



SINGLE PRODUCT UPLOAD

APRIL 2023



COURSE OVERVIEW

INTRODUCTION

In this module you will learn how to create one SKU at a time in Seller Center.

WHAT YOU'LL LEARN

1. Understand the steps to create one SKU.
2. Learn how to improve product searchability with the right information.



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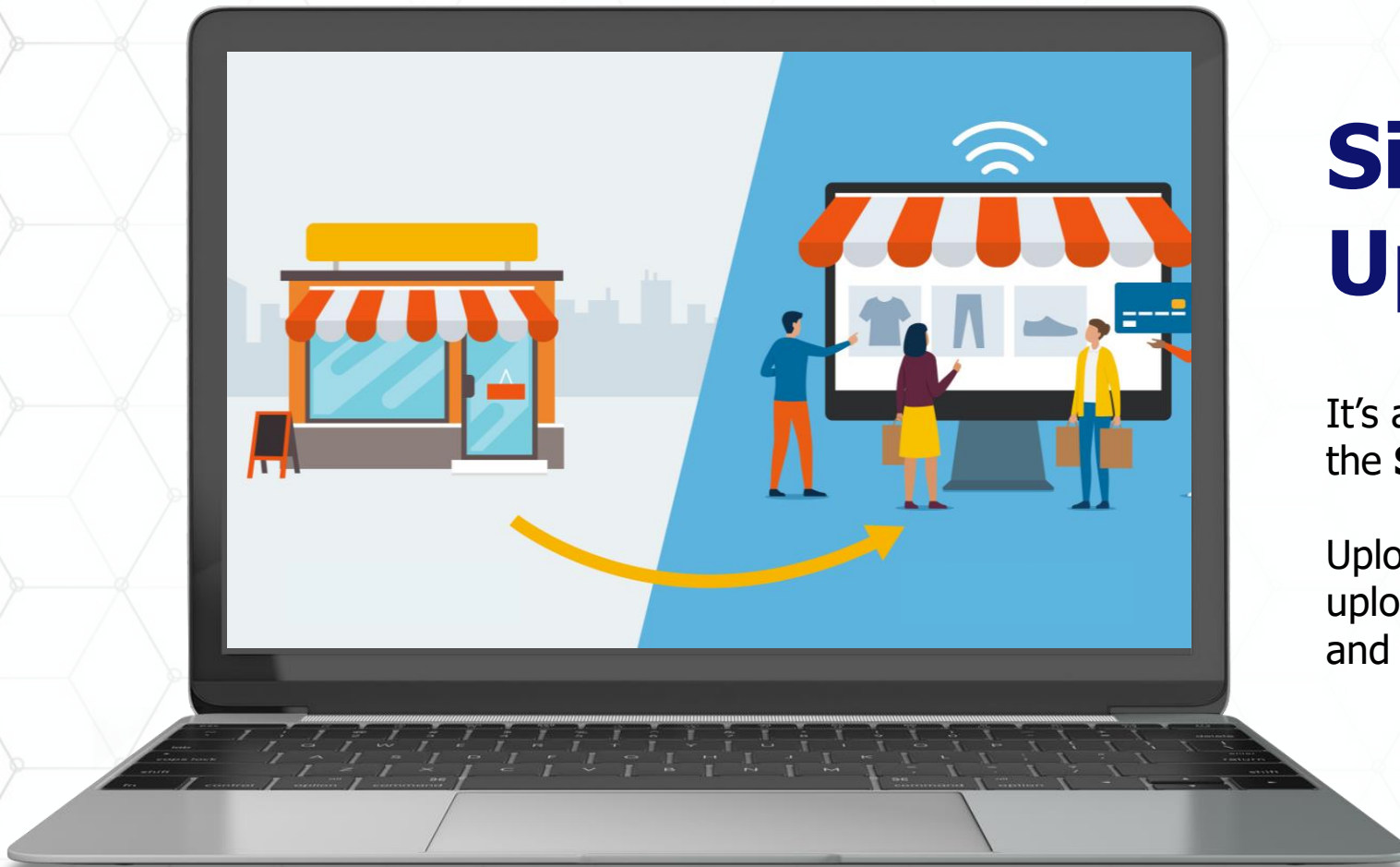
01

Single Product Upload

02

Step-By-Step Guide





Single Product Upload

It's a way to create one SKU at a time in the **Seller Center**.

