



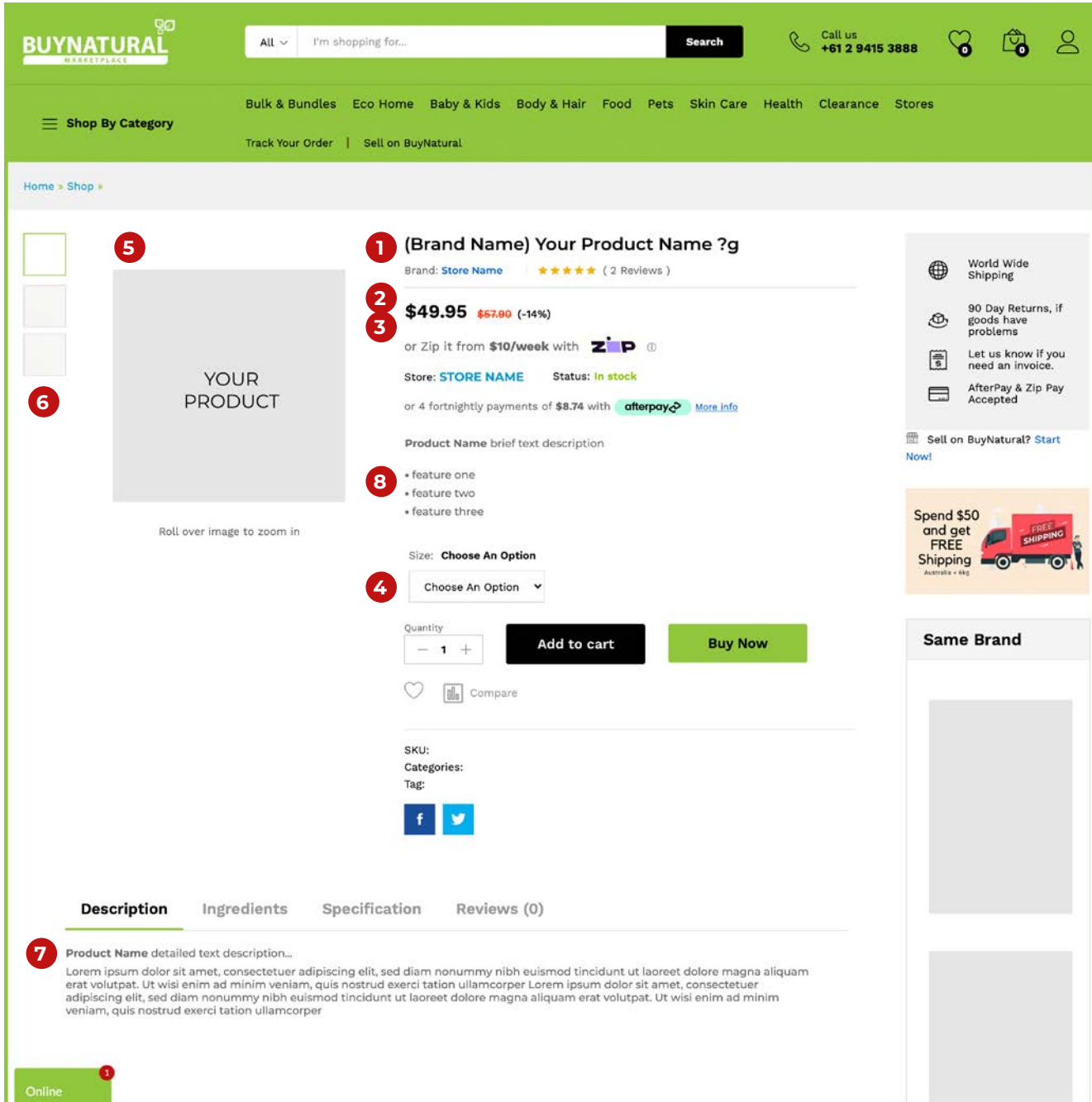
BUYNATURAL

MARKETPLACE

Image & Content Guide

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Product page

1. Product Title
2. Offer Price
(RRP or 'WAS' Price)
3. Discount Price (use offer price only if no discount price)
4. Variant Size Values
5. Image 1 (must be a clean white background)
6. Image 2, 3, 4, 5 & 6
7. Description
8. Short Description
(Features of the product)

PRODUCT TITLE

Field: 'product-title'

A customer should be able to read the title without seeing the picture and know exactly what the product and purpose is.



