

Product Listing Optimization

How to make optimized product listings that beat your competition and increase sales

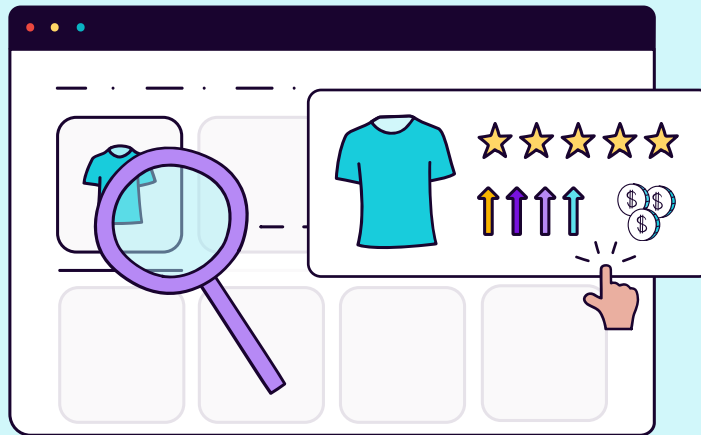


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Who is this white paper for?

Anyone in ecommerce looking for actionable steps to increase the performance of their products.

In a time where competition is high and [online marketplaces are gradually enshittifying](#),* it's important to do everything you can to rank at the top. There's no magic wand to get your products ranking as number one (wouldn't that be nice?), but if you take the time to optimize each element of your product listing, you will get there.

Enshittification

The phenomenon of platforms declining in quality and user experience over time. This decline comes from the company choosing to focus on advertisements and profits over users. Facebook, Google, and Amazon are all prime examples of enshittification.

This term was originally coined by **Tech Critic Cory Doctorow**.

80%

of all clicks go to products on the **first page**.

60%

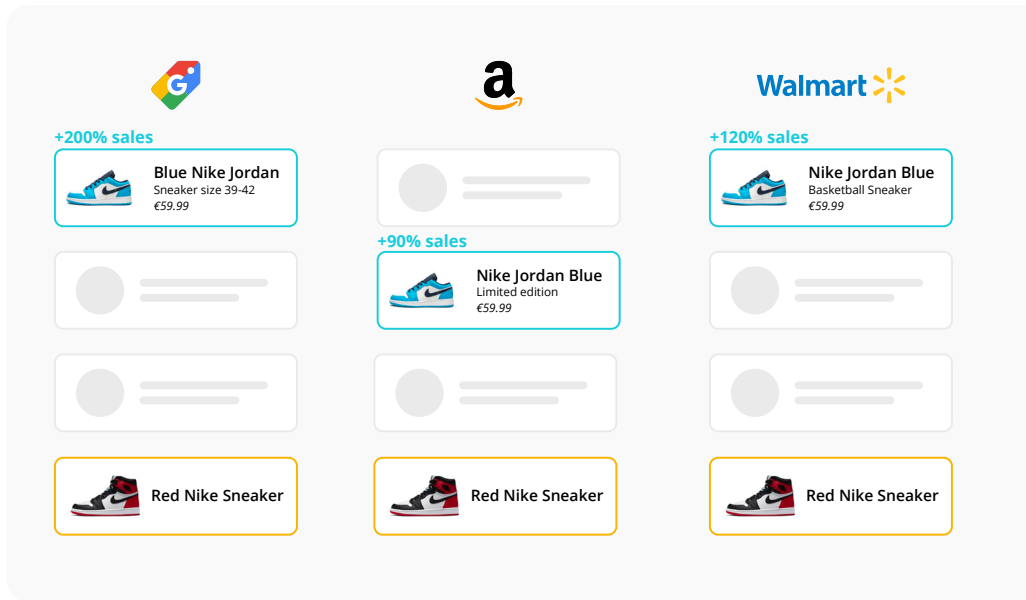
of those clicks go to the **first three listings** on one page.

[Source](#)

What exactly is PLO? And why is it important?

Product Listing Optimization: the process of optimizing all elements of a product listing for a specific sales channel in order to rank higher and sell more.