Uploading Product is fast and easy. Simply upload your product, complete the page and you're ready to sell!

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01

Single Product Upload

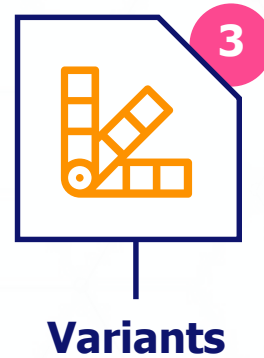
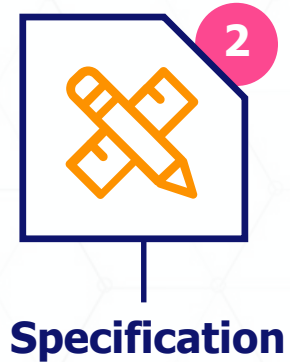
02

Step-By-Step Guide



STEP-BY-STEP GUIDE

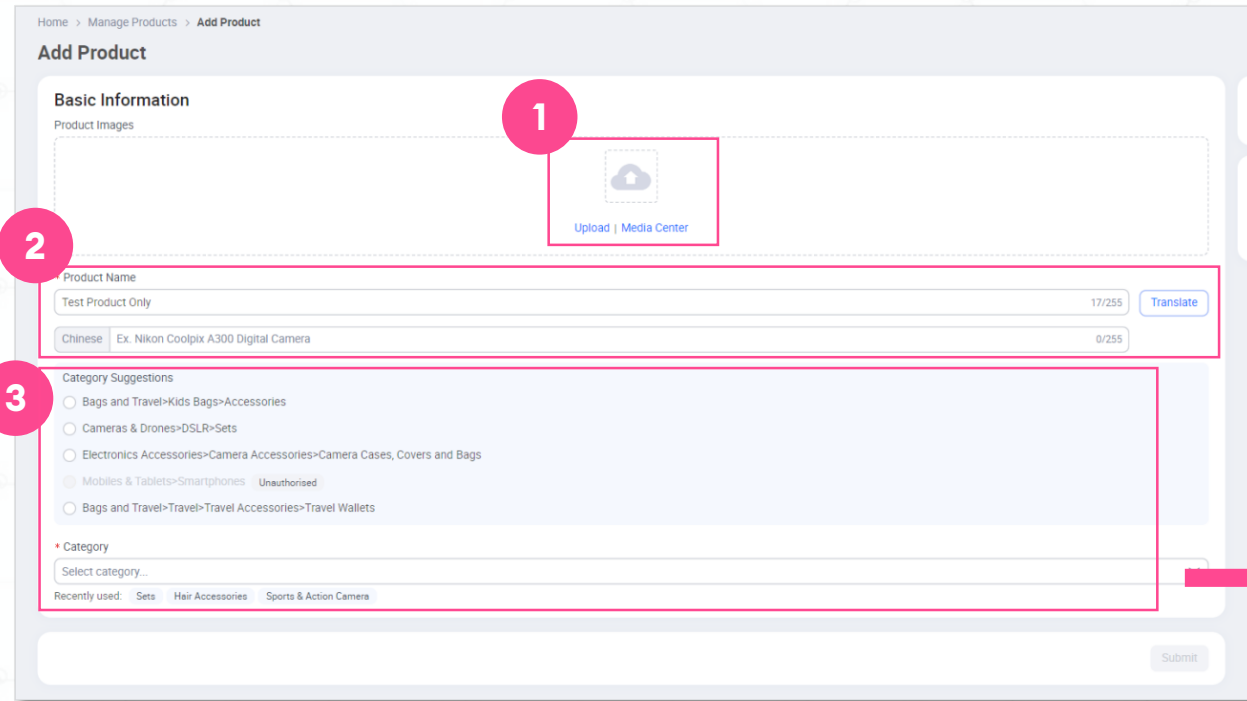
Here are the 5 main sections in Product upload page:



Note: Please upload the product images, fill in the title, and select category correctly.