Pro tip: Product titles return search results just like Keywords. Think about what best describes your product and what your customers will search for.

ACCEPTABLE

- **Min detail** - Brand, Keyword, Size/Weight - if your product has another identifier, e.g. Flavour, insert it after Keyword and before Size/Weight (BuyNatural Chips BBQ 50g)
- **Proper Case** - capitalising the first letter of each word
- **Necessary keywords.** E.g. "Multi Purpose" if you were selling cleaning products

NOT ACCEPTABLE

- **ALL CAPS**
- **Words such as:** New, Bargain, Great Deal, Lowest Price, etc.
- **Vague titles** BuyNatural Cleaner
- **Spam Title** with irrelevant keywords
- **Duplicate words**
- **Duplicate words**
- **Special Characters (&, "", !, #, %, @)**

Display example:

Nutra Organics Collagen Beauty Tropical 300g

Brand: [Nutra Organics](#)


PRODUCT DESCRIPTION & SPECIFICATIONS

Field: 'product-description'

What to include: Provide detailed information on the product. If you can answer all of the customers' potential questions in the description, you will increase conversion and reduce page abandonment.

Minimum Specifications: We recommend at least 200 words for SEO optimisation.

Marketplace provides two data fields for description, specification & feature information. If your existing product database includes that information in single data fields, ensure the complete data set is provided separately, to suit BuyNatural's description field and short description field.

 **Pro tip:** Your description should cover WHAT the product is, WHY a customer would buy your product and WHO your product is best suited for. This will qualify your potential customer and ensure they are buying what they want.

ACCEPTABLE

Product information

Product Specifications and Features:

- Dimensions/Size
- Colour
- Material
- Ingredients if applicable (which we will move to a separate tab)
- Other specifics of the product
- Package inclusions

NOT ACCEPTABLE

- Returns policy
- Variant information
- Additional buying information
- Shipping information
- URL links or your contact information
- ALL CAPS
- Pricing
- Warranty Information

PRODUCT DESCRIPTION & SPECIFICATIONS

Field: 'short-description'

What to include: Provide a brief summary and features of your product in dot point form. If you can provide all the perks and benefits of your product in the short description, the customer will be more willing to stay on your product page longer.

Minimum Specifications: The short description should cover at least 3 to 4 bullet points regarding your product. Marketplace provides a single data field for short description. If your existing product database includes that information in the same data field, ensure to paraphrase or summarise your product information, to suit BuyNatural's single short description field.



Pro tip: Your description should cover WHAT the product is, WHY a customer would buy your product and WHO your product is best suited for. This will qualify your potential customer and ensure they are buying what they want.

ACCEPTABLE

Product Features in Bullet Points

Product Specifications and Features in Bullet Points

See Example below:

- Reduce skin wrinkles and smooth fine lines
- Increase skin hydration and improve moisture levels
- Increase skin elasticity
- Antioxidant Protection
- Support healthy hair & nails
- Promote skin healing

NOT ACCEPTABLE

- Returns policy
- Variant information
- Additional buying information
- Shipping information
- URL links or your contact information
- ALL CAPS
- Pricing
- Warranty Information
- Short sentences about your product

PRODUCT IMAGES

Field: 'image-1, 2, 3...6'

Images

The first main image must be a clean product photo showing the full product with a plain background.

Supporting images may be:

- Professional standard lifestyle images showing the product in use.
- Contain information/specifications important to the product, such as a visual of dimensions.
- Multiple views of the product



Pro tip: The Image should clearly depict the product and its purpose.

