



SHOPEE MALL LISTING GUIDELINES

Table of contents

CONTENT	PAGE
Why does Shopee standardise Shopee Mall listings?	3 - 4
Shopee Mall listing requirements	5 - 6
1) Relevant and high quality images	7 - 17
2) Structured product name	18 - 23
3) Correct category	24 - 30
4) Informative description	31 - 36
5) Accurate and comprehensive attributes	37 - 41
6) Variations	42 - 50



**WHY DOES SHOPEE
STANDARDISE SHOPEE MALL
LISTINGS?**

Why does Shopee standardise Shopee Mall listings?

Shopee Mall is a platform for top sellers and leading brands that strives to provide an excellent online shopping experience. Shopee encourages our Shopee Mall sellers to follow listing guidelines in order to standardise the platform and adopt professional practices.

Moreover, the high quality listings will better showcase the products while offering a guaranteed customer shopping experience.



SHOPEE MALL LISTING REQUIREMENTS

Shopee Mall Listing Requirements

Follow these guidelines to ensure an excellent online shopping experience

- 1 **Relevant and high quality images**
- 2 **Structured product name**
- 3 **Correct category**
- 4 **Informative description**
- 5 **Accurate and comprehensive attributes**
- 6 **Variations**



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SHOPEE MALL LISTING REQUIREMENTS

1) RELEVANT AND HIGH QUALITY IMAGES

Detailed image requirements

Elements	Requirements	Exceptions
All images	- Each listing to have at least 3 non-duplicate images professionally taken - For every image, the product being sold must be clear, sharp, not pixelated and photographed with realistic colour - Images should not have any reflection of people or other objects and watermark - The logo must be at top left corner and not exceed 10% of image frame	Products in Adult categories must meet additional guidelines
Cover images & Product Description Images	- Cover image must be against a solid background (white preferably) - The product for sale must cover at least 60% of image frame - No montage (combination of multiple images), borders, text or other graphics allowed - Full product must be in frame and cannot be cropped - Product is unwrapped (exceptions allowed) - No model in the cover image except for Fashion, Health and Beauty, Sports and Outdoor categories (For Cover Image only)	Product may be unwrapped if item is a consumable (e.g. food, baby diapers)
Other images	- Backgrounds and environments are allowed for non-cover images to help demonstrate the use or scale of product - The product and props should fill 50% or more of the image frame - Cropped or close-up images are allowed - Use of model is allowed - Each image should show a different angle of the product	



All images criteria - image quality

High quality professional image

ZANZEA



Image must be clear, sharp, not pixelated and photographed professionally



Unprofessional and blur image



Images should be professionally taken and have high resolution (not pixelated or blurred)