BASIC INFORMATION

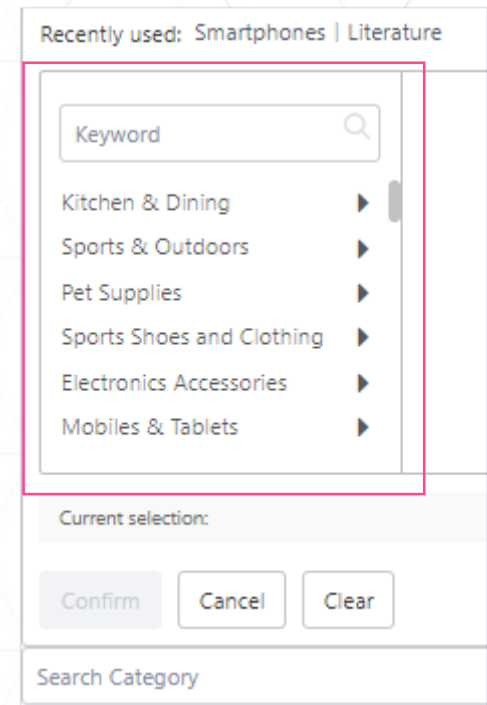
1. Upload your **Product Images**—first image will serve as main image
2. Enter your **Product Name**—you have the option to translate to other language by clicking on the **Translate** button
3. Select from either the **Category Suggestions** or click on **Category** to navigate the category tree



The screenshot shows the 'Add Product' form with the following elements:

- 1**: Points to the 'Product Images' upload area, which includes a cloud icon and a link to 'Media Center'.
- 2**: Points to the 'Product Name' field, which contains 'Test Product Only' and a 'Translate' button.
- 3**: Points to the 'Category Suggestions' section, which lists various categories like 'Bags and Travel>Kids Bags>Accessories' and 'Electronics Accessories>Camera Accessories>Camera Cases, Covers and Bags'.

At the bottom of the form, there is a 'Category' dropdown menu and a 'Submit' button.



The screenshot shows a modal window titled 'Recently used: Smartphones | Literature'. It features a search bar labeled 'Keyword' and a list of categories with expandable arrows:

- Kitchen & Dining
- Sports & Outdoors
- Pet Supplies
- Sports Shoes and Clothing
- Electronics Accessories
- Mobiles & Tablets

Below the list, there is a 'Current selection:' section with 'Confirm', 'Cancel', and 'Clear' buttons. At the bottom, there is a 'Search Category' input field.



Note: Seller can upload maximum of 8 image in Product Images

BASIC INFORMATION

4. Insert **Video** to make your product page more exciting and engaging to customers
5. Click **Show More** to add **Buyer Promotion Images** for your product

Video

☒ Upload Video ☐ Youtube Link ☐ Media Center



- Min size: 480x480 px. max video length: 60 seconds. max file size: 100MB.
- Supported Format: mp4
- New Video might take up to 36 hrs to be approved

5 [Show More](#) 

Buyer Promotion Image

A buyer promotion image represents your product in various places, such as search result page, product recommendation page, etc. Having a buyer promotion image will inspire buyers to click on your product.

Long Image (Aspect ratio: 3:4) Recommended [See Example](#) Square Image (Aspect Ratio 1:1) [See Example](#)



[Upload](#) | [Media Center](#)



[Upload](#) | [Media Center](#)



Note: Few selected categories have the option to add buyer promotion image which represent in various places .

- a. *Long Image – available for Fashion categories*
- b. *Square image – available to all categories*

PRODUCT SPECIFICATION

1. Enter the **Brand**, if the product does not have a brand, select **No Brand**
2. Add more attributes
3. Click **Show More** to add more features about your product

The screenshot shows a 'Specification' form with the following fields and callouts:

- Callout 1:** Points to the '* Brand' field, which has a 'Please Select' dropdown and a 'No Brand' link.
- Callout 2:** Points to the 'Battery Capacity' field, which has a 'KEY' label and a 'Please Input or select option' input.
- Callout 3:** Points to the 'Show More' button, which has a dropdown arrow.

Below the 'Show More' button, a pink arrow points to a section of additional specifications:

Phone Features	PPI
Please Input or select option	Please Input or select option
Camera Front (Megapixels)	RAM Memory
Please Input or select option	Please Input or select option
Primary(Back) Camera Resolution	Video Resolution
Please Input or select option	Please Input or select option
Battery Type	Network Connections



*Note: Properties with * are mandatory properties while "Key" properties will help improve product searchability*

VARIANTS

1. Click **Add Variation**, you may add up to 2 levels of variations
2. To input, you may choose to select from dropdown options or type-in your preferred variation name

Variant1

* Variant Name

Please input

Color Family

☐ Add Image Max 8 images for each variant.