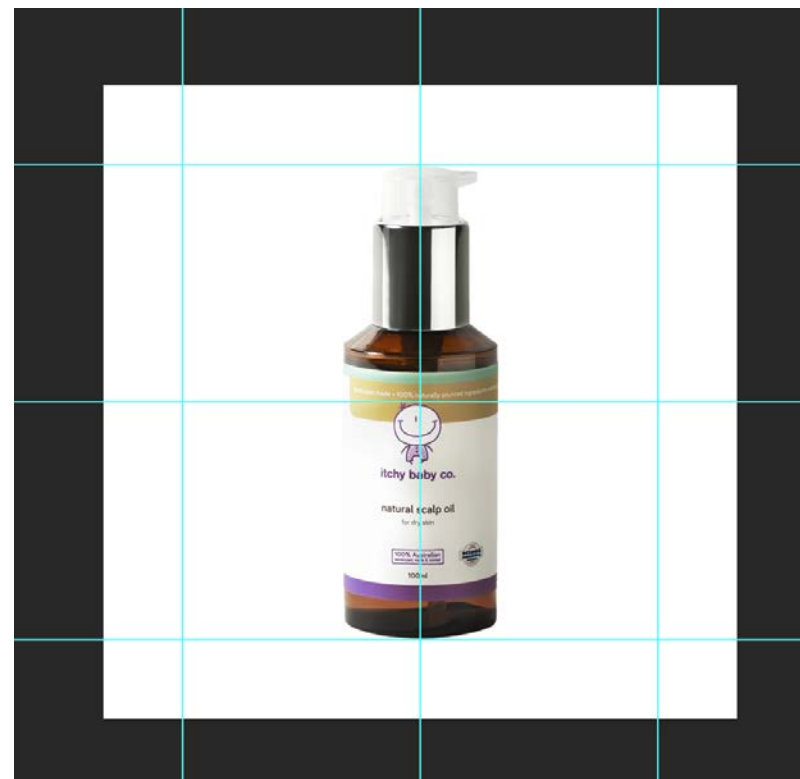
Customers should be able to see the photo and know immediately what the product is.

Recommended Specifications:

Pixel dimensions: 800x800px

Resolution: 72dpi

File size: less than 300Kb



ACCEPTABLE

- **Clean image with plain background for first image**
- **Professional lifestyle images** (not as main image)
- **Graphics to support image, such as showing product dimensions** (not as main image)

NOT ACCEPTABLE

- **Watermarks, logos, badges and stamps**
- **Irrelevant photos that don't show the product**
- **Commercial info such as pricing, seller info, postage etc**
- **Shadows on the first main image**

PRODUCT VARIANTS

Field: 'variable-product'

When to use Variants

BuyNatural accepts variant by Size, weight, colour, fragrance, type. (e.g. Cleaner, Chocolate, Soap). BuyNatural can accept more than one variant attribute on one product.

How to use Variants:

Variable Product:

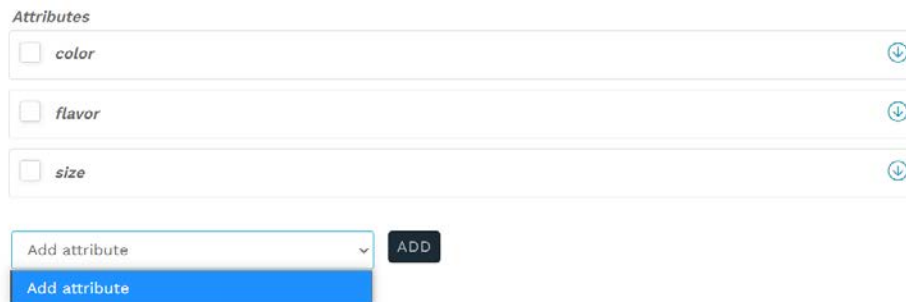
First select Variable Product from the dropdown menu at the top of the add product page. Then you will have the option to define variations or add your own.



A screenshot of a dropdown menu. The menu is open, showing three options: 'Simple Product' (selected), 'Simple Product', and 'Variable Product'. The 'Simple Product' option is highlighted in blue.

Attribute Selection:

Select the attribute that describes your variables and add your variables accordingly. You can press Add New if your variation does not exist on BuyNatural.