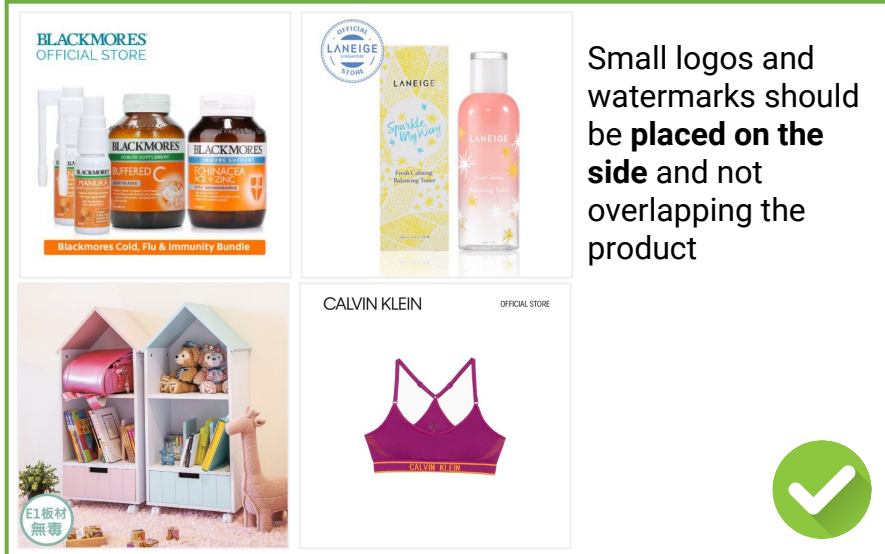


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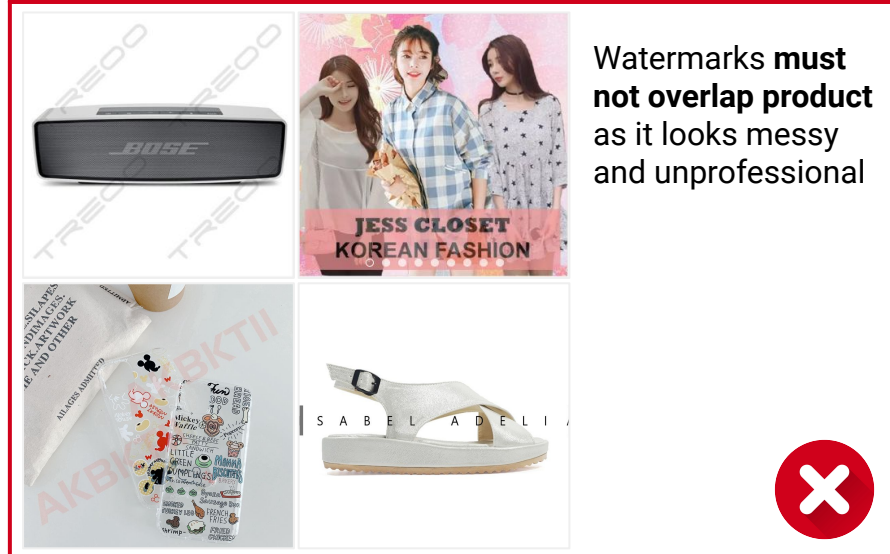
RELEVANT AND HIGH QUALITY IMAGES

All images criteria - watermark

Not overlapping image



Overlapping image

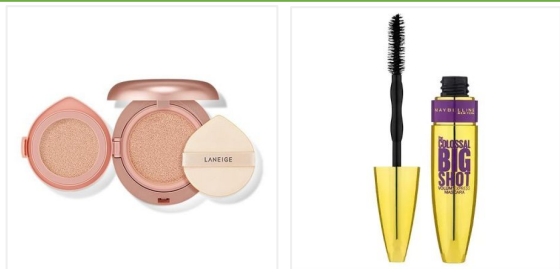


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RELEVANT AND HIGH QUALITY IMAGES

Cover & Product Description image criteria - background

Solid colour background



Solid colour background
(especially white) are preferred



Background with 2 solid colours



Solid colour backgrounds with
up to 2 colours are acceptable



Non-distracting background



Non-distracting patterns on the
backgrounds are acceptable



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RELEVANT AND HIGH QUALITY IMAGES

Cover & Product Description image criteria - background

Live background



Cover & product description images should not have live background



Distracting background



Cover & product description image backgrounds should not be bright and distracting



Low contrast background



Products must be clearly seen against the background



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RELEVANT AND HIGH QUALITY IMAGES

