



Lazada University

# INTRODUCTION TO CONTENT QUALITY

MARCH 2021



# COURSE OVERVIEW

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## INTRODUCTION

Learn the elements that impact content quality and how you can improve on content quality for your products.

## WHAT YOU'LL LEARN

1. Know what are the 5 elements in Content Quality
2. Use the recommendations to improve Content Score for your products



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What is Content Quality?

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Definition and Improvement Tips on Content Quality



# WHAT IS CONTENT QUALITY?

## 5 Key Elements that Contribute to Content Quality



### **Optimized Product Title**

Make it short but gold



### **Correct Categorization**

Ensure product in the right category



### **Attractive Long Description**

With combination of text and images



### **Key Attributes**

Fill in Key Attributes (also known as Key Product Information)



### **Clear Image**

Upload clear and informative product images in different angle

# WHAT IS CONTENT QUALITY?

Improve these 5 elements to achieve high quality product content:

Product Title

Put the keyword as relevant as possible to get best visibility in search

Product Category

Selecting correct category (e.g. fashion, shoes, pet food etc) makes your product easier to be found

Product Long Description

Attractive long description encourages customers to know more and buy

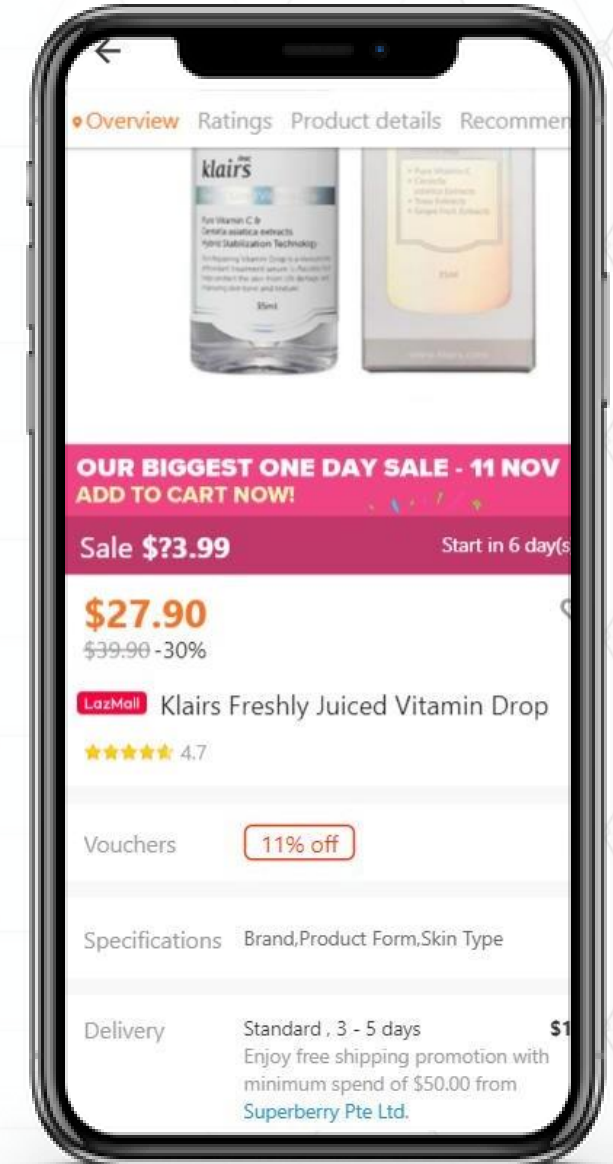
Key Product Information (Attributes)

Attribute value helps your products to be found easily by search filter

Product Images

A representation of your actual product, acting as a 'salesperson'