A screenshot of the attribute selection interface. It shows a list of attributes: 'color', 'flavor', and 'size'. Each attribute has a checkbox and a dropdown arrow. Below the list is an 'Add attribute' dropdown menu and an 'ADD' button.

Variations:

In the Variations Tab, you can edit and add all the details for your different variations.

Identical Information:

- Product Title
- Description
- Brand
- Images (Featured Image)

Different Information


- Internal SKU
- Price
- Weight
- Images (Each Variation should have its own image)

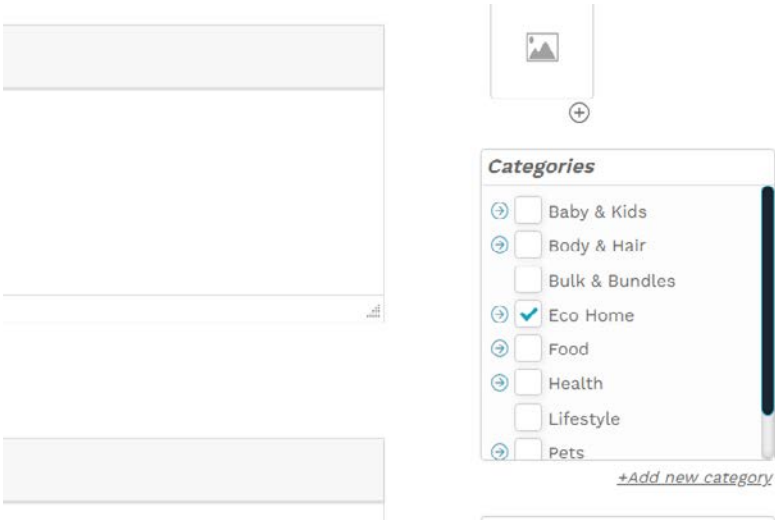
CATEGORIES

Field: 'categories'

Please make sure that your product is listed in the most appropriate category available.

- Customers filter by categories when searching on the website.
- The category also feeds into our search bar to provide more accurate results.

 **Pro Tip:** Please DO NOT leave the category blank, as it will hinder the search results of your product. If you can not find your category and you believe it should be made, please use 'other'.



ACCEPTABLE	NOT ACCEPTABLE
<ul style="list-style-type: none">• Select multiple categories for your product• Select the single most appropriate category for your product	<ul style="list-style-type: none">• Selecting an irrelevant category

BRAND

Field: 'brand'

Populate the product brand to this field.

Please ensure your brand is spelt correctly to avoid duplicates of the same brand on BuyNatural

Simply click on "Add New Brand" to add your brand.

 **Pro Tip:** Products can be filtered on BuyNatural by brand. Please ensure to fill this in correctly to be included in these filters

Brands

- 13 Seeds Hemp Farm
- 2die4 Live Foods
- Acacia Aromatherapy
- Aelin Organics
- Aesthetic Life
- Ageless Flawless Skin
- Naturally
- Akasha Ormus

[+Add new Brands](#)

ACCEPTABLE

- **Actual Product Brand**

NOT ACCEPTABLE

- **Store Name as Brand** (unless your store name is the brand)

SEARCH ATTRIBUTES

Field: 'tags'

What are Tags?

These are extra data fields that BuyNatural request when you create a product.

These data fields are used by BuyNatural in search and navigation filters.

Example: It is not a mandatory requirement for BuyNatural to create your product. However, as this information is used for search filters, you risk your products being filtered out if a customer chooses to search on BuyNatural using this method and you have not supplied this data.

How do I use Tags?

You can add tags to your product on your product creation page.

Tags that are featured on BuyNatural are:

- **Gluten Free**
- **Halal**
- **Organic**
- **Vegan**
- **Vegetarian**



<input type="checkbox"/>	Gluten Free	(122)
<input type="checkbox"/>	Halal	(42)
<input type="checkbox"/>	Organic	(137)
<input type="checkbox"/>	Vegan	(141)
<input type="checkbox"/>	Vegetarian	(49)

All NEW products submitted to BuyNatural Marketplace are subject to a Content Quality Review and must comply with our Curation Policy.

The QA and approval process may take up to 5 business days.



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