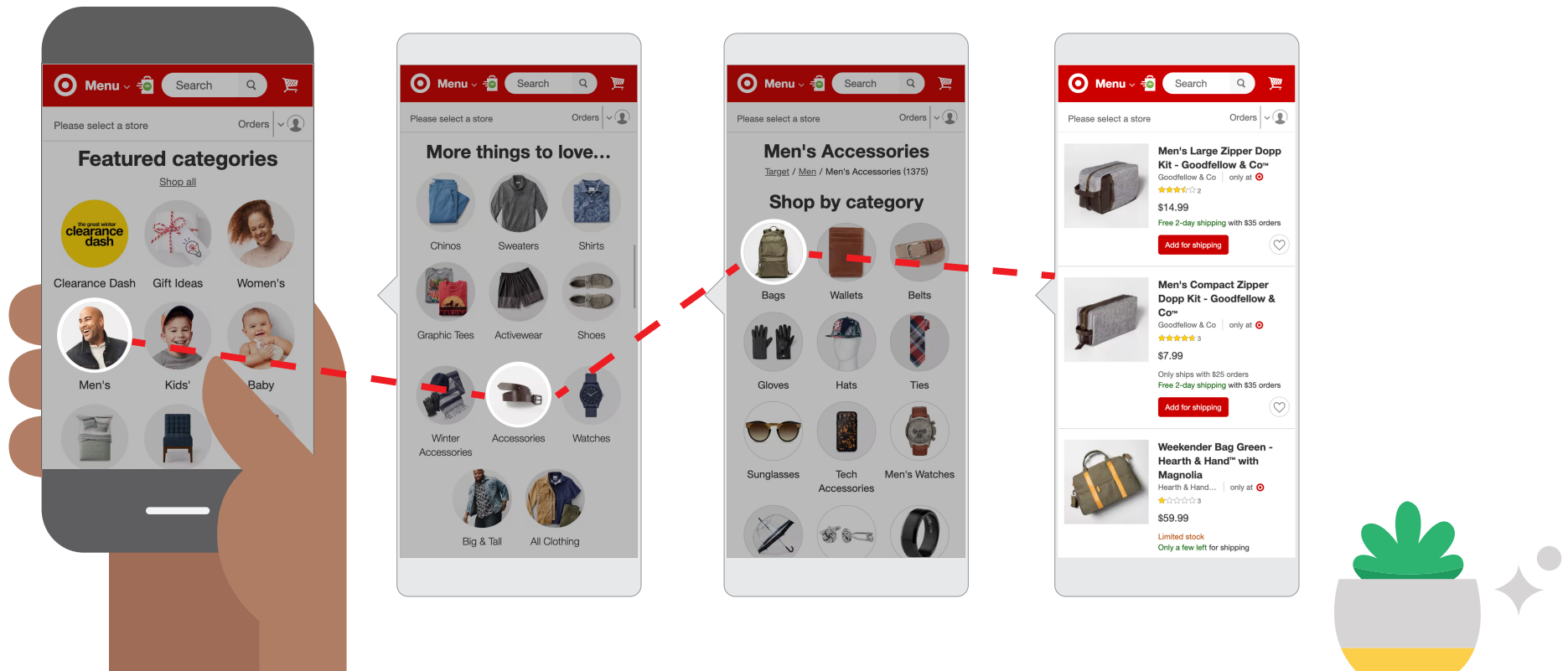
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Target.com is organized using a logical taxonomy of how guests look for items paired with fun, inspiring, joyful site experiences. Check the left navigation bar on the site for top-level categories. This structure has been made to fuel SEO, power search within the site and also make sense to guests when they shop.



# Categorizing your items

When we set up items, we tend to look at them in categories like “apparel & accessories”. But that’s not how the guest thinks when they’re shopping. They think about “Kids’, Women’s or Men’s” and then dive deeper from there. So when you’re looking for your items on the site, you’ll find them where guests would intuitively expect them (and maybe not how you set them up).



# Curated experiences

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Target also builds curated experiences for guests to help them find just what they're looking for. Toy Finder is a great example of that. It helps them filter down their choices by age, price, brand, interest & more. All so they can find a toy their kiddo will love.



So how do you get the right items  
to show up in front of the right guests?  
The key is adding the right...

# Attributes.

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Item attributes power both search and  
browse behavior on the site. They also help  
guests filter pages down to the items they  
want to see.

