



Marketplace Seller Content Standards

The guidelines and recommendations in this document are designed to help you, the seller, craft the best possible product content for your items on the Sears Marketplace.

Each section includes minimum standards, recommendations and tips to help your products fit in with the Sears online shopping experience as seamlessly as possible.



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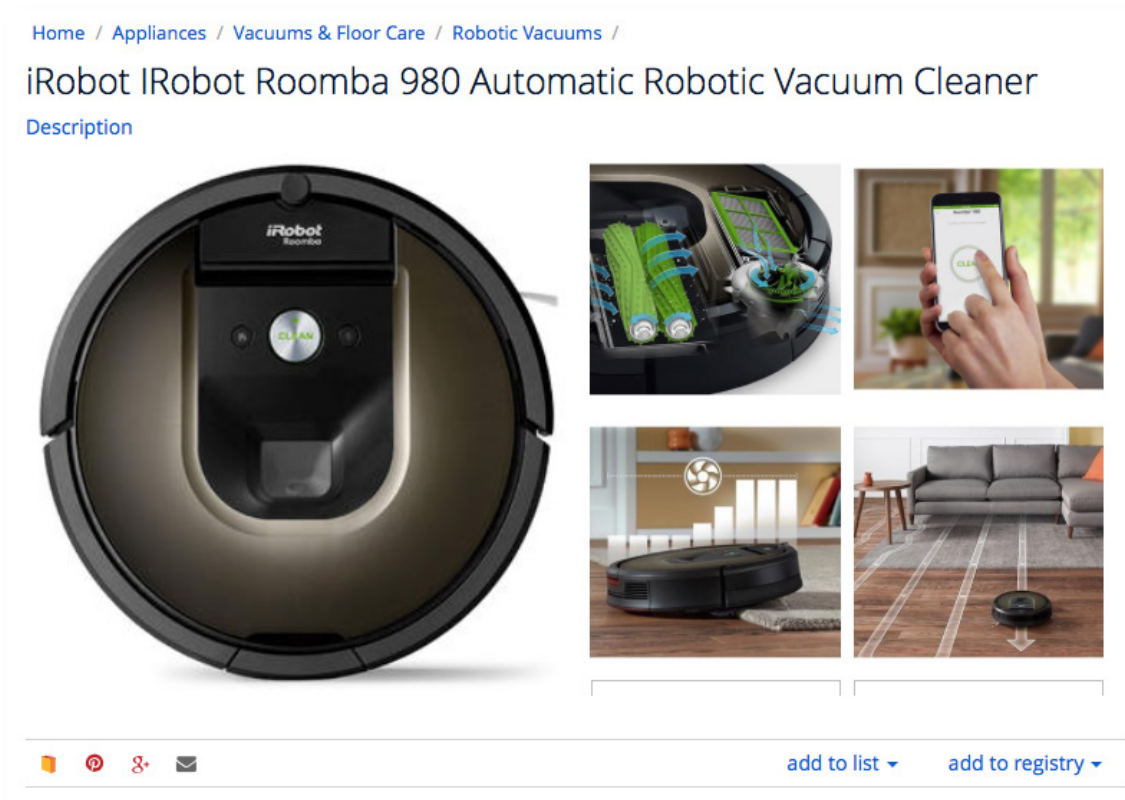
Image & Video Standards

Image & Video Standards

Product images and videos are important tools that shoppers use to better understand the product before making a purchase decision.

It's important that the images and videos you load for your product content meet our minimum recommendations.

High-quality images and videos allow the shopper to see a full view of the product, detail shots and additional features and benefits, and to better understand the product's actual size.



Product Image Minimum Requirements

- All product images must accurately represent the product
- JPG, JPEG, TIFF and PNG image formats only
- Minimum of 1 product image
- Maximum of 7 images, including hero (main) and any videos
- Minimum size: 500 x 500 pixels
- Maximum size: 5,000 x 5,000 pixels

