

Content Paradise Product Set Up Suggestions

Naming a Product

Your product name labels the product, helping to define it in the mind of the buyer. Keeping it simple is often most effective.

Don't Do: SMSI Jessi G2 Purple Skirt for Going to the Picnic in Spring (for Poser).

Do: Spring Skirt for G2 Females.

By eliminating some of the extra, you actually create an easier-to-find product title. Buyers will still know it is your product (we removed the SMSI). Color and software version can be used to differentiate versions (red skirt, purple skirt...one product, different versions. Same with Vue, Poser, etc.). Using uniform naming will improve buyer search functionality and product listing. Common product abbreviations:

For G2 Females

For G2 Males

For G2 Figures

For Miki 2.0

For DAZ Females

For DAZ Males

For DAZ Teens

For DAZ Figures

For Poser Figures

*For Multiple Figures**

*For multiple figures (if your skirt fits Olivia, Jessi and Miki 2.0, for instance), we recommend using keywords, required fields and product description to give more details—not the title.

How to Create Stunning Plates and Thumbnails

1. Thumbnails (80x80 pixels, jpg format)

The main thumbnail for each product is the first image a buyer will see. First impressions are a big deal, so make it powerful! Since images are so small, removing all text and logos maximizes image real estate. Cropping in and showing only a portion of the product can also be a great way to capture a Buyer's attention.

Examples:



The one on the left (a.) has extraneous text that you cannot read. The one on the right (b.) shows the full length product, but also gives a more close up of the detail. If you feel strongly about leaving your logo on the plate, you can do so, but we recommend removing other text.

2. **Main Images (400x400 to 800x800 accepted, jpg format)**

If a picture is worth a thousand words, what is yours saying? Does it say "this is an ok product, but go check the rest of the site." or does it say "Wow. This is an amazing product. You want to have this in your collection!" The feedback we've gotten from Buyers (and Sellers, too!) is that often not enough time and care is taken on final product renders for marketing purposes. Ask yourself these questions: Is my product thoroughly/completely represented? Does it look washed out, too dark, too flat? Will the Buyer see creative uses for my product? Does it stand out amid the many other products online?



a. This thumbnail can pull up...



b. The text and logo are left on the larger plate, as it will be in a size that is readable.

In the same way, a close up of a smaller item is good for the thumbnail, while the larger image will represent how that item is used. For example:



This image, when clicked, would pull up the image below.



How to Categorize a Product

The key is to keep shopping simple for Buyers. If products are well organized, Buyers can more readily and easily find what they are looking for. Sometimes our inclination is to put a product into every category that might be remotely related. That, however, actually creates a more frustrating shopping scenario for Buyers. Keep it simple, keep it clear.

Some things to keep in mind when categorizing:

- What format is the product (2d? 3d? Audio?)
- What are similar products it would be housed with?

How to Use Keywords

Product title and software type are both indexed, so you do not need to include them in the Keywords field. Include things such as

Figure Name

Artist Name

Series Name

Theme or Category that was not selected

Genre (Alien, Space, Robot for example)

File Formats

The more specific you are, the easier it is to "brand" a series of products.

How to Use Versions

Catalogue consolidation is made simple with the addition of this fantastic new feature. The recommendation is to name the versions simply and consistently.

Versions can be used for:

1. Multiple file types per product, name the different versions "Vue" or "Poser" or "Bryce", etc.
2. Different colors of the same item. If your base product is Skirt, and it comes in 3 colors, you can create versions and name them by color. IE: "Purple", "Yellow", "Polka Dot". This can also be used for figure names. Again, if your base product is a skirt, and you have created it to fit Victoria 4 and another of the same to fit Miki 2.0, you can simply load them as different versions, labeling each one accordingly (Victoria 4; Miki 2.0).
3. Volumes. Name each version by volume number. For instance, if you have 10 sets of plants, you can create 1 Plants product, and upload Volume 1, Volume 2, etc.

Utilize the product images to depict the individual versions, showing different colors, characters or volumes.