Dropdown option



Note: Adding variants on your products may increase your product's findability. e.g.

- a. Available Colors
- b. Available Sizes

Price, Stock & Variants

Add variants when the product have different versions, such as color and size

+ Add Variation(0/2)

* Price & Stock

SS Price SS Special Price Stock SellerSKU 0/200 Apply To All

Price *	Special Price	Stock	SellerSKU	Availability
SS	Add		Seller SKU 0/200	☒

Variant1

* Variant Name

Color Family

Type-in

Total Variants

☐ Add Image Max 8 images for each variant.

Green

Yellow

Pink

Please type or select

Variant2

* Variant Name

Size

Total Variants

☐ Add Image Max 8 images for each variant.

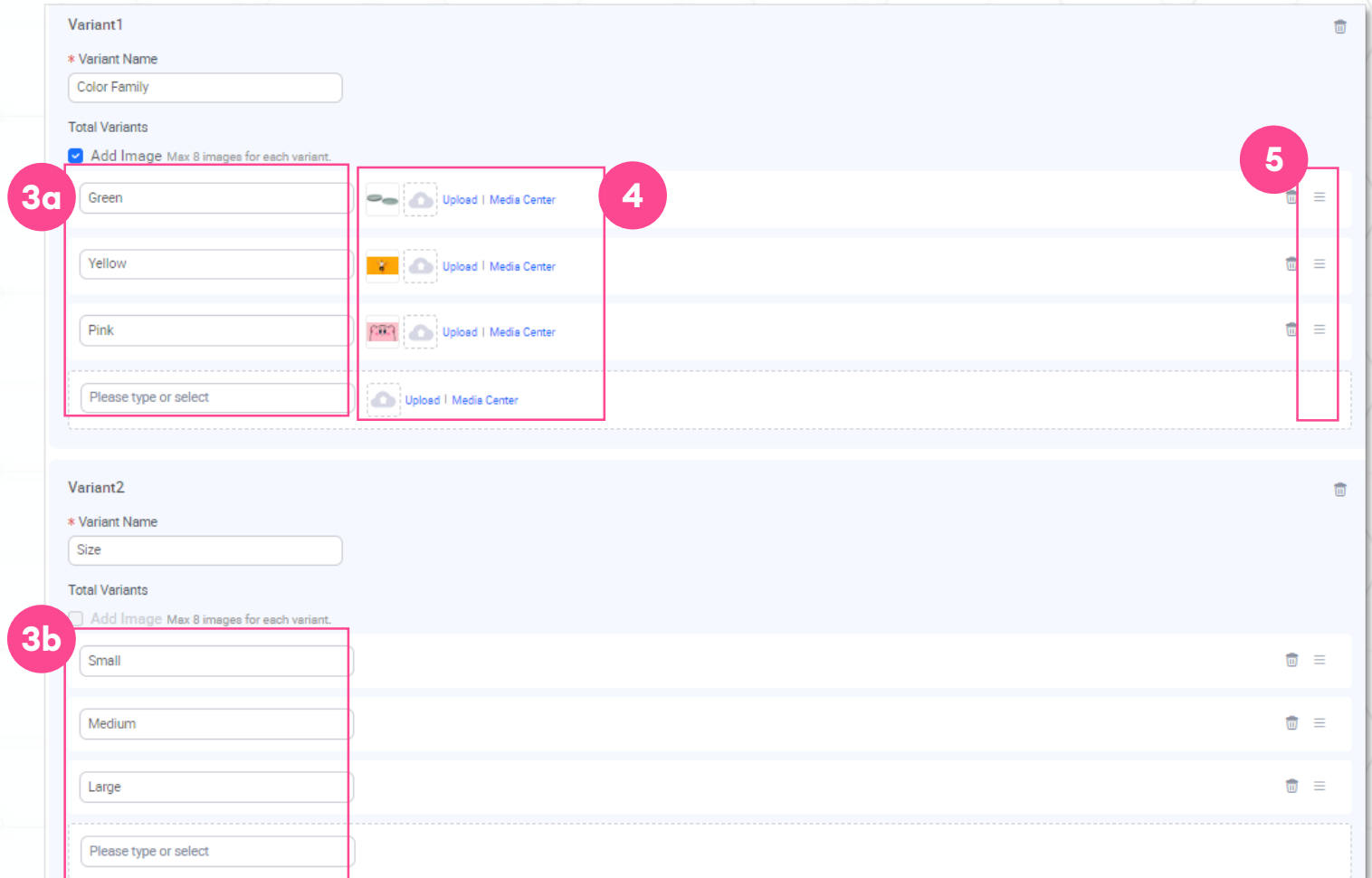
Small

Medium

Large

VARIANTS

3. Enter the variation according to the product
4. Add images for the variation by clicking **Upload** or **Media Center**
5. You can rearrange the position of the variation by clicking on the icon  and drag it to the position you want, this rearrangement is how the variation will appear on the **Product Detail Page (PDP)**



The screenshot displays the 'Variant1' and 'Variant2' management sections. Variant1 is titled 'Color Family' and has a checked 'Add Image' option. Variant2 is titled 'Size' and has an unchecked 'Add Image' option. Both sections show a list of variants with input fields, image upload buttons, and rearrangement icons. Numbered callouts highlight specific features: 3a points to the variant name input field, 3b points to the variant list, 4 points to the image upload buttons, and 5 points to the rearrangement icons.

Variant1

* Variant Name
Color Family

Total Variants

☒ Add Image Max 8 images for each variant.

Variant Name	Image	Upload Media Center
Green		 Upload Media Center
Yellow		 Upload Media Center
Pink		 Upload Media Center
Please type or select		 Upload Media Center

Variant2

* Variant Name
Size

Total Variants

☐ Add Image Max 8 images for each variant.

Variant Name	Image	Upload Media Center
Small		 Upload Media Center
Medium		 Upload Media Center
Large		 Upload Media Center