While the general concept of PLO remains the same no matter where you sell, PLO is going to look a bit different for each channel you sell on. And, honestly, it makes sense—since each channel works differently, so should the way you optimize that channel. The most notable differences are between **your own webshop** and **third-party channels** (like Google Shopping or Amazon).



The difference between your webshop and third-party channels

Your webshop

Example: Shopify and WooCommerce

Optimize for **SEO and conversions**.

- + Fully customizable
- + Easier to cater to your Ideal Customer Profile

Third-party channels

Examples: Google Shopping, Amazon and Retailers

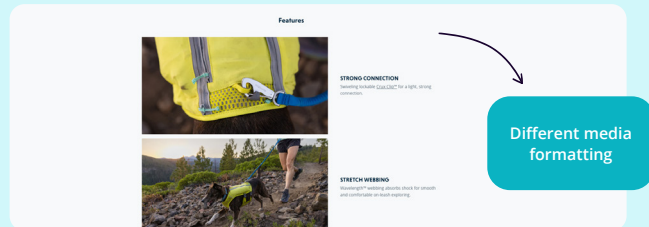
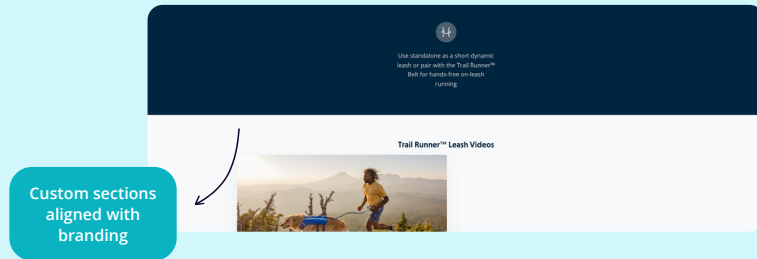
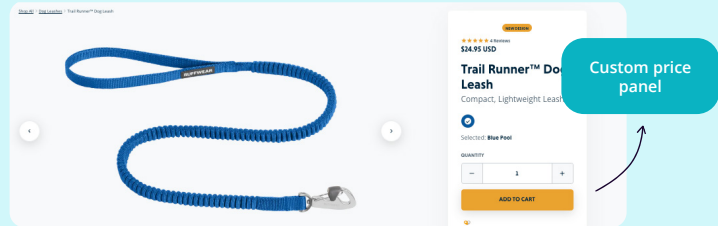
Optimize for **the specific channel's algorithm** and guidelines **to rank higher**.

- + Need to tailor your content for each algorithm
- + More restrictions on content format

Optimizing for your webshop

Setting your webshop up for success looks a lot different than the rest of the channels. It's the channel where you have the most control over your product listing. From the design to the content length to the media types to show off your products, you get to set up your product listing however you want. **The sky (and your imagination) is the limit!**

But as you set up your webshop pages, you'll want to make sure that you optimize for SEO and conversions. You need SEO to make sure that you bring in traffic (or your potential customers) to your page. Once you get your customers into your webshop, you need to optimize for conversion by speaking the language of your *Ideal Customer Profile (ICP)* and finding ways to engage them using their pain points and needs.

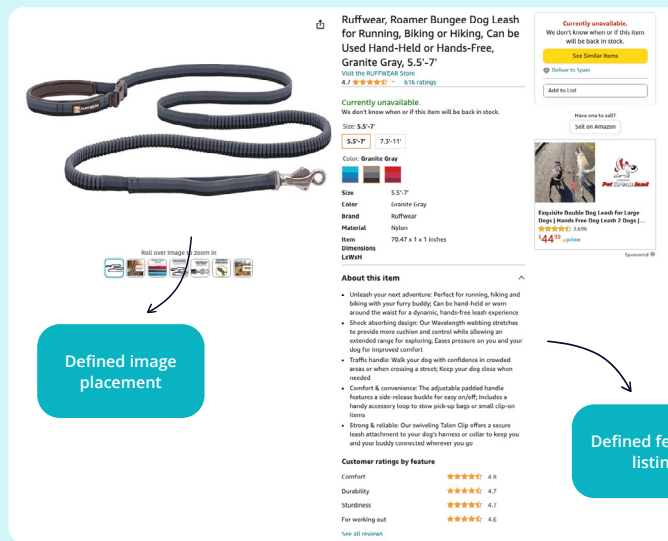


Optimizing for third-party channels

When optimizing your product listings for comparison shopping engines (like Google Shopping), marketplaces (like Amazon), or retailers, you don't get to enjoy the same freedom you have with your webshop. These channels have strict requirements on the format and length of your product content and media—with the exception of **Amazon A+ content**.