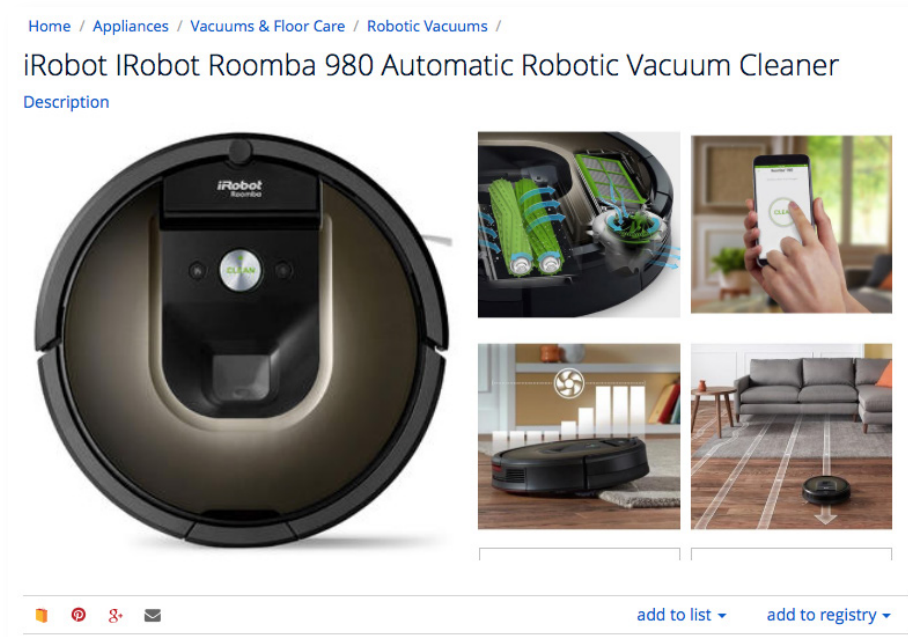
Product Image Recommendations

- 1 image of product out of the box
- Recommended size: 1,800 x 1,800 pixels
- Recommended to have at least 1 image at 1,600 x 800 pixels or 800 x 1,600 pixels for a clean zoom experience
- Images should be void of watermarks

Image & Video Standards

HERO IMAGE (MAIN/PRIMARY PRODUCT IMAGE)

This is the main image of your product, so make it a good one!



A good hero image should:

- Illustrate the product's overall features and primary aspects
- Not include any watermarks or additional text
- Be of high enough quality that the user can zoom in without losing detail
- Provide a premium first impression of the product
- Help assure the shopper (along with other aspects of the product page) that this is the product they're looking for

Detail shots, feature shots and dimensional overlay images should not be used as hero images as they won't provide a good first impression of your product for the shopper.

HERO VIDEO

Sellers may **only** use manufacturer-provided or their own product videos of the product.

A good hero video should:

- Help the shopper see a full view of the product from all angles
- Show the product both in-use and as the shopper would receive it brand new
- Show the product in-use as intended
- Not be a cleaning, how-to or repair video

Image & Video Standards

DIMENSIONAL OVERLAY IMAGES

Dimensional overlay images are extremely useful when it comes to helping the shopper understand the actual size of the product, especially for appliances, electronics and furniture.

A good dimensional overlay image should:

- Provide visual context about the actual size of the item
- Show width, height and depth of the item with dimensional overlay using inches and/or feet
- Use accurate measurements for that specific product
- Use the actual product in the image (not a similar make or model)



This is a good dimensional overlay image

EXAMPLES OF PRODUCT IMAGES

Good product image:

- The source file is 1,000 x 1,000 pixels. Nice and sharp!
- The image stays sharp when zoomed
- Great lighting, white balance, positioning



This is a great product image

Bad product image:

- Source file is below the minimum content requirement, making for a grainy or blurry experience for the member
- Image includes a watermark
- Watermark is from another retailer
- Filter was poorly edited before being placed on an off-white background, creating noise around the image



This is a bad product image



Attributes & Additional Asset Standards

Attributes & Additional Asset Standards

ATTRIBUTE & SPECIFICATION STANDARDS

Product specifications and attributes vary from item class to item class. These details will appear on the specifications table on the product page and serve as an additional tool to aid conversion when a shopper lands on the page.