Cover & Product Description image criteria - borders

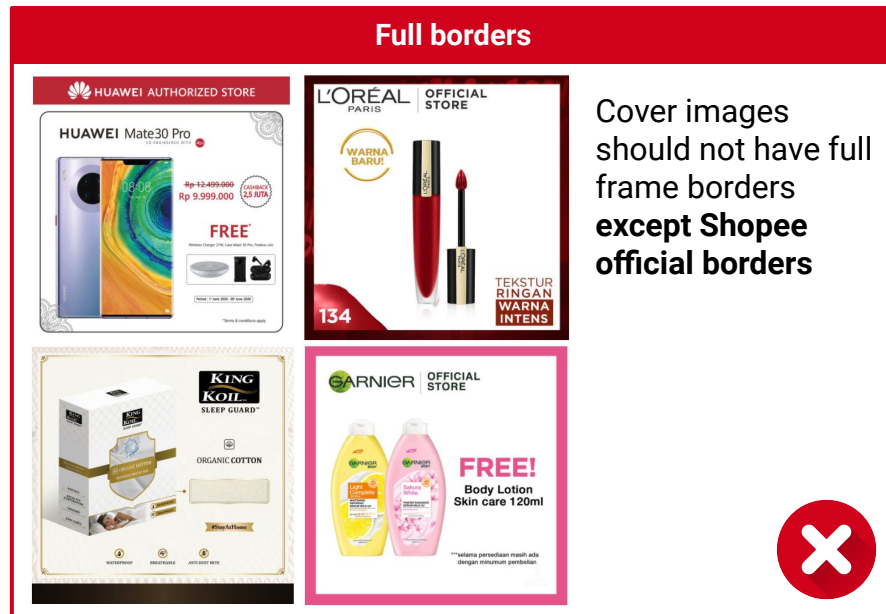
Banners

Banners placed on the top or bottom of the cover image are acceptable



Full borders

Cover images should not have full frame borders except Shopee official borders

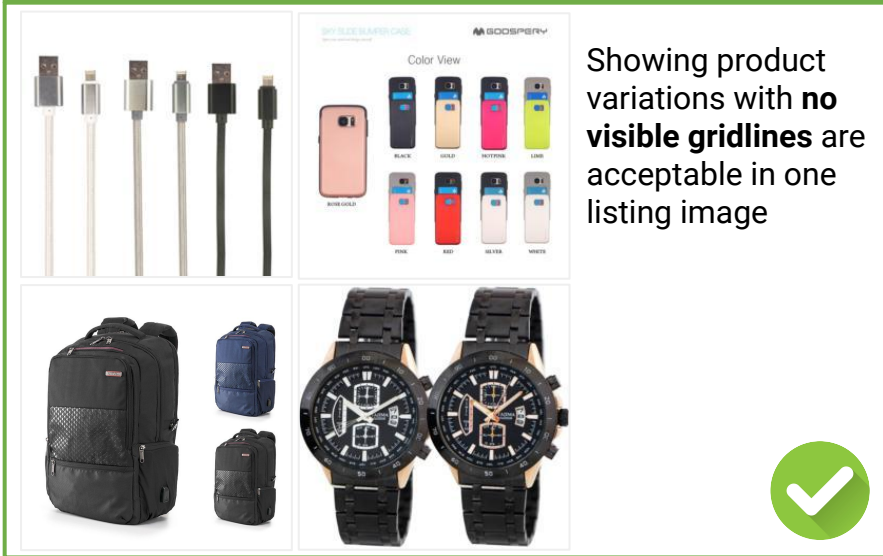


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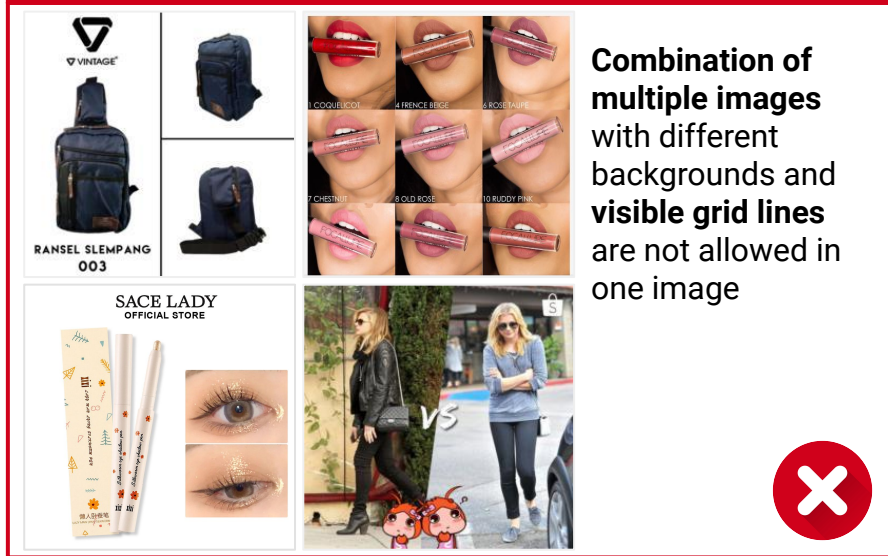
RELEVANT AND HIGH QUALITY IMAGES

Cover & Product Description image criteria - variations

No visible gridlines



Visible gridlines



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RELEVANT AND HIGH QUALITY IMAGES

Cover & Product Description image criteria - model

Showing hands and feet

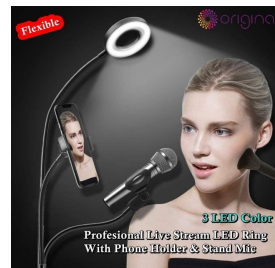


Showing products with **hands and feet** are acceptable

3 COLORS LED DISPLAY



Model



Cover images with human model are not allowed except for products in Fashion, Health and Beauty, Sports and Outdoor categories



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RELEVANT AND HIGH QUALITY IMAGES

Cover & Product Description image criteria - others

Seller Tips!