With third-party channels, your goal is to **optimize your product listing for that specific channel's algorithm**. You want your listing to be the first to come up on the search engine of that specific channel. Your third-party channels give you the opportunity to access their customers, and it's your job to make sure those customers can find you on that channel. This is why you need to tailor your product listing to each specific algorithm so that your products show up on page 1 no matter where you sell.

Keep in mind that no two channels' requirements are exactly the same, so you're going to need to **have a different version of your product listing for each channel**. From character count to image formatting, you'll want to make sure you check what each channel requires so that your listing is channel-ready.



Why is PLO important?

The simple answer is PLO helps you sell more.

PLO not only gives your products more visibility because they rank higher on each channel, but it also helps bring in sales. The idea behind PLO is to incorporate keywords and information to help influence and convert browsers into buyers. By getting the product title and thumbnail right, your customers will click on your product from the search results. Then the rest of your optimized product listing will do its job to make that sale.

PLO makes a big impact. Take Amazon and Google Shopping for example. According to a study by Jungle Scout, optimizing your product title alone can **increase your Amazon sales by up to 20%**. And those numbers don't even include if you optimize the rest of the product listing. Another study by Adlucent found that optimizing product descriptions and adding high-quality images to product listings on Google Shopping can increase the **conversion rate by up to 30%**.

Just by making those small adjustments to your product listing, you can begin to see some big results.

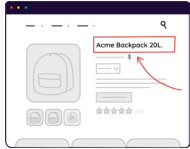


The benefits of PLO for Google Shopping



Optimized product listings

28% ↑ CTR



Optimized product titles

25% ↑ CTR



Optimized product feeds

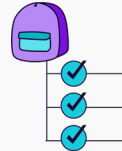
35% ↑ conversions



Optimized product
description and images

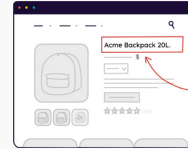
30% ↑ conversions

The benefits of PLO for Amazon



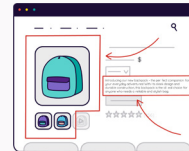
Optimized product's
features and benefits

10% ↑ sales



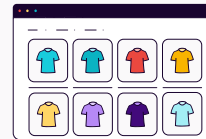
Optimized product titles

25% ↑ CTR



Keyword in product title

10% ↑ product ranking



Optimized product listings

15% ↑ CTR

How to optimize your product listings

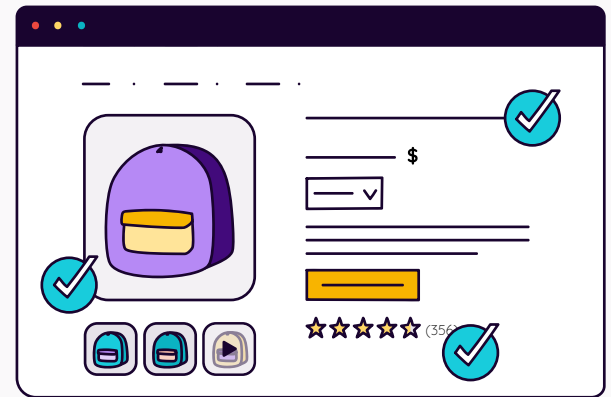
Now we know the impact of PLO, but the question boils down to how to *actually do it*. Of course, you'll need to tailor your product listing to your channels' requirements, but here are some actionable steps you can apply to optimize your listings.

The first thing you need to do is make sure you include (and optimize) all the elements of a product listing.

Elements of a product listing:

- + Product title
- + Product description
- + Attributes, taxonomy, and keywords
- + Product images
- + Pricing
- + Reviews

Each element plays a role in converting the customer, so make sure not to skip out on optimizing any of these elements. Information influences and empowers the buyer to feel confident in their purchase, so whatever you skip out on is what your competitors could win on.



Product title

You never get a second chance to make a first impression.