Incorrect attributes make your items still feed  
into the site...but in the wrong categories.  
No one wants to find a cell phone when  
they're looking for laptops.



# Types of attributes

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## Required

These are essential to make items sellable on the site; without completing required attributes, your items will error out and won't make it to the site. For example, all items require a "brand" attribute because guests expect it, trust items with a brand, and almost always search by it.



## Critical

Critical attributes can be vital to cross-category experiences, and will heighten visibility across target.com. For example, licensed products (Harry Potter, Marvel Avengers) use an attribute called "License Property." This attribute helps guests filter to just those products featuring their favorite characters.



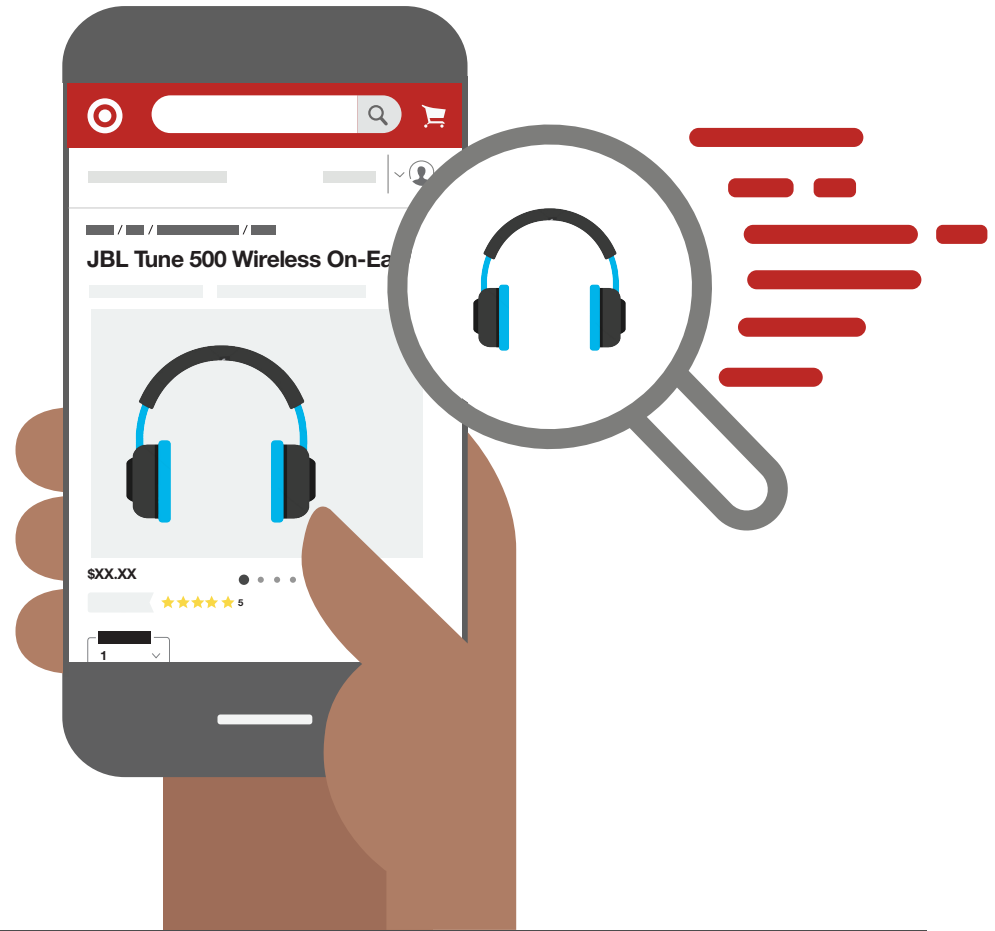
## Recommended

Optional but meaningful attributes that boost guest confidence in their purchase. They also help drive navigation on the site. In seasonal businesses, a recommended attribute could be something like "Season or Event Depicted." It's not needed on every item but fuels pages like "Christmas Decor" or "Easter Party Supplies".

# Product titles power search

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Another way to make items more findable on the site is creating a helpful and relevant product title. A winning product title will include brand name, item description, item type, color and a few more key features that help fuel both internal and external search.



# Drive sales with items that are easy to find and browse

Now that you have a better understanding of Target.com's structure, how attributes fuel the site and that product titles play a role in search, you'll be able to get your items in front of the right guests.