Free gifts



BUNDLE GIFT



Free items should be at the bottom and not taking majority of space



Unwrapped product for illustration

DR.WU
OFFICIAL STORE



Exceptions for unwrapped product are allowed for clearer illustration



When listing products in **adult categories**, do take note that there are additional guidelines to be met. For more information, please refer to **Shopee's Adult Listing Guidelines**.

Excessive text

Mirabella BB Cushion Light Beige +
Highlighter Rose Gold + Moisture
Matte Lipstick Raddish Orange

Saatnya beralih ke makeup yang effortless tapi flawless. Semakin fresh dengan lipstick orange yang segar dan highlighter rose gold untuk kulit glowing.



Cover images should not have excessive text as it looks very messy



Product <60% of image



Product must cover at least 60% of the image frame



Cropped product



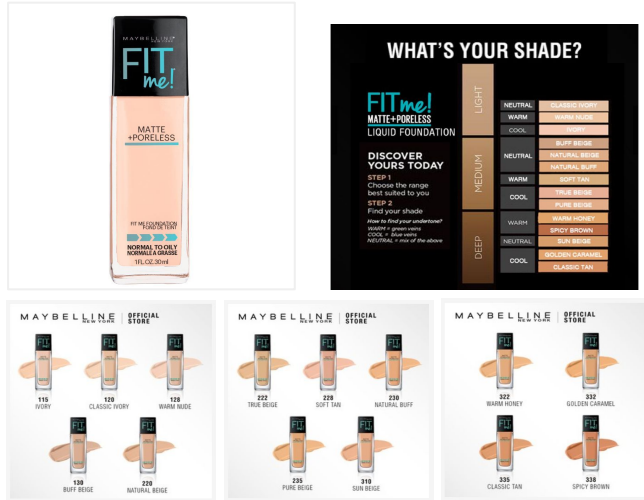
Cropped products are not allowed for cover images



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RELEVANT AND HIGH QUALITY IMAGES

Example of listing with best practice images



Maybelline Fit Me Matte + Poreless Liquid Foundation (30ml)

4.9 ★★★★★ 590 Ratings 1k Sold

RM49.90 **RM29.94** 40% OFF

Variation:

115 Ivory	120 Classic Ivory	128 Warm Nude	130 Buff Beige	220 Natural Buff
222 True Beige	228 Soft Tan	230 Natural Buff	235 Pure Beige	310 Sun Beige
322 Warm Honey	332 Golden Caramel	335 Classic Tan	338 Spicy Brown	

- ✓ Clear, sharp, not pixelated and realistic
- ✓ 3 or more professional images
- ✓ No reflection of people or other objects

All images

- ✓ Solid background (white preferable)
- ✓ Fills 60% of image frame
- ✓ No watermark, borders, text or other graphics
- ✓ Uncropped and in-frame
- ✓ No model (except Fashion, Health and Beauty, Sports and Outdoor Categories)
- ✓ Product Unwrapped

Cover image

- ✓ Shows different angle of the product
- ✓ Fills 50% of image frame
- ✓ Demonstrate the scale and use of the product

Other images



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RELEVANT AND HIGH QUALITY IMAGES

2) STRUCTURED PRODUCT NAME

Structured Product Name

This comprehensive listing name convention offers buyers an informative and easy-to-read product name



Listing Name

1 Brand

2 Product Model

3 Specification

4 Size

1 Brand

Skechers Women Street Shoes -73700-BKLV

Logitech G502 Hero Wired Gaming Mouse

3 Product Model

Herschel Unisex Travel Heritage Backpack - Woodland Camo (21.5L)

Xiaomi Mi Smart Band 4 Global Version

2 Specification

SanDisk Extreme Micro SD A2/U3 Class 10

Fjallraven Kanken - Ox Red

4 Size / Quantity

Innisfree Green Tea Foam Cleanser (150ml)

Spritzer Sparkling Mineral Water (1000ml x 12)



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STRUCTURED PRODUCT NAME

Detailed product name requirements

Categories	Requirements	Exceptions
All (General)	- Product names must follow the naming convention (see below) - The first letter of each word must be capitalized. Do not use ALL CAPS - Subjective commentary such as "Hot Item" or "Best Seller" or Price or promotional messages, such as "Sale" or "Free Shipping" are not allowed - No keyword spam allowed e.g. irrelevant words - No emoticons, symbols or hashtags allowed, including but not limited to: }, ~, \$, ^, {, <, !, *, #, :, %, >	Brand name may be in capital letters (eg. MANGO)
Computers & Peripheral	Brand + Screen Size + Model + CPU Type + Model ID E.g. ASUS VivoBook Pro 15 N580GD-E6152T/Intel Core i7-8750	
Mobile & Gadgets	<u>Cases and Covers</u>: Case Brand (only if applicable, e.g. Spigen. If OEM then blank) E.g. Cases/covers material + Product Type + [for] + Compatible with + (Color) <u>Mobile phone</u>: Brand + Model + Color + (Storage Capacity) E.g. Xiaomi Redmi 6 (3GB + 32GB) <u>Screen Guards</u>: Screen guard Brand (only if applicable, if OEM then blank) + Type of screen guard + product type + [for] + compatible with E.g. Spigen Tempered Glass Screen Protector for iPhone X <u>Power bank</u>: Brand + Model + Product Type + (Power Bank Capacity in mAh) E.g. Xiaomi Gen 2C Power Bank (20000mAh)	



Detailed product name requirements

Categories	Requirements	Exceptions
Home & Living	Brand + Type + Specification (e.g. size, material, volume, color) E.g. MUJI Diffuser Aroma 7 LED Light (600ml)	Brand name may be in capital letters
Sports & Outdoors	Brand + Model + Specification (e.g. size, material, color) + Deals (optional) E.g. FIBA Official Match ball Molten Original GG7X Size 7 basketball ball	
Shoes	Brand + Gender (optional) + Model + Type + Color + Deals (optional) E.g. Birkenstock Arizona Women Sandals - Blue	
Apparels	Brand + Gender (optional) + Type + Color + Deals (optional) E.g. ZARA Women's Skater Dress / ZARA Pleather Pleated Skirt - Maroon	
Beauty & Personal Care	Brand + Model + Type + (Weight/Quantity/Volume) + Deals (optional) E.g. Neutrogena Rainbath Shower and Bath Gel (473ml)	
Toys, Kids & Babies	Brand + Model + Type + (Quantity) + Deals (optional) E.g. Huggies Platinum Diapers (3 Packs) [Buy 3 Free 1]	



Examples of Product Name



Computers

Brand Screen Size
ASUS VivoBook Pro 15
N580GD-E6152T/Intel Core i7-8750
Model CPU Type



Mobile & Gadgets

Brand Product Type
Xiaomi Mouse Bluetooth 2.4G
Wireless Dongle - Black XMSB02MW
Model Model ID



Health & Beauty

Brand Model
Simple Water Boost Hydrating
Booster (25ml) [Buy 1 Free 1]
Size Deals



Mobile & Gadgets

Brand Material
Spigen Tempered Glass
Screen Protector for iPhone X
Product Type Compatibility



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STRUCTURED PRODUCT NAME

Examples of Product Name



Health & Beauty

Brand Model
Neutrogena Rainbath
Shower And Bath Gel (473ml)
Type Volume



Women Shoes

Brand Model Gender
Birkenstock Arizona Women
Sandals - Blue
Type Color



Accessories

Brand Model
JanSport High Stakes Backpack
- Red/White/Blue (25L)
Specification Volume



Women Clothing

Brand Model Type
ZARA Pleather Pleated Skirt
- Maroon
Color



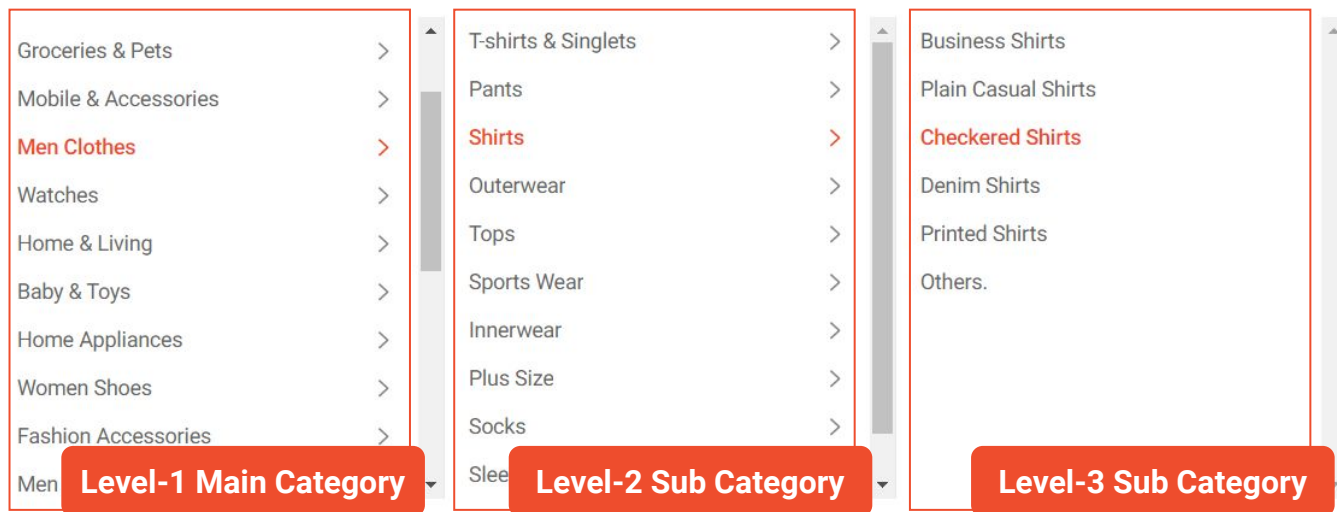
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STRUCTURED PRODUCT NAME

3) CORRECT CATEGORY

Choose the right categories

Ensure that all 3 categories are chosen correctly



Seller Tips!



To ensure that you **select the correct category** for your product, draw reference from a relevant product listing and find the most suitable category. You may find this **[comprehensive list of categories](#)** helpful!



How to pick the right category?

Use Shopee's recommended category to help you find the correct category for your product

Shopee Seller Centre

Shipment
My Shipment
Mass Ship
Shipping Setting

Order
My Orders
Cancellation
Return/Refund

Product
My Products
Add New Product
Suspended Products

9.9 INCREASE SALES WITH ADD-ON DEALS

4X More product clicks

Add-on discounted products or free gifts

CREATE NOW ▶

To Do List
Things you need to deal with

0 Unpaid	0 To-Process Shipment	0 Processed Shipment	0 Pending Return/Refund
0 Pending Cancellation	0 Banned Products	0 Sold Out Products	0 Pending Campaign New

Business Insights (Real-time data until GMT+8 18:00) [More >](#)

Announcements [More >](#)

Ship order via pre-assigned logistics
Dear sellers, always ship your order via pre-assigned logistics. Effective 21 Aug, sellers who use a different channel to facilitate shipping will be at risk of order cancellation.
11 August 2020

- 1 Click on “**Add New Product**” under Product on My Products page in Shopee Seller Centre.



How to pick the right category?

Use Shopee's recommended category to help you find the correct category for your product

Home > My Products > Product Category

Add a New Product

Please choose the right category for your product.

Product Name: Zara Women's Maxi Dress

23/120

RECOMMENDED CATEGORIES

1. Women Clothes > Dresses > Maxi Dresses
2. Muslim Fashion > Muslimin Wear > Jubah
3. Women Clothes > Plus Size > Dresses

Q. Category

Women Cl

Health & Beauty

Women's Bags

Groceries & Pets

Mobile & Accessories

Men Clothes

Watches

Home & Living

Baby & Toys

2 Fill in your product name

3 Select the correct category for your product from the list of recommended categories.



How to pick the right category?

Use Shopee's recommended category to help you find the correct category for your product

Home > My Products > Product Category

Add a New Product

Please choose the right category for your product.

Product Name: 0/120

4

Women Clothes >

Health & Beauty >

Women's Bags >

Groceries & Pets >

Mobile & Accessories >

Men Clothes >

Watches >

Home & Living >

Baby & Toys >

Home Appliances >

5

Alternatively, you may select your product category:

4 By searching for a specific category on the search bar

OR

5 By scrolling and choosing your product category



Examples of correct categories

Shopee > Health & Beauty > Skincare > Toner & Mists > Hada Labo Super Hyaluronic Acid Hydrating Lotion - Rich (170ml)



Beauty & Personal Care

Mall Hada Labo Super Hyaluronic Acid Hydrating Lotion - Rich (170ml)

4.9 ★★★★★ 171 Ratings 302 Sold

RM66.00 **RM56.10** 15% OFF

Coins Buy and earn 56 Shopee Coin

Shipping Free shipping
Free shipping for orders over RM40.00

Shipping To Seri Kembangan, Selangor
Shipping Fee RM0.00

Hada Labo Super Hyaluronic Acid Hydrating Lotion

- ✓ L1 Category : Health & Beauty
- ✓ L2 Category : Skincare
- ✓ L3 Category : Toner & Mists

Shopee > Women's Bags > Sling Bags > Nylon Bags > Fjallraven Kanken Sling



Bags & Luggage

Mall Fjallraven Kanken Sling

4.9 ★★★★★ 19 Ratings 31 Sold

RM359.00

Shop Vouchers 50% Coins Cashback 10% off

Coins Buy and earn 100 Shopee Coin

Shipping Shipping Fee RM10.00 - RM15.00

Fjallraven Kanken Sling

- ✓ L1 Category : Women's Bags
- ✓ L2 Category : Sling Bags
- ✓ L3 Category : Nylon Bags



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CORRECT CATEGORY

Examples of wrong categories

Shopee > Home & Living > Bedding > Pillows & Bolsters > MUJI Washed Cotton Pillow Case - Navy



Home & Living

Mall MUJI Washed Cotton Pillow Case - Navy

No Ratings Yet 0 Sold

RM39.90 - RM49.90

Coins Buy and earn up to 50 Shopee Coin

Shipping Shipping To Seri Kembangan, Selangor
Shipping Fee RM1.01 - RM5.04

Size 43*63cm 50*70cm

MUJI Washed Cotton Pillow Case

- ✓ L1 Category : Home & Living
- ✓ L2 Category : Beddings
- ✗ L3 Category: Pillow & Bolsters

Correct L3 Category: Cover & Protectors

Shopee > Baby & Toys > Baby Clothing > OKBB Baby Clothing Baby Romper SR129_5B_GRB_BFSL086B



Baby & Toys

Mall OKBB Baby Clothing Baby Romper SR129_5B_GRB_BFSL086B

5.0 ★★★★★ 2 Ratings 2 Sold

RM12.90 RM12.00 7% OFF

Coins Buy and earn 12 Shopee Coin

Shipping Free shipping
Free shipping for orders over RM15.00
Shipping To Seri Kembangan, Selangor
Shipping Fee RM0.00 - RM5.04

OKBB Baby Clothing Baby Romper

- ✓ L1 Category : Baby & Toys
- ✓ L2 Category : Baby Clothing
- ✗ L3 Category: (None)

Correct L3 Category: Baby One Piece



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CORRECT CATEGORY

4) INFORMATIVE PRODUCT DESCRIPTION

Informative Product Description

Providing relevant product details in your listing will help to captivate buyers

Include product details



Provide buyers with **technical product details** (included with product images)

Share product uses



Explain the **different ways** buyers can enjoy using your product

Specify warranties



Indicate any available **warranties** and their **duration**

Seller Tips!



Technical product details such as material, weight, dimensions, electrical characteristics and other product defining factors are **especially important for electronics, equipment and tools!**



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INFORMATIVE PRODUCT DESCRIPTION

Recommended informative description

Categories	Requirements
Fashion	• Size chart (in size chart field, see example) • Size the model wears and their body measurements (if applicable) • Material • Washing instructions (if applicable) • Product variations (if applicable)
Health & Beauty	• Ingredients • Purpose/use/ Skin types suitable for How to use • Allergy information (if applicable) • Storage instructions • Manufactured date and shelf life/ Expiry date
Mobiles	• Warranty information



Recommended informative description

Categories	Requirements
Computer and laptops	• Features • Technical specifications, e.g. OS, processor, RAM capacity, etc. • Warranty information
Other consumer electronics	• Technical specifications, e.g. ○ TV: Display h (in) x w (in); resolution h (px) x w(px) Image Aspect Ratio; Refresh Rate Inputs & Outputs ○ Computer accessories • Warranty information • What's in the box



Example of an informative description: Health & Beauty

Seller Tips!



Some product details that beauty and products should include are: **ingredients** and **manufactured/expired date**