While it may not be that extreme in ecommerce, you'll want to make sure you make the right first impression so that customers click on your products instead of your competitors'. And that first impression starts with your product title.

To get your product title right, you need to remember that **the title plays a major role in how you rank** in the search results. You need to include important keywords and information that is clear and easy to understand. It's important to include terms that your customers will search for like: brand name, product type, materials, and so on.

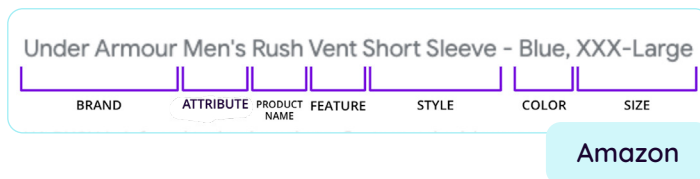
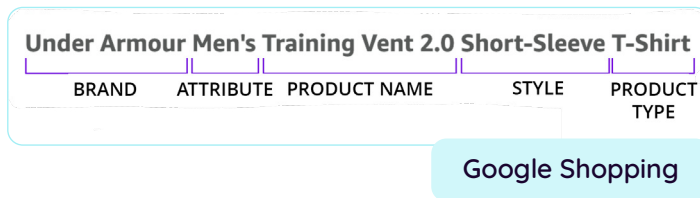
A good structure to follow is:

Apple MacBook Pro 13" Core i7 2.9GHz 16GB RAM

[Brand name] [Model/Product type] [Specifications]

Of course, each channel or even industry will have its own variations, so do your research to see what's best for your specific product.

You can see the difference between the channels of this Under Armour t-shirt title here:



Note: If you are a brand selling your own products, you won't need to include your brand name in the title since they went to your website for a reason—to buy your products!

Do us a favor and please don't stuff your keywords

While implementing keywords is a must-do, stay away from stuffing your keywords.

Keyword stuffing is an **outdated SEO tactic** of using the same keyword or keyword variation over and over again. It's not helpful for your buyers, and it's honestly just an eyesore. In fact, some search engines, like Google, will penalize you for using this tactic. So, do everyone a favor and keep your product titles (and descriptions) clean and free of repetitive keywords.



Product description

Now that you've piqued your customer's interest with a nice product title, it's time to really seal the deal.

This is where you'll really see the difference between sales channels. As we mentioned before, the format and length are going to vary between your webshop and your third-party channels.

Your webshop allows you to be as creative as you want to be in your description, really allowing you to draw your customer in. This is your chance to speak your ICP's language and elaborate on how your product solves their pain points.

In the example below, you can see how Black+Decker sells this drill on their own webshop. They use language speaking to their ICP in an engaging way. "When elbow grease just isn't enough to get the job done" is a fun and creative way to draw in the audience. But, this type of sentence won't work on other channels. Use this type of description on Google Shopping, and you might put you at risk of indexing as "grease".

Webshop

The BLACK+DECKER 6 Amp 3/8 in. electric drill has you ready to work within tight spaces with the power needed to complete your project. A 6 amp motor and corded design allows for a long lasting runtime.

[Find a Retailer](#)

Engaging
content tailored
to ICP

Details & Features

When elbow grease just isn't enough to get the job done, the BLACK+DECKER 6 Amp 3/8 in. electric drill/driver has you covered. Don't let its compact design fool you—this drill/driver packs the power you need thanks to its 6 Amp motor, which is optimized for many household repairs and even creative projects. The variable-speed mechanism means you can customize the power output for maximum control over every task. Plus, on-board bit storage saves time by keeping an extra bit ready for use. And the corded design ensures you'll never run out of power.

- 6-amp motor handles tough tasks in a variety of materials
- 3/8-in chuck accepts a variety of bits
- Variable-speed reversible motor (0-1, 500 RPM) for controlled drilling and driving
- 2-year base warranty

[Contact Us for Product Manual](#)



With third-party channels, you should stay away from overly descriptive language. Being clear and concise is the way to go on these types of channels, so make sure everything you put on your third-party channels is easy to understand and relevant.

Many of these channels will allow you to use bullet points to highlight the most important features and characteristics of your product. And you should! These points are a nice way for you to quickly highlight your Unique Selling Points (USP).