Specifications

Product Specifications

Dimensions and Capacity:	
Weight (lbs.):	242
Freezer Capacity (Cu Ft):	9.17
Overall Capacity (Cu Ft):	24.68
Depth w/ Handle (in.):	34.625
Depth w/o Handle (in.):	32.375
Height to Top of Case (in.):	68.875
Height to Top of Hinge (in.):	69.125
Depth w/Door Open 90 Degrees (in.):	49.875
Refrigerator Capacity:	15.51
Width w/Door Open 90 Degrees (in.):	41.5
Width w/ Door Closed (in.):	35.5
Depth without Door (in.):	28.875
Color and Styling:	
Door Style:	Flat
Door Color:	Stainless steel
Door Finish:	Smooth
Color Family:	Stainless steel
Handle Color:	Mono
Cabinet Color:	Black
Crisper Color:	Clear
Product Overview:	
General Warranty:	1 year limited
Power Cord Included:	Yes
Adjustable Legs:	No
Weight, Shipping:	254
Standard or Counter Depth:	Standard Depth
Voltage (V):	115
Ice Dispenser:	Yes
Automatic Defrost:	Yes
Fast Freeze:	No
Dynamic Cooling:	No
Performance:	
Kilowatt Hrs. per Year:	701
Control Type:	Mechanical
Durability:	
Refrigerator Shelf Material:	Glass
Handle Material:	Metal
Freezer Shelf Material:	Wire
Filtration & Dispensing:	
Ice Maker:	Yes
Internal Water Dispenser:	No
Thru Door Dispenser:	Ice & Water Dispenser
Water Filter:	Yes
Ice Style:	Crushed & Cubed
Water Filter Replacement Part Number:	9930
Freezer Features:	
Defrost System:	Frost-free
Refrigeration Conveniences:	
Crisper Style:	Slide-out
Control Location:	Interior
Gallon Door Storage:	Yes
Number of Refrigerator Drawers:	2
Number of Refrigerator Door Bins:	4
Refrigerator Interior Light:	Yes
Adjustable Shelves:	No
Humidity-Controlled Crisper:	Yes
Number of Refrigerator Shelves:	3
Flexible Storage Shelf:	No
Freezer Conveniences:	
Freezer Interior Light:	Yes
Number of Freezer Door Bins:	3
Number of Freezer Shelves/Baskets:	3
Certifications:	
ENERGY STAR Compliant:	No

The more information the shopper has available in their immediate shopping experience, the more likely they are to convert with confidence (that is, know that the item they've added to their cart is exactly the item they want).

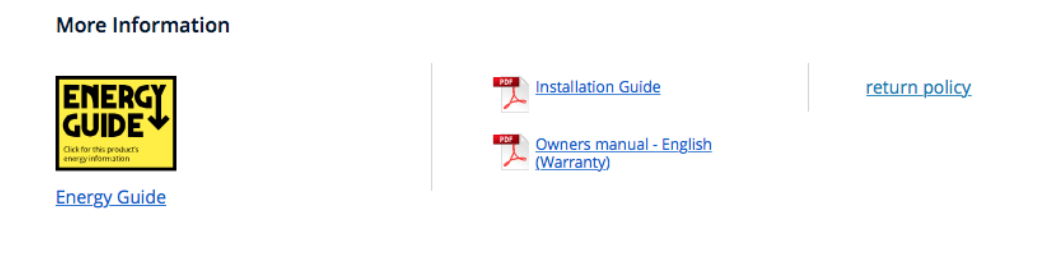
When building your products, you must fill out all areas marked as "required".

While there are some specifications that are marked as optional (not required to be filled out in order for your item to be on the Marketplace), it's highly recommended that you provide as much detail as possible.

Attributes & Additional Asset Standards

ADDITIONAL ASSETS

When possible, sellers should include any documents that are specifically related to the product.



While these documents should be included with the product when the shopper purchases it, it can be helpful for new and current owners to have an online reference available. Any additional documents you choose to include should be in .PDF format.

Helpful documents include:

- User manuals
- Energy guides
- Installation guides
- Cleaning instructions

Do not include:

- Marketing materials
- Coupons
- Rebates
- Any other documents that are unrelated to the actual product itself



Copy Standards

Copy Standards

COPY STANDARDS

The main goal of product copy is to help the shopper make an informed purchasing decision.

Once a shopper lands on a product page, they should be able to find most, if not all, of the answers to their questions, even ones they didn't know they had, without feeling overloaded with information or text.

It's best to keep product copy short, informative and personable.

These copy standards and recommendations are designed to help you provide informative, personable and discoverable product copy for your items.

The screenshot shows a product page for a Cuisinart HM-90S Power Advantage PLUS 9-Speed Hand Mixer w/Storage Case. The page includes a navigation bar with the Sears logo, search bar, and various utility links. The product title is prominently displayed at the top, followed by a star rating and review count. A 'Special Offers' banner is visible below the title. The main product image shows the hand mixer in its storage case. To the right of the image is a 'Key features' box listing: 9 Speeds, Snap-On Storage Case, SmoothStart, LED Display, and Chef's Whisk and Dough Hooks. On the far right, a pricing and purchase section shows the price at \$79.95, an 'Add to Cart' button, and shipping options. Below the product image, there are links for 'add to list' and 'add to registry'. A detailed 'Description' section follows, starting with the item number and model, and providing a comprehensive overview of the product's features and benefits.