Please type or select		 Upload Media Center

EDITING VARIATIONS

After creating the variations, an SKU table is generated

1. Batch edit function allows you to quickly apply same values to **Price, Special Price, Stock, Seller SKU**. Fill them out and click **Apply To All**
2. You can also manually fill in the fields if you want to customise the product information for each SKU
3. Switch the **Availability** toggle for the variation to be live to customers

* Price & Stock

ss Price ss Special Price Stock SellerSKU 0/200 **Apply To All**

Color Family	Size	Price *	Special Price	Stock	SellerSKU	Availability
 Yellow	Small	ss	Add		Seller SKU 0/200	☒
	Medium	ss	Add		Seller SKU 0/200	☒
	Large	ss	Add		Seller SKU 0/200	☒
 Pink	Small	ss	Add		Seller SKU 0/200	☒
	Medium	ss	Add		Seller SKU 0/200	☒
	Large	ss	Add		Seller SKU 0/200	☒
 Green	Small	ss	Add		Seller SKU 0/200	☒
	Medium	ss	Add		Seller SKU 0/200	☒
	Large	ss	Add		Seller SKU 0/200	☒



Note: Using “Apply To All” functions will automatically copy the same details to all variants

PRODUCT DESCRIPTION

1. Enter the product description using **Lorikeet** or **Text Editor**
2. In the **Highlights** field or **Short Description**, you may add bullet points that describes the best features of your product, this is optional
3. In the **What's in the box** field, you can let customers know what the box or package contains, this is also optional

The screenshot shows a 'Product Description' form with three main sections, each highlighted with a pink border and a numbered callout:

- Callout 1:** Points to the 'Long Description (Lorikeet)' field, which includes a rich text editor toolbar with icons for bold, italic, underline, list, link, and image, along with a 'Try NEW Advanced Mode' button.
- Callout 2:** Points to the 'Short Description' field, which includes a bullet point icon and a 'Please input' placeholder.
- Callout 3:** Points to the 'What's in the box' field, which is a simple text input area.



Tip: Descriptions are useful to convince customers to make the purchase. Use images & accurate descriptions to convert your customers.