Let your buyers know why your product is better than the rest. And remember, focus on the benefits of your product, and not just your features. This will really help your potential buyers see how your product will improve their lives.

Take a look at the example below of how Black+Decker sells the same drill but on Amazon. The language is more concise, and they use bullet points to drive important details about the product. These are the points that make their product stand out from the competition. Make sure you do the same for your products.

Third-party channels

About this item

- **VERSATILE 30 PC. SET** – Includes a wide variety of bits and accessories for drilling and driving tasks.
- **CORDLESS DRILL/DRIVER** – Compact, lightweight design for versatile use.
- **24-POSITION CLUTCH** – Prevents stripping and overdriving screws for added control.
- **SOFT-GRIP HANDLE** – Ergonomic design for extra comfort.
- **POWERCONNECT BATTERY SYSTEM** – Interchangeable battery system means you can use one battery for multiple different tools.
- **INCLUDES** – LD120 20V MAX lithium drill/driver, (1) LB20 20V MAX lithium ion battery, (1) LCS20 charger, (6) brad point drill bits, (10) 1 in. screwdriving bits, (9) 2 in. screwdriving bits, (4) nut drivers, (1) magnetic bit tip holder.

➤ [See more product details](#)

Limited number
of bullet points

Direct and
concise
information

PRODUCT DESCRIPTION

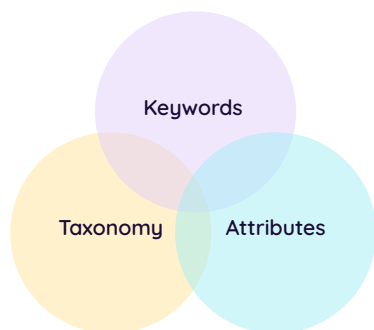
The BLACK+DECKER 20V MAX* cordless drill/driver is up to the challenge of quick home repairs, DIY projects, and more. Use this compact, cordless drill/driver on wood, metal, and plastic. It's designed with a 24-position clutch that helps keep you from stripping and overdriving screws for enhanced control over every project. The soft-grip handle provides the comfort you need from start to finish, while the rechargeable 20V MAX* POWERCONNECT battery can even be used with other tools within the POWERCONNECT system. Plus, this 30 pc. kit includes a range of bits and drivers for different jobs.

*Maximum initial battery voltage (measured without a workload) is 20 volts. Nominal voltage is 18 volts.



Attributes, taxonomy, and keywords

Most people know that your product title, description, and images are important when selling online, but what most people overlook is arguably just as important or even more so—we're talking attributes, taxonomy, and keywords.



These three elements form how your customers find your products through search and discovery. It doesn't matter how amazing you make your product listing if your potential customers can't find it. Make sure you get these three things right so that all your products have a chance to sell.

Search and discovery

Search is when a customer is looking for a specific product. They typically would go into the search bar and search the product name directly to find what they need.

Discovery is when a customer is browsing or looking for something in general, but they may not know exactly what it is they are looking for. The customer would most likely go into the category sections and start filtering through the categories to find something that piques their interest.


Attributes

An **attribute** is a feature or characteristic (like brand name, color, weight, size, and price) of a product that helps the consumer better understand that product. And to give you some perspective, the average product online has over 200 attributes. Obviously certain types of products will have more than others, but there are a lot of important details to keep track of for each product.

Attributes are not only important to give your customer all the details they need about the product, but they also help customers filter through your product catalog in the discovery process of their search.

Depending on the channel, each one will have its own required attributes and setup for this. Some attributes will be optional, but the more information you give the better. Of course, on your own site, you'll have a lot more flexibility in what you can include, but you'll have more limitations on third-party channels.

Amazon, for example, has 30 main categories (or attributes) and multiple subcategories under each one. You'll need to set up your product information to match that so that you can get the most visibility on Amazon.



Google Shopping Tip: Feeds that include GTINs get 40% more clicks and a 20% lift in conversion, so make sure to include your GTIN.

Taxonomy

Attributes are the different product characteristics, and **taxonomy** is the structure of those characteristics. Taxonomy should be structured to organize your product catalog in a logical way so your customers can find or discover what they're looking for in as few clicks as possible. No one wants to have to click 20 different categories just to find a simple t-shirt.