Earn more Shop Your Way® points with Sears Mastercard® [learn more](#)

sears

Deals Coupons Local Ad Gift Ideas Credit Card Store Locator Kmart.com Help Chat

FREE SHIPPING OVER \$49*

Sign In Your Account Check Your Order Status


Appliances Auto Baby Clothing Electronics Fitness Home Jewelry Outdoor Parts & Services Shoes Tools Toys More...

Home / Appliances / Small Kitchen Appliances / Mixers & Accessories /

Cuisinart HM-90S Power Advantage PLUS 9-Speed Hand Mixer w/Storage Case

★★★★★ 7 Reviews [Description](#) [Specifications](#)

2 Special Offers Get \$20 in Points on Home Purchases of \$60 or more! Items Sold by Sears. see details



Key features

- 9 Speeds
- Snap-On Storage Case
- SmoothStart
- LED Display
- Chef's Whisk and Dough Hooks

Online Only Price

Sold by: Sears or shop from 6 other seller

\$79.95

Eligible for Shop Your Way Points

Gift Eligible

FREE Shipping on orders over \$49 Enter location for availability

Store Pickup Not Available

Quantity: [Add to Cart](#)

[View Alaska/Hawaii Pricing](#)

Other offers available: 7 new from \$79.95

[add to list](#) [add to registry](#)

Description

Item # 00843503000P Model # HM-90S

Be a Better Baker with the Cuisinart HM-90S Power Advantage PLUS Hand Mixer w/Storage Case

The Cuisinart Power Advantage PLUS 9-Speed Hand Mixer w/Storage Case helps you with the hard part so you can spend more time enjoying your tasty creations. Choose from one of 9 different speeds to help ensure your recipe goes exactly according to plan. Especially long beaters help mix even large quantities of food as they reach all the way toward the bottom of large mixing bowls. Get even more creative in the kitchen with included dough hooks and a chef's whisk, and use the included spatula when it's time to get cooking or baking. Prevent a giant mess in your kitchen with SmoothStart that starts the mixing off at a low speed, and enjoy up to 220 watts of mixing power to get your mixture just right. When it's time to clean up, store all the pieces together using an included storage case, so everything stays in one spot in your kitchen cabinet.

- Mix it up in the kitchen with the Cuisinart Power Advantage PLUS 9-Speed Hand Mixer w/Storage Case
- Features 9 different speeds so you can perfectly mix all your recipes
- Includes storage case to store your mixer away in between uses
- Extra long beaters effectively mix large amounts of food
- Additional mixers include chef's whisk and dough hooks
- Mixes with up to 220 watts of power
- SmoothStart starts with lower speeds to reduce splattering
- LED display helps you stay in control of your mixing
- Includes spatula

Added on June 10, 2013

[view less](#)

Copy Standards

COPY STANDARDS

Product copy serves a variety of benefits for the product page, from discoverability/SEO to feature details. It's important that your product copy meet our minimum standards in order to provide a smooth shopping experience for the user.

Product Title (Product Name) Standards

Do:

- Keep product titles to 80 characters or less
- Write product titles in title case
- Ensure product title is truthful and accurate
- If able, include the model number at the beginning of the product title

Don't:

- Include brand name in product title (the brand is linked automatically by our system to appear in the product title on live site)
- Use special characters except for trademark, copyright or registration symbols
- Add seller name in product titles
- Include any promotional verbiage in product title

Product Description & Features (Short & Long Description) Standards

Do:

- Use proper HTML code for formatting
- Write the product description (short description) in paragraph form
- Write the product features (long description) in bulleted form
- Ensure your copy is truthful, accurate and fully substantiated

Don't:

- Link to other sites, pages or documents
- Use promotional copy or copy that is unrelated to the product (see: Avoid Promotional Content in Product Copy)
- Include health, safety or monetary claims or promises
- Compare to other brands or products
- Include warranty information
- Insert pricing, sales or promotional offers
- Include customer service information, such as phone numbers or email addresses, in copy

Copy Standards

WRITING TIPS

While these suggestions aren't mandatory, they will help you create better copy to support a more discoverable and engaging product description.

