

Static Catalog: Tips and Tricks

To create **quality content** remember the following:

- Use Rich product descriptions
- Use a commodity code that best represents your items
- Ensure that the unit of measure is clear and reflects the item and its description
- Use Supplier and Manufacture URLs to provide additional information (do not link to an external website where items can be purchased)
- Use images that best show the item and relevant details (while you source images, use your company logo)
- Use the Short Name field to have a clear and concise title
- Take advantage of other fields to showcase your items
- Avoid using ALL CAPS, and write in sentence case
- Avoid using unknown/uncommon abbreviations that may confuse customers when purchasing