Content Quality can be measured through **Content Score**



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**01**

**What is Content Quality?**

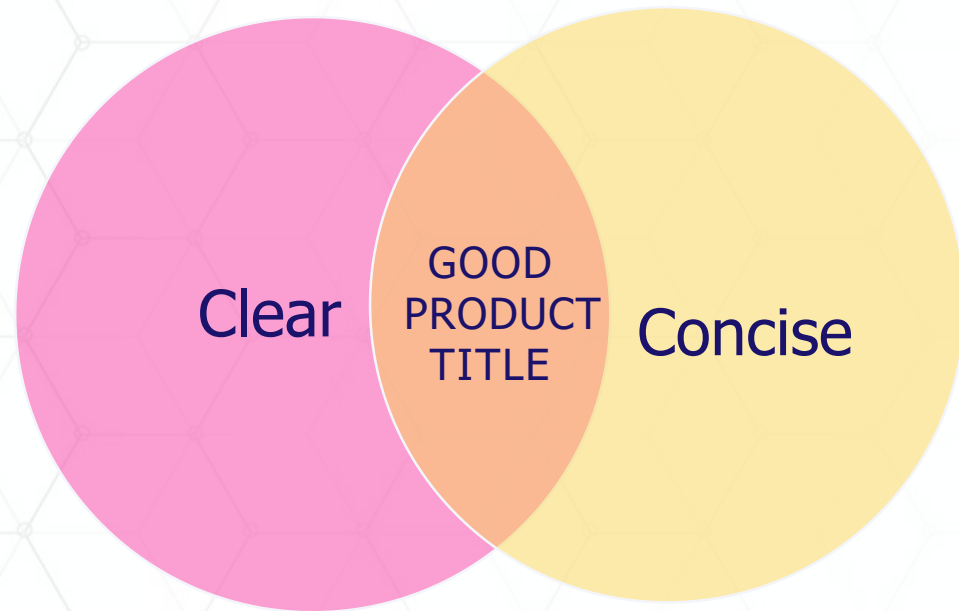
**02**

**Definition and Improvement Tips on Content Quality**



# OPTIMIZED PRODUCT TITLE

Your Product title must be clear and concise.



- **CLEAR:** written in title case with sufficient information of the product such as key selling points, type and model
- **CONCISE:** not lengthy with no duplicate keywords

## WHY IS IT IMPORTANT?

The search tool in Lazada is getting the keywords from 2 (two) elements of Content Quality; **Product Title** and Attribute Value. Having relevant keywords will help customers find your product easily.

Title	Clear	Concise
Boby Alphabet Cognitive Plot Wood Plate Clutch Baby Puzzle	Yes	Yes
Armband for Xiaomi Mi 5 seconds, plus shockproof double layer - International	No	Yes
Low profit Zeagoo cute baby clothes set, 2 piece set, kids clothes, top suit and pants (green) - International	No	No

# CORRECT CATEGORIZATION

Your product must be categorized under the correct category path

- The product can easily be found by customers when they are using Lazada's category tree
- Important to remember – **correct and accurate categorization is important!**

## TIPS:

Our Add Product page provide category suggestion when you're typing the product name!

The screenshot displays the Lazada Seller Center interface. On the left is a sidebar menu with options: Products (marked 'new'), Orders & Reviews, Sponsored Solutions, Traffic, Promotions, Store Decoration, Growth Center, Business Advisor, Finance, Lazada University, Support, My Account (marked 'new'), Lazada Programs, and English. The main content area is titled 'Upload | Media Center' and contains a 'Product Name' field with the example 'Ex. Nikon Coolpix A300 Digital Camera' and a character count '0/255'. Below this is a 'Category' section with a 'Search Category' input field. A dropdown menu is open, showing 'Recently used' categories (Dresses, Disposable Gloves, Pants, Pumps, Toys) and a grid of category suggestions. The grid has three columns: 'Kitchen & Dining', 'Disposables', and 'Tea Making Accessories'. The 'Coffee & Tea' category is highlighted in the second column. At the bottom of the dropdown, it says 'Current selection: Kitchen & Dining > Coffee & Tea'. There are 'Confirm', 'Cancel', and 'Clear' buttons at the bottom of the category selection area.

Keyword	Keyword	Keyword
Kitchen & Dining	Disposables	Tea Making Accessories
Sports & Outdoors	Drinkware	Teapots & Coffee Servers
Digital Utilities	Serveware	Milk Frothers
Services	Coffee & Tea	Creamer & Sugar Bowls
Pet Supplies	Kitchen Utensils	Coffee, Tea & Espresso
Sports Shoes and Clothing	Kitchen & Table Linen	Coffee Makers & Grinders

Current selection: Kitchen & Dining > Coffee & Tea

Confirm Cancel Clear

# ATTRACTIVE LONG DESCRIPTION

Long Description is very beneficial for customers to know more about your product details.

