

The Product Page Checklist



The information you need to set up items on Target.com



Why so much data?

It's simple — a better Product Detail Page (PDP) leads to a better guest experience, which in turn leads to better placement and conversion.



Attributes What are they?

Attributes are specifications and details about your items that make them more reliable and genuine.

Types of Attributes



1 Required attributes

These are absolutely necessary for your item to be sellable on Target.com, and for the guest to be able to buy it online or return to any Target store.

These include: Item Type, Brand, Description (Long Copy), Import Description, Product Title, Prop 65, Barcode, Price, Tax, Primary Image, Package Dimensions, Choking Hazard (select categories) & charts and legal attributes (if applicable)

Please Note:

If missing, your items will be automatically rejected back to you, without any review from Target+.



2 Critical attributes

Attributes are specifications and details about your item that make it more **reliable and genuine**.

These include: Bullets (Feature Bullets), Additional Images, Select MTA's (merchandise type attributes)

Please Note:

If missing, your items will still feed to Target+ for review and possibly launch on Target.com, but won't be findable by the guest.



3 Recommended attributes

These are non-required but meaningful attributes to boost guest confidence in their purchase decision. These also help drive navigation on the site.

These include: Additional content like videos and size charts

Please Note:

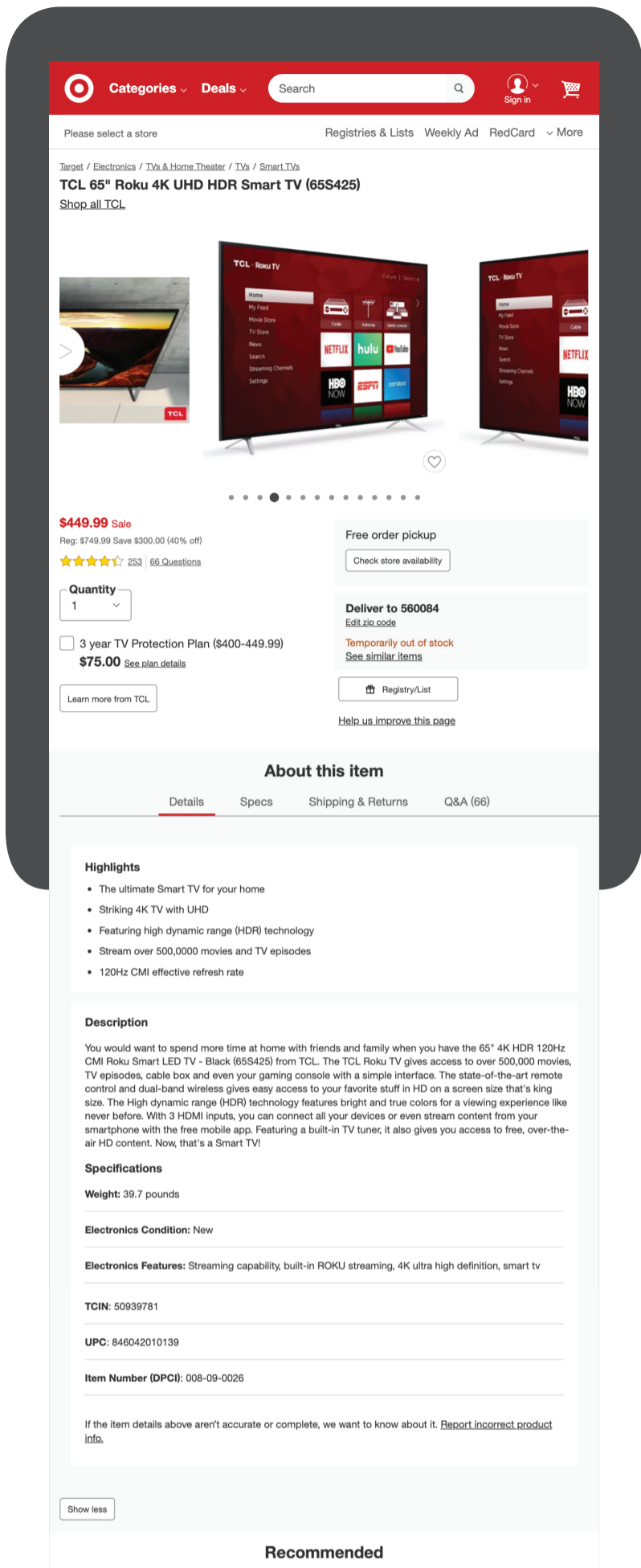
If missing, your items will still feed to Target+ for review and possibly launch on Target.com.