Once again, on your own webshop you'll have the most freedom in

how you set up your product taxonomy, but your third-party channels will dictate the taxonomy on their sites. When setting up your product taxonomy, make sure you know your buyer's journey well so that you can create the most logical structure for your customers.

Keywords

Keywords are key for a reason. They play an important role in many aspects of your product listing. Keywords are the main term that defines what you're selling, and it should be the same term customers use to find what they're looking for.

You'll want to make sure you're incorporating keywords in:

- + Product titles
- + Product descriptions
- + Attributes
- + Meta data
 - Meta titles
 - Meta descriptions
 - Image alt-text

Keywords should always match up with the language your customers are using. That way when they are searching on your webshop or a search engine, they can find your products. You need to **include the main keyword** you want to show up for on those search results. You're keywords will also play a major role in the names of your attributes as

you need to use terms that make the most sense for your customers. Getting the right keywords into your product listing will not only help you rank but will also give your customers a better user experience in the search and discovery process.

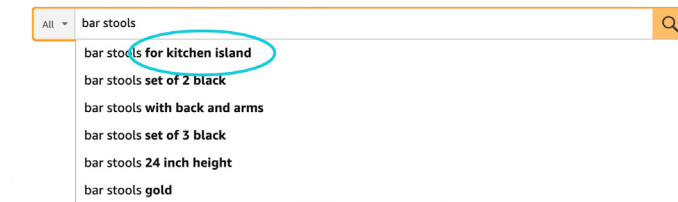
But the question remains... **how do you find the right keywords for your product listing?**

There are many ways for you to do this. There are lots of keyword research tools out there in the market. Some pull from their data from Google and others from specific ecommerce sites, like Amazon, so make sure that you use the tool that gives you the best insights for the channel you're selling on.

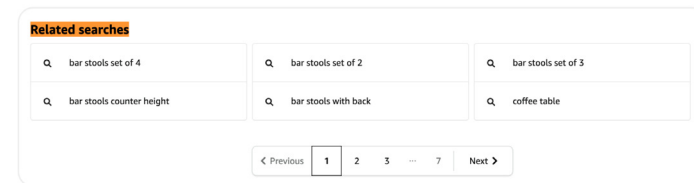
If you don't have the budget to spend (or you just don't want to spend the money) on keyword research tools, there are other ways you can find keywords for your listing. One great place to start is **on your own website**. Check to see the search results and see what terms people are mainly searching for. Do they search for "pullover" or "sweater"? Are they looking for "silverware" instead of "cutlery" like you have on your site? Use these insights to your advantage and start implementing the right keywords for the best results.

If you need more inspiration for ways to pull keywords, use these **3 keyword hacks** to get some ideas going.

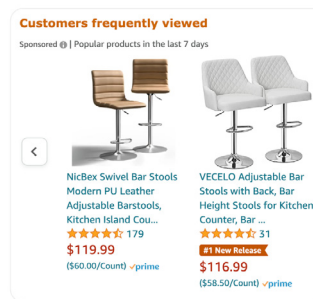
1. Use the autocomplete search to find keywords



2. Find relevant search terms in the Related Searches section



3. Pull inspiration from your competitor's listings



Product images

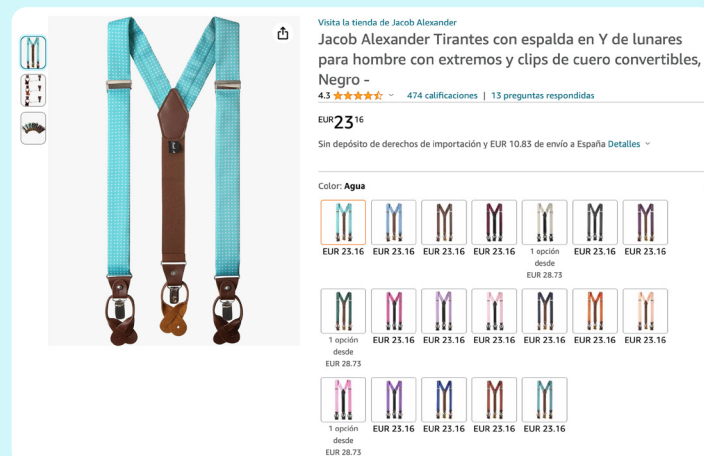
A picture says more than a thousand words—especially in ecommerce where your customers don't get to see or touch the product in person.