Tips & Recommendations for Writing Great Product Descriptions

- Recommended total minimum word count (when combined with Long Description) should be 150 (this is the average optimized length for external search engines)
- Include a bolded headline (H2) written in title case above the Description block copy (see “Example of Good Product Copy” on the next page)
- Copy should be unique per product to improve discoverability
- Include general SEO variance (improves external discoverability)
- Keep copy short, simple and informational. 5-6 sentences per paragraph is the typical average. Copy should rarely go into a second paragraph
- Item description and details should trump lifestyle copy, though the copy should have some personality

Tips & Recommendations for Writing Great Product Features

- Recommended total minimum word count (when combined with Short Description) should be 150 (this is the average optimized length for external search engines)
- Write your features as simple sentences to give added SEO value, if possible, to the product page
- Organize the product features from most relevant/important to generic/least interesting
- Proper sentence structure is preferred
- Keep feature copy short and simple to make it more scannable

Copy Standards

EXAMPLE OF GOOD PRODUCT COPY

Delta Espresso Convertible Crib Style & Versatility for the Nursery

The Delta Columbia 3-in-1 convertible crib pairs classic style and flexibility in a single piece of furniture. This sleek espresso-finished crib can convert into a toddler bed and daybed with a few simple adjustments, giving you 3 beds in 1. This 3-in-1 crib is made from supple, sturdy hardwood, making it an excellent and elegant piece of furniture for baby's room. JPMA/ASTM certified, this crib is classic and timeless, so you can hand it down through generations with confidence.

- Delta Convertible Crib grows with your child from infancy through childhood
- Crib easily converts into toddler bed and daybed
- Fits standard size crib mattress
- Elegant hardwood is stained a deep espresso finish
- JPMA/ASTM certified
- Some assembly required

What makes this great copy:

- Short paragraph with relevant product information
- Balances SEO with lifestyle voice/conversational tone
- Has a good variety of SEO, both general and long-form
- Product features are neatly organized in bullet format
- Copy isn't pushy or using advertisement-speak
- Copy is unique/written in-house
- Copy speaks to features of product without risking safety claims
- Copy uses clean and clear grammar and sentences

Copy Standards

EXAMPLE OF BAD PRODUCT COPY

Graco's Tranzitions 3-in-1 Harness Booster is designed to grow with your child and go with you, wherever your journeys take you - from car to carpool and beyond. This item transitions from harness booster (22 - 65 pounds) to high back booster (30 - 100 pounds) to backless booster (40 -100 pounds) and features the Simply Safe Adjust Harness System, which adjusts your harness and headrest to 8 height positions, with no time-consuming rethreading. It Features: Three seats in one: 5-point harnessed car seat, Highback belt-positioning booster and Backless belt-positioning booster Use as a 5-point harnessed car seat (22 - 65 pounds), as a highback belt-positioning booster (30 - 100 pounds) and as a backless belt-positioning booster (40 - 100 pounds) Simply Safe Adjust Harness System adjusts the height of your harness and headrest, in one motion, to ensure that your child is always properly secured Side Impact Tested New Car Assessment Program (NCAP) - peak crash force approximately 2X car seat standard Extreme Car Interior Temperatures Rigorously crash tested to meet or exceed U.S. safety standards to reassure safety-conscious parents Graco is committed to designing and manufacturing top-quality products that are inspired by the needs of both parents and babies. Graco is known worldwide for its innovative baby swings, car seats, highchairs, travel systems and more. Click here to check out even more Graco items ! Be sure to visit our Graco Brand Store for superior baby products.

What's wrong with this copy:

- Way too long
- Poor/misuse of grammar
- Poor SEO variation
- Uses brand marketing
- Haphazardly written—very little conversational tone or effort to help the shopper understand what they're buying
- The long description (bulleted features) have been shoved up into the product copy, making it hard to read/understand
- Copy includes potential safety claim issues
- Copy includes a CTA to leave the page to shop other items
- Copy was clearly duplicated from the manufacturer's website

Copy Standards

WHAT NOT TO WRITE

- **Safety Claims:** Any claims, promises or mention of keeping someone safe from danger or death should not be included in your copy as that poses a liability risk.
- **Health Claims:** Any claims, promises or mention of improving someone's health, curing illness or ailments, easing of pain or providing any kind of unprovable health benefit should not be included in your copy as that poses a liability risk.
- **Warranty Claims:** Warranty claims of any kind should not be made in the product copy.
- **Competitor Comparisons:** Do not compare products to competitors or claim any performance improvements that cannot be fully substantiated.
- **Promotional Copy:** Do not include advertising copy, pricing copy, promotional copy or any other type of copy that is unrelated to the features and benefits of the product that a shopper would/could use to make an informed purchase decision.
- **Other Unrealistic Promises and Untrue Claims:** Avoid writing any claims, promises, comparisons, opinions, reviews, etc.

