



Provide rich & unique titles

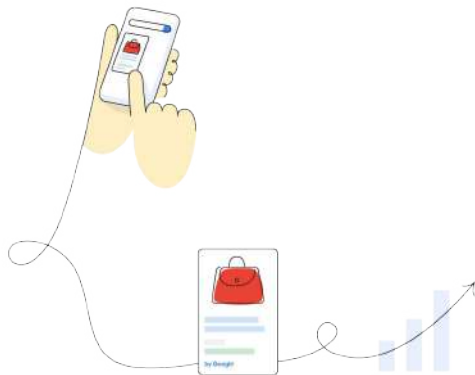
Basic naming structure: **Brand** + **Product Type** + **Attributes**

Category	Recommended Structure	Example
Apparel	Brand + Gender + Product Type + Attributes (Color, Size, Material)	Ann Taylor Women's Sweater, Black (Size 6)
Consumable	Brand + Product Type + Attributes (Weight, Count)	TwinLab Mega CoQ10, 50 mg, 60 caps
Hard Goods	Brand + Product + Attributes (Size, Weight, Quantity)	Frontgate Wicker Patio Chair Set, Brown, 4-Piece
Electronics	Brand + Attribute + Product Type + Model #	Samsung 88" Smart LED TV with 4K 3D Curved Screen (UN88JS9500)
Seasonal	Occasion + Product Type + Attributes	Mother's Day Personalized Storage Box, Silver
Books	Title + Type + Format (Hardcover, eBook) + Author	1,000 Italian Recipe Cookbook, Hardcover by Michele Scicolone



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Commonly asked questions



When to
include Brand
in title

- If it is commonly searched for by users
- Add at beginning of the title if it is a short brand name
- Add brand name at the end if the product brand = retailer brand

When to
include Color
& Size in title

- Every time color & size & gender attributes are provided in your feed
- You need to normalize your color (eg: 'brown' instead of 'walnut')

How to add
Valuable
Keywords in
title

- Only add keywords that receive a substantial amount of impressions & describe product accurately
- Eg: using 'sweat pants' instead of 'comfort wear'; adding 'plus size', 'petite', 'maternity', 'personalized'