IDEAL DESCRIPTION: 80% IMAGE + 20% TEXT

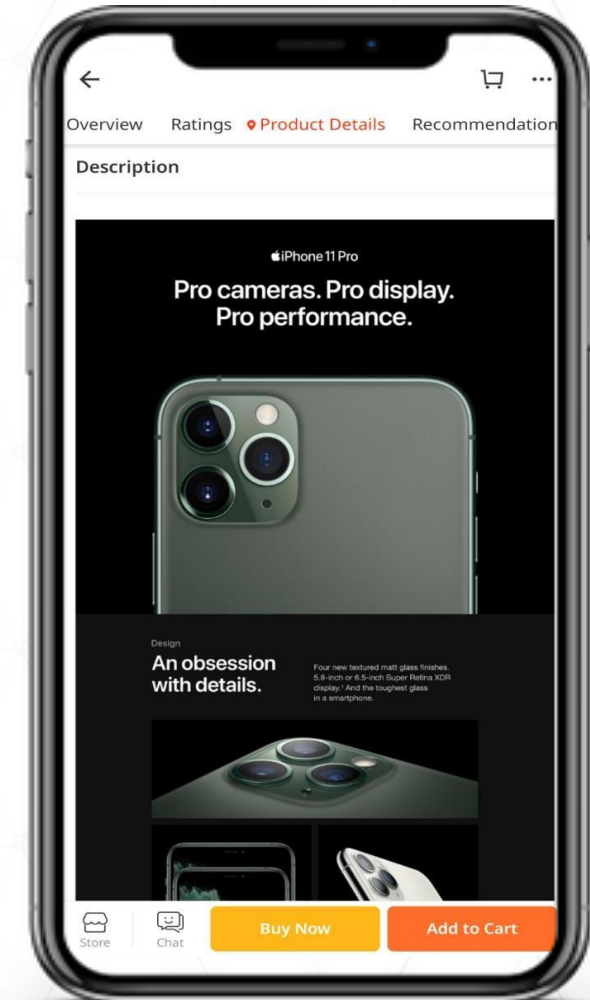
## What To Do:

**Recommend to add min. 50 words and min. 1 image in Long Description (using Lorikeet or Text Editor)**

- **Lorikeet:** Product description decoration tool – easily create infographic!
- **Text Editor:** If you have created your own infographic or image, can use this (HTML Box)
- Make sure content is easy to see in mobile

**Information in Long Description:**  
**Include your key selling points, such as:**

- **Material, Features and How to Use Product**



# KEY ATTRIBUTES

Attributes are specifications that sellers use to describe a product

These attributes are shown as 'Specifications' on Product Web & App Pages

## WHY IS IT IMPORTANT?

Our search tool in Lazada is not only showing products based on Product Title, but also **Attribute Value.**

### INFORMATION TO FILL UP WHEN UPLOADING PRODUCT

#### Specification

Add more attribute to boost the searchability

\* Brand

Please Select

No Brand

Dress Length **KEY**

Please Input or select option

Pattern **KEY**

Please Input or select option

Dress Type **KEY**

Please Input or select option

Clothing Material **KEY**

Please Input or select option

### ATTRIBUTES DISPLAYED IN LAZADA WEBSITE

Prod

- Easy to wear
- Easy to wash

- Material 100% cotton

#### Specifications of April Cotton Women Summer Dress Easy to Wear

Brand  
April

Where to wear it  
Casual

Dress Length  
Mini

Dress Type  
T-Shirt Dresses

SKU  
477560791\_SGAMZ-1300006829

Pattern  
Plain

Clothing Material  
Cotton

### ATTRIBUTES DISPLAYED IN LAZADA APP

Brand

- April

Where to wear it

- Casual

Pattern

- Plain

Dress Length

- Mini

Clothing Material

- Cotton

Dress Type

- T-Shirt Dresses

# CLEAR IMAGE

You can upload min. of 1 image and up to 8 images in Seller Center.

- Product images act as your salesperson as your customers cannot see or touch your products directly
- We recommend **to upload min. 3 images for each product**

## BEST PRACTICES:

Product image that covers all angles



FRONT



SIDE



BACK

Product images that are not blurry, grainy or pixelated



BLURRY



GRAINY

# SUMMARY

- **There are 5 aspects of Content Quality that you can improve: Product title, Product Category, Long Description, Key Product Information (Key Attributes) and Product Images**
- **Content Quality can be measured through Content Score (*please refer to Module " 02 Content Score – link provided in the description*)**
- **Having high quality content can help you improve product conversion rate & findability**





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