Your main thumbnail photo makes up part of the first impression of the product alongside the product title, so it needs to be click-worthy. But your product images aren't just limited to the thumbnail, the other photos you include help support your buyer in giving them confidence that your product is the best one for them.

There are two main things to consider when optimizing your product images: **the technical aspects and the actual image content.**

Let's take a look at the technical aspects first. Each channel has its own requirements for the dimensions and formats for thumbnails, carousels, and additional product detail page (PDP) images.

Most of the images are required to be in a square format. And PNG is a safe bet, even though sometimes platforms require JPGs. This table shows general image guidelines for some of the most popular ecommerce sites.



Ecommerce Image Requirements

Ecommerce site	Max product photo file size	Product photo file type	Product photo image size
Amazon	Not specified	JPG preferred; .TIF, .PNG and .GIF also accepted	1000px or larger recommended; must not exceed 10000px on the longest side
eBay	12MB	.JPG, .PNG, .TIF, .BMP and .GIF	800-1600px is recommended
Etsy	Larger than 1MB may not finish uploading	.JPG, .GIF and .PNG	2000px for the shortest side is recommended
Google Shopping	16MB	non-animated .GIF, .PNG, .JPG, .BMP and .TIF	800px square
Shopify	20MB	.JPG is recommended	2048px square recommended, 4472px square max
Adobe Commerce (formerly Magento)	Not specified	.JPG is recommended	470px square (without zoom); 1100px square (with zoom)
WooCommerce	Not specified	.JPG and .PNG	800px square recommended
Big Commerce	Not specified	.JPG, .GIF and .PNG	1280px square recommended (pending store theme)
Facebook	8MB	.JPG and .PNG	1024px square or higher recommended
Instagram	8MB	.JPG and .PNG	1024px square or higher recommended
Pinterest (for ads only)	20MB	.JPG and .PNG	1000 x 1500px

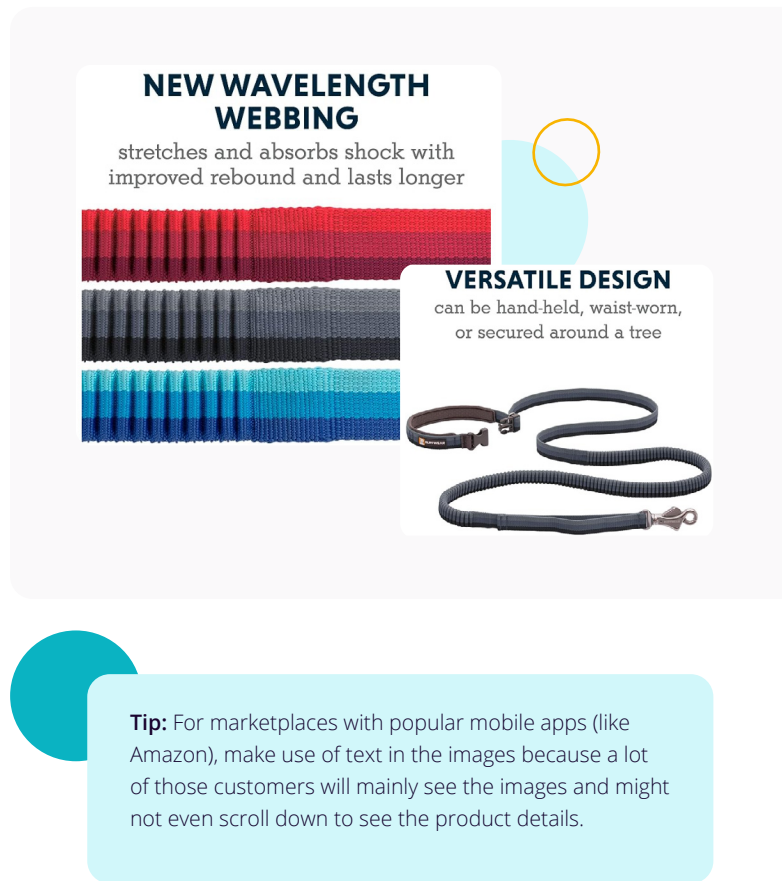
[Source](#)

Now that we know the technical requirements of the photos, let's take a look at what content your photos should include in the actual image.