4 Compliance attributes

These are attributes that Target is legally required to request, as per compliance attribution fields. This helps us ensure items align with all legal regulations.

These include: Title 20 for lighting, Tip Standard (ASTM F2057), details for batteries, choking hazards, Prop65, Energy Efficient Guide



Product Detail Page

The Product Detail Page, or PDP as we call it, is where guests view your item and all the info associated with it. It showcases all the attributes for an easy shopping experience.

Here's what it looks like

Item relationships

If you have a set of similar items that only vary in size, color, pattern or all of these variations, it's best to group them instead of having an individual page for each.

Stand-alone:

A unique item that can't be grouped

Size Variation:

Item has size variants that appear as a tiles

Color / Pattern Variation:

Item has color/pattern variants that appear as color swatches

Size + Color / Pattern Variation:

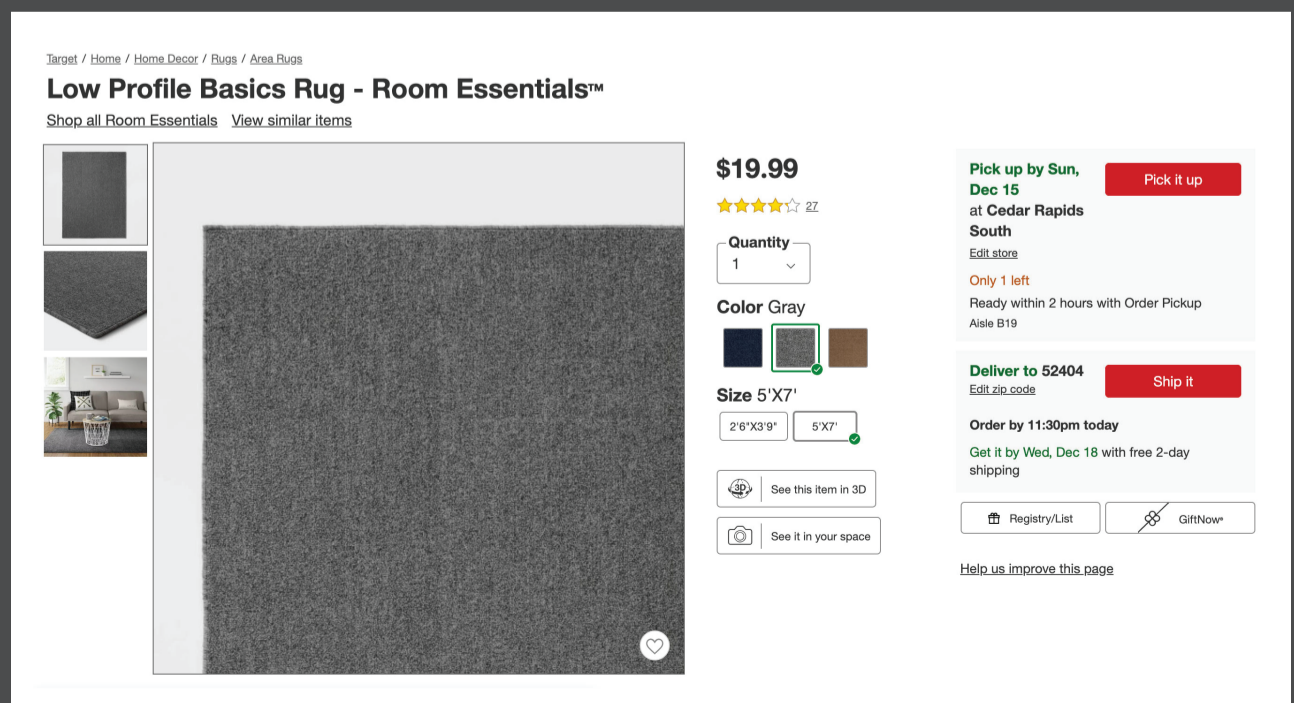
Item has both size & color variants that appear as tiles & swatches

How this helps

Guests get to know about the variants of an item, which will be hard if each variant has its own page. The guests are then more likely to find something they like, and make a purchase.

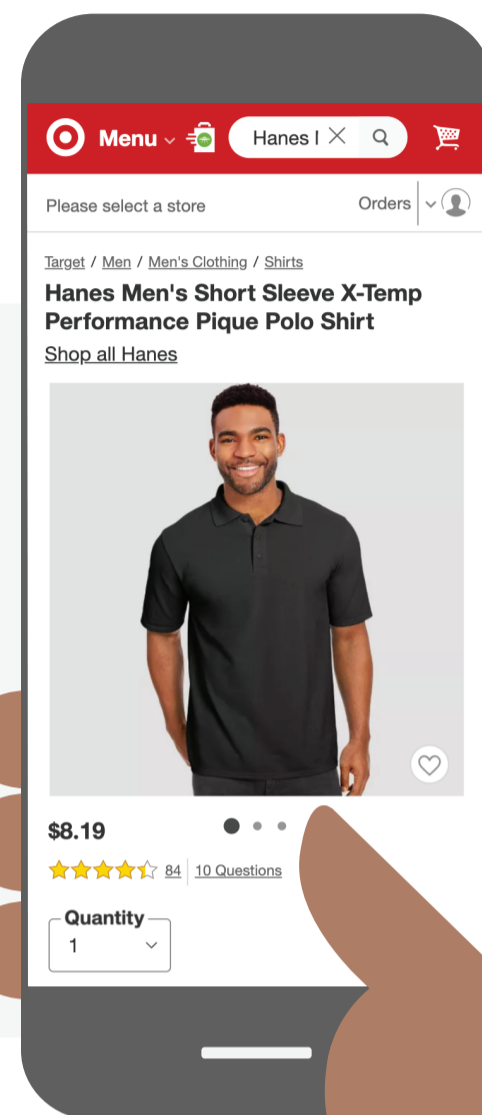
Besides, it makes things more seamless for your guest as they browse through Landing Pages. It could get frustrating to see the same item multiple times, with only slight variations in color or size.

Here's what an item grouping looks like



Product Detail Page & Content

With an understanding of attributes and the PDP, let's move on to the additional content that helps your item tell a story.



Product Title

Getting the product title and recipe right goes a long way in making your item easier to find. Here's the basic format for a great title:

**Brand +
Size Grouping +
Item Description/Feature +
Item Type +
Style/Model # +
Size/Color +
Count**

Example:
TCL 65" Roku 4K UHD HDR Smart TV (65S425)

How this works

The better the product title, the better the chances your item shows up in search – both external and internal. It also assures your guest they have the right item at checkout.

Please note:

- *Recipe is a guideline – do not need to follow the order exactly, although we strongly recommend that you do*
- *Must be submitted on all items (Stand-alone, Child and Parent)*
- *21 to 100 characters long but no more than 150*
- *Avoid using the symbols™ or® for branded items*
- *Avoid listing more than two colors and using terms like Multi-Colored or Assorted Colors*
- *When referencing Units of Measurement, use abbreviations (i.e. oz (ounces), “ (inches),’ (feet), etc.)*

Images (Quality + Accessibility)

The first thing a guest expects to see when buying something online, is an image. Images are a must on all stand-alone and child items – preferably three or more (front, back and lifestyle). You can upload up to 16, with one primary and 15 alternate. The primary image needs to be on a white background, and square to fill the frame equally.

Additionally, if you happen to have images with text, it's best to mention the same in either the product title or item description to assist guests with accessibility needs.

Please note:

- *Image Pixel:*
 - Preferred: 2400 x 2400*
 - Minimum: 1000 x 1000*
 - Maximum: 5000 x 5000*
- *Acceptable file formats: .jpg, .png, .tif, .psd*
- *We currently do not accept 365 degree images*

Why they're important

The conversion on items with multiple images is 4x higher than average conversion. More images increase guest confidence in purchasing – 80% volume for marketplace items is driven by items with more than 3 images.

Please note:

- *Description copy must contain over 50 words*
- *Do not include URLs or hyperlinks to other sites*
- *Avoid unsubstantiated claims/advertising*
- *Avoid duplicating information within copy and bullets*
- *Numbers of bullets can be between 2-5*
- *Each bullet should be between 20-50 characters*

Description (Copy + Feature Bullets)

A description to go with the image makes it easier for your guests to better understand an item. A product description – including copy and bullets – is necessary for all stand-alone and parent items. Bullets should focus primarily on details, features and benefits, while the copy elaborates on finer details.

Why it matters

A unique product description improves search ranking and traffic. Using long-tail keywords can increase search ranking by 11 positions, with a conversion lift of roughly 2.5x. 20% guests click on a description to learn more about the product, and the conversion lift 7x higher than average conversion.

● Videos

Videos are a great way to give your guests a complete understanding of an item. If you have videos showcasing your product or brand, make sure the format is MP4 and you have close captioning in a VTT file format.

● Why guests care

30% of guests on Target watch a video if available. Conversion lift from watching a video is 10x higher than the average conversion. They're also highly visible on the PDP.

● Size Charts

Often, guests could use additional information or content to make a purchase. For apparel and shoes, for instance, our guests expect to have size charts on all items.

We encourage having these so guests know exactly what they're buying, and the chances of a negative review from receiving inaccurate items is reduced. Having a size chart also reduces the chances of returns!

● How they help

Since 50% of guests use size charts before making a purchase, having them drives the highest conversion rate of all item content (15x higher than average conversion).

● Guest Q&A and Review Content

If guests still have questions or require clarification on your item information, they can ask a question directly on the PDP. We rely on you for this information because you are the product expert! Answering these questions is pretty important, because they stay on the PDP for as long as the item is on Target.com. Besides, your response benefits other guests who may have the same question.

Besides Q&A, ratings and reviews also have a huge impact on how the guest decides to make a purchase decision. 71% of consumers indicate that ratings and reviews are "highly influential" in their decision-making process.

To make things easier, Target offers a free program through Bazaarvoice to answer these questions and directly interact with guests (sign up at www.bazaarvoice.com/target).

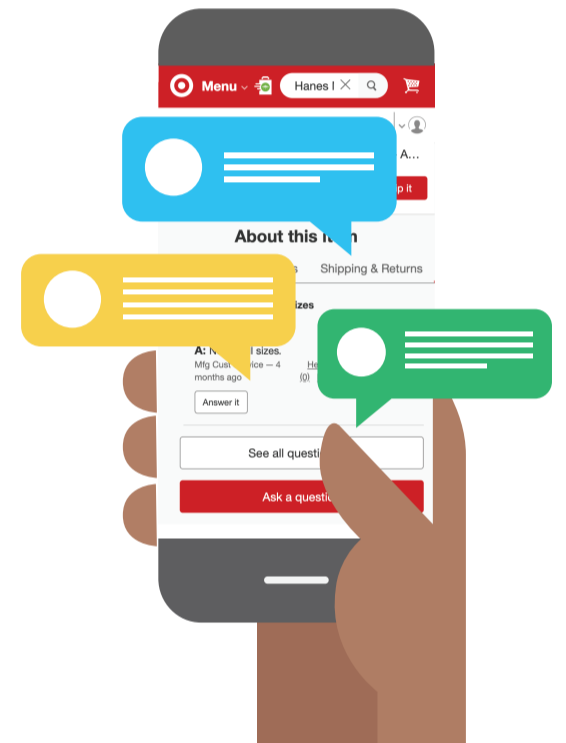
● What's in it for you?

Guest conversion increases 4x when a question is answered within 48 hours of the guest asking it.

Target guests who read product reviews convert at a 19.7% higher rate. They also have a basket size 8.7% higher than guests who don't.

Please note:

Not just apparel, size charts work with other categories as well. Rugs and string lights, for instance, could use size charts to determine area and length respectively.



What you can't sell with Target

Not all items get that amazing site experience! Target is very conscious of not promoting inappropriate/offensive items. Here are some things to look out for:

- Products that promote or glorify animal cruelty, criminal or illegal activity, hatred, derogatory stereotypes, violence, racial, sexual, national or religious intolerance or promote organizations with such views.
- Products that display explicit nudity or vulgar language, obscene material, sexually suggestive, pornography, nude or partially nude minors.
- Products referencing tragedies, natural or man-made disaster(s).
- Products marketed to or targeted at kids or teenagers that are age-inappropriate.

Ready to set up?

Start collecting your item data and get ready to begin the setup process.

To know more, reach out to us at Item.targetplus@target.com