SHIPPING & WARRANTY

1. Enter the delivery information such as **Package Weight (kg/g)** and **Package Dimension (cm)**—toggle on the feature for different package for variants
2. Indicate if your product contains any **dangerous components**

1

* Package Weight

 kg ^

* Package Dimensions (cm)

✓ kg

Length (cm)

g

× Width (cm)

× Height (cm)

2

Dangerous Goods

☒ None

☐ Contains battery / flammables / liquid



Note: Filling in the right package weight & dimensions will help you avoid miscalculations & wrong shipping charges.

DELIVERY & WARRANTY

Switching the Different Package for Variants lets you enter package dimensions & weight for each variation

1. Toggle ON the **Different Package for Variants**
2. Enter **Package Weight (kg/g)** and **Package Dimension (cm)** for each variation that you have in the SKU table

After entering the package weight and dimension details, complete the other details such as **Shipping options, Pick up in Store, Pre-order, and Warranty** details.

Shipping & Warranty
Different Package for Variants
☒ Switch on if each variants has different dimension & weight.

Price *	Special Price	Stock	Package Weight *	Package Dimensions (cm) *	SellerSKU	Availability
P 50,000	Add	1	500 g	19 × 45 × 25	123-Cream 9/200	☒
P 50,000	Add	1	0.5 kg	277 × 55 × 23	123-Black 9/200	☒
P 50,000	Add	1	522 g	298 × 68 × 29	123-Clear 9/200	☒



Note: Filling in the right package weight & dimensions will help you avoid miscalculations & wrong shipping charges. During checkout, customer will be charged on shipping fee based on the selected variation's dimweight.

DELIVERY & WARRANTY

3. If you have registered for store, **Pick Up in Store** will be seen as an extra option as well.
4. Select **Pre-Order** and enter number of days if applicable.
5. Select the **Warranty Type**, **Duration**, and type-in the **Warranty Policy**.
6. Check the **Other Settings**, switch on if this is applicable to the product

The screenshot shows the 'Delivery & Warranty' configuration page. It includes a 'Pickup in Store' toggle, a 'Pre-Order' section with a required duration field, a 'Warranty' section with dropdowns for type and duration, and an 'Other Settings' section with toggles for gift wrapping and personalization. Numbered callouts 3 through 6 highlight specific features and requirements.

3 Pickup in Store
☐ Activate if you allow buyer to picker order directly at your store.

4 * Pre-Order
☒ How many business day(s) to process order? ⓘ

5 The field value is required

Warranty Type

Warranty

Warranty Policy

6 Other Settings
Gift Wrapping
☐ Switch on if applicable to this product
Personalization
☐ Switch on if applicable to this product

REVIEW AND SUBMIT

1. Click **Save Draft** if you want to complete the remaining information later
2. Once you have checked all the information, click **Submit** to publish your new product



Note:

- You will NOT be able to click **Submit** if any mandatory fields are blank
- If stock is available, your product will be live to customers within a few minutes

Add Product

Basic Information

Product Images
This is the main image of your product page. Multiple images can be uploaded at once. Maximum 8 images. Size between 330x330 and 5000x5000 px. Max file size: 3 MB. Obscene image is strictly prohibited.

 
[Upload](#) | [Media Center](#)

* **Product Name**
Test product 12/255 [Translate](#)

Chinese Ex. Nikon Coolpix A300 Digital Camera 0/255

* **Category**
Electronics Accessories > Mobile Accessories > Phone Cases
Recently used: Phone Cases Dresses Health Accessories

Video
☒ Upload Video ☐ Media Center



- Min size: 480x480 px, max video length: 60 seconds, max file size: 100MB.
- Supported Format: mp4
- New Video might take up to 36 hrs to be approved

[Show More](#)

Product Specification
Add more attribute to boost the searchability

* **Brand** Case Function [KEY](#)
Type to search brand.. Please Input or select option

Brand Compatibility [KEY](#)
Please Input or select option

[Show More](#)

Price, Stock & Variants

1 [Save Draft](#) 2 [Submit](#)

SUMMARY

- **Start selling by simply uploading your product information in just 1 page.**
- **Use Lorikeet to decorate your product description to visually attract your customers.**
- **Fill in attributes marked with the tag ‘KEY’ to improve your product visibility when customers are searching for your product.**
- **Accurate product information is important to your customers’ shopping experience. Leave a good impression to gain returning customers.**
- **Depending on the access rights, each seller has different user-interface and is advised to check with your KAMs regarding this.**





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