On your own webshop, you can show what you want. Your image carousel may have only 3 images because all the lifestyle shots and pictures or videos of your product in action can be found further down on the product detail page. Whatever you decide here, just make sure it's **consistent**—especially the main thumbnail, because otherwise you end up with messy catalog pages which can be distracting and just generally unappealing.

Beyond your own store, you're a lot more restricted. Here, less is more! Most of the channels give you a list of requirements for the images. Generally, your main thumbnail should only have your product in the picture, ideally with a white or gray background with the product covering 75-90% of the image. Variants in different colors should be shown with a different image for each variant.

The amount of pictures depends on the channel, but it's typically **between 5-10**. Just like with the product descriptions and keywords, it's always worth checking out what the competition is doing. What do the top 3 slots on page 1 have in common? Take those insights and try it out yourself!



NEW WAVELENGTH WEBBING

stretches and absorbs shock with improved rebound and lasts longer

VERSATILE DESIGN

can be hand-held, waist-worn, or secured around a tree

Tip: For marketplaces with popular mobile apps (like Amazon), make use of text in the images because a lot of those customers will mainly see the images and might not even scroll down to see the product details.

Pricing

Pricing comparison sites look closely at the price of your product. And as a brand, you don't want to be constantly cutting your price and devaluing your products. There are, however, many **specialized tools** out there that help you keep an eye on competitor pricing.

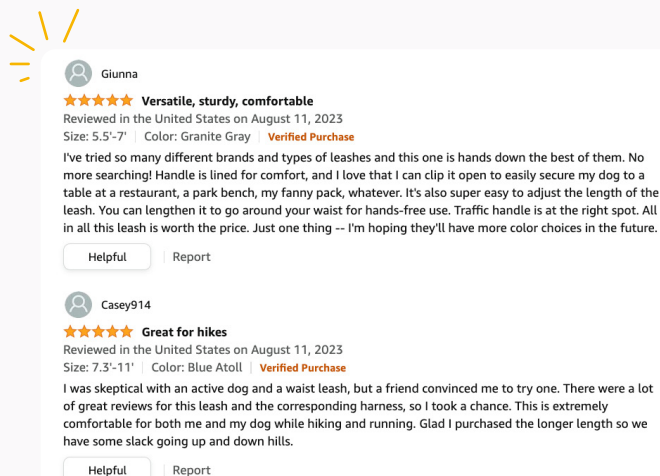
Whatever you do, make sure that you are strategic with your pricing by looking at the market and how your product fits in within that. Don't sell yourself short and make sure the price is still reasonable for your ICP.

Reviews

Reviews can be a powerful tool for your product listings in many ways. We all consciously or subconsciously let reviews influence our decisions. People like to hear from real customers about their experiences with your products. Not only will good reviews help influence your customers to buy your product, but they also are an important factor that will help your products rank.

You should also **use your reviews as insights** to improve your business. Check your customers' reviews and see if they highlight a certain aspect of your product. Anything they specifically like? Use that as a USP. Do they complain about the sizes being too small? Include a size chart in your images and descriptions.

And you shouldn't stop at just looking at your reviews. **Check your competitor's reviews** and see what customers don't like about their products and highlight it in your product listing. You can also see what customers like and find ways to match that with your own product. A lot of insights are readily available, it's up to you on how you leverage them.



PLO with Plytix PIM

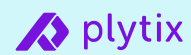
Product content is at **the heart of PLO**. From product descriptions to images, all of these aspects play a key part in getting your products to the top of the search results. We know how hard it is to manage and update all of that information—that's why we developed a PIM tool that allows businesses to collaborate on optimizing product information all in one place.

Plytix is your one-stop shop that lets you **manage, enrich, and distribute your product information** to wherever you sell. While a PIM tool can't do all the grunt work that comes along with PLO, our promise to you is to make it a whole lot easier so that you beat out your competitors and win more sales.

Hi, I'm Matthew!



Curious to see what PLO looks like with Plytix? **Book a call** with me, a real human. Let's see how we can get you winning with PLO in no time.



hello@plytix.com | plytix.com