Always ensure that your copy is truthful, accurate and fully substantiated.

AVOID PROMOTIONAL CONTENT IN PRODUCT COPY

Avoid writing about sales, comparisons, promotions, pricing and competitors in your product copy as this could hurt conversion, confuse the shopper, be inaccurate and hurt your SEO.

The descriptions and features you write for your product should be solely about the product's features, functions, benefits and abilities to help the shopper make the best and most-informed purchase decision possible.



Tips for Writing Discoverable & Engaging Product Copy

Tips for Writing Discoverable & Engaging Product Copy

TIPS FOR WRITING DISCOVERABLE & ENGAGING PRODUCT COPY

Good product copy should be engaging, informative, detailed and SEO-centric. Your copy should have elements of discoverability, or SEO, while also helping the shopper understand the product and make a purchase decision.

It's important that your copy is SEO-centric to help shoppers find your product from a variety of sources, such as Google and Sears' internal search bar.

SEO copy should read naturally and should not utilize keyword stuffing or other Black Hat practices.

The screenshot shows a product page on the Sears website. At the top, there's a navigation bar with the Sears logo, a search bar, and links for account, order status, and cart. Below the navigation bar, there's a breadcrumb trail: Home / Appliances / Small Kitchen Appliances / Mixers & Accessories / Cuisinart HM-90S Power Advantage PLUS 9-Speed Hand Mixer w/Storage Case. The product title is followed by a 5-star rating and 7 reviews. A 'Special Offers' banner indicates a \$20 discount on home purchases over \$60. The main product image is a white hand mixer with a clear storage case. To the right of the image is a 'Key features' box listing: 9 Speeds, Snap-On Storage Case, SmoothStart, LED Display, and Chef's Whisk and Dough Hooks. On the right side of the page, there's a pricing section showing the price at \$79.95, eligibility for Shop Your Way Points, and free shipping on orders over \$49. There's also an 'Add to Cart' button and a quantity selector set to 1. Below the product image, there's a 'Description' section with the item number (00843503000P) and model number (HM-90S). The description starts with 'Be a Better Baker with the Cuisinart HM-90S Power Advantage PLUS Hand Mixer w/Storage Case' and provides a detailed overview of the product's features and benefits. A bulleted list of features is provided, including the storage case, 9 speeds, long beaters, chef's whisk and dough hooks, 220 watts of power, SmoothStart, LED display, and spatula. The page also includes a 'view less' link and a 'Description' tab.

Other offers available: 7 new from \$79.95

add to list - add to registry -

Description Item # 00843503000P Model # HM-90S

Be a Better Baker with the Cuisinart HM-90S Power Advantage PLUS Hand Mixer w/Storage Case

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Added on June 10, 2013

[view less](#)

Tips for Writing Discoverable & Engaging Product Copy

NATURAL SEO VS. KEYWORD STUFFING

Natural SEO allows for organic inclusion of both long- and short-tail keywords related to your product and the product's assigned taxonomy/item class. Keywords should occur naturally within the easy-to-read product description and features list. Natural SEO typically assists in having a positive impact on page ranking on the SERP.

Keyword stuffing is blatant overuse of keywords throughout the page, resulting in odd strings of words, awkward sentences and difficult-to-read paragraphs. Keyword stuffing can result in negative impact for traffic, search results (both internal/external), conversion rate and engagement.

How to write good SEO/discoverable copy:

- Keep language natural and conversational
- Include general keywords when able
- Include at least 1 long-tail keyword other than the product title
- Use an average of 3-4 general keywords related to the product category
- Use brand and style names along with product name and/or general keywords
- Avoid using the words/phrases: "it", "this unit", "this product", "this item" or other equally generic words or phrases; these can easily be replaced with a generic or long-tail keyword

How to avoid writing bad SEO copy:

- Don't repeat the same short- or long-tail keyword/phrase more than twice per paragraph
- Don't repeat keywords/phrases in back-to-back sentences
- Try not to exceed more than 3-4 general keywords/phrases per paragraph
- Avoid unnatural/clunky sentences as a way to work keywords/phrases into copy
- Avoid paragraphs longer than 7 sentences
- Avoid writing product copy that's more than 2 paragraphs

Tips for Writing Discoverable & Engaging Product Copy

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