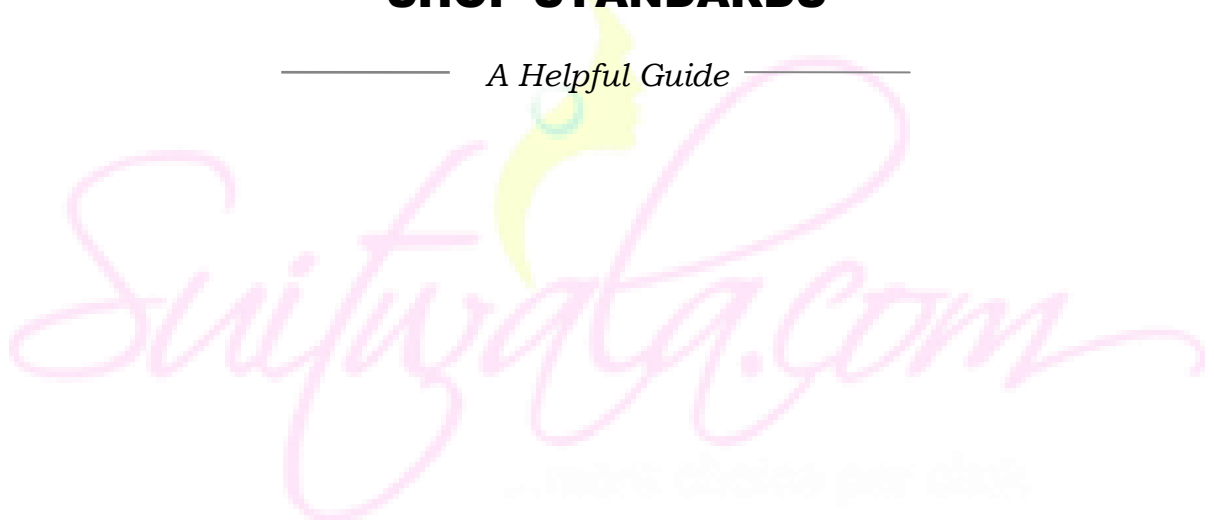




## **SHOP STANDARDS**

————— *A Helpful Guide* —————

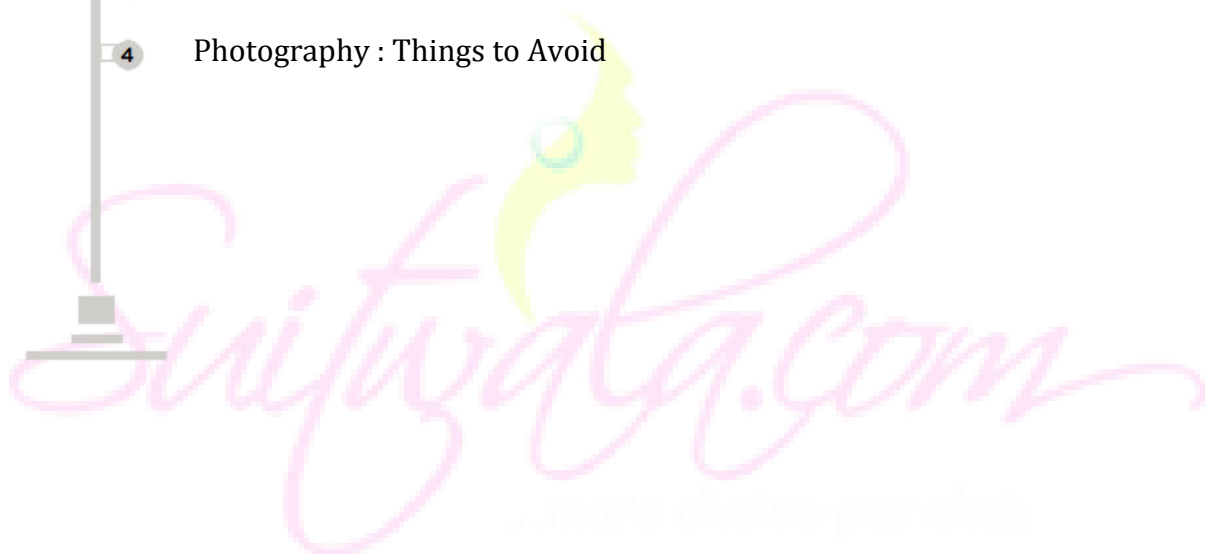


## HOW TO SELL AT SUITWALA

At Suitwala, shop owners are hand-selected for their great selling history, Interesting mix of quality products and compelling business story. Shop owners who excel in these areas really get to stand out at Suitwala.

This handy guide will help you in:

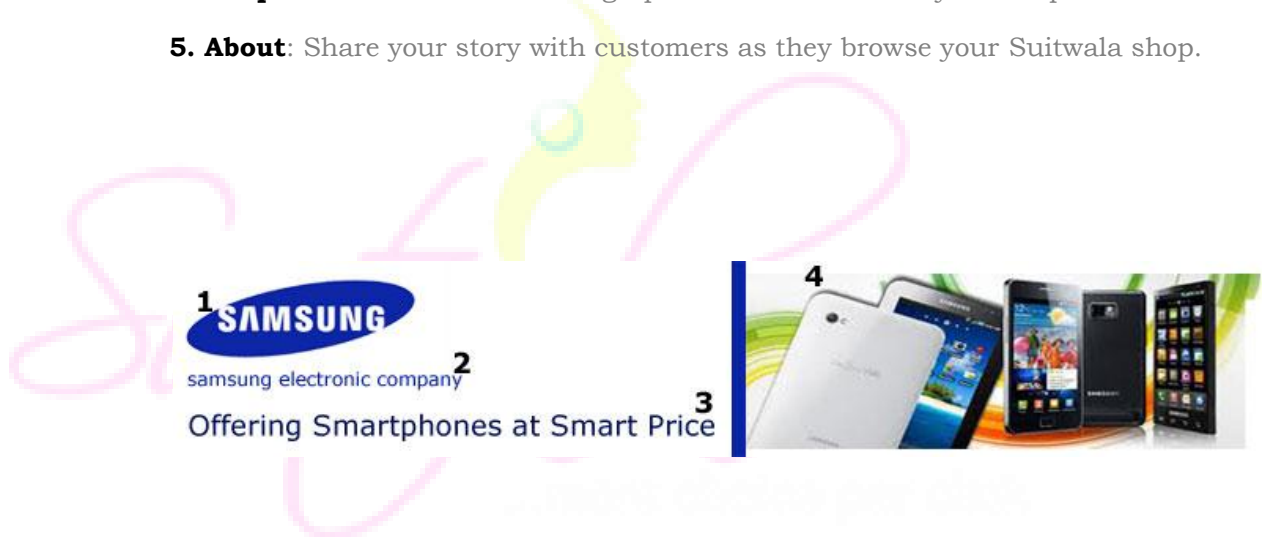
- 1 Setting Up Your Shop Profile
- 2 Product Title & Description
- 3 Product Photography
- 4 Photography : Things to Avoid



# 1 **SETTING UP YOUR SHOP PROFILE**

At Suitwala, your shop is your own—you can be creative with the following elements and use them to build your brand, tell your story and establish a unique identity.

- 1. Logo:** Use your existing logo or a graphic that represents your shop.
- 2. Shop name:** This is your brand and your Suitwala shop's identity.
- 3. Tagline:** Add a descriptive phrase to tell customers what your shop is all about.
- 4. Shop banner:** Insert a header graphic to set the tone of your shop.
- 5. About:** Share your story with customers as they browse your Suitwala shop.



2

## PRODUCT TITLE & DESCRIPTION

A well-written title will allow shoppers to quickly understand what your product is. Poorly constructed titles make a shopper search through a string of words that can appear random.



### CHANDERI COTTON SILK DRESS MATERIAL

Brand New

Returnable : 15 - Days Guarantee

Part No # S-910

- ❖ Dupatta: 2.25 Mtr
- ❖ Type: Semi Stitched Dress Material
- ❖ Size Top: 2.15 Mts
- ❖ Work Details (Top / Dupatta ):  
Multi thread work with jal concept  
& Contrast Border
- ❖ Size Bottom: 2.25 Mtr
- ❖ Fabrics Details-Top: Chanderi  
Cotton Silk
- ❖ Fabrics Bottom: Pure Santoon
- ❖ Inner / Lining: 2.25 Mtr

A

### When creating product titles:

Start with a two word title of brand and product like Woodzee Sunglasses

- Limit title length to 80 characters, including spaces
- Avoid special characters
- State what the product is in simple, searchable terms
- Then add in general descriptors such as color, pattern and size
- Spell check for typos or misspellings

B

### To create good descriptions:

Use one to three short paragraphs to describe details that didn't fit in the title

- Use at least 50 characters, and no more than 500
- Only include details about the product - no policies
- Spell check and carefully proofread for typos or misspellings
- Include keywords, but write for your customers, not a search engine

## PRODUCT PHOTOGRAPHY

Always present the user with a clean and clear photo in order to have a pleasant site experience. High-quality images and multiple views of an item give customers added confidence when making a purchase.

A seamless white background is always best. A roll of smooth white paper, sold at your local art store, provides the best background.



Example Backgrounds

Most products look best when photographed from a straight-on view or from directly above. Center the item in the frame and provide adequate open space around the product

Give the shopper multiple views of your product and some close-up shots that show important details.



Main Product Images

Alternate view



### Some helpful tips:

- Strong clear photographs will help you stand out, especially in search results.
- Make sure you use a quality digital camera.
- Shooting against a solid background makes the product more appealing.
- A tripod can be handy for setting up and taking lots of shots.



Example product images

**PHOTOGRAPHY**

**THINGS TO AVOID**



1. Do not add distracting effects.



2. Do not use a wrinkled white sheet as a seamless backdrop. Remove timestamps.



3. Do not use a busy background with multiple products displayed



4. Avoid uneven lighting and shadows.



5. Avoid drop shadows.



6. Avoid props that have little to no

*Suitwala.com*



7. Avoid using mannequins.



8. Avoid extreme contrast.



9. Do not add branding elements, digital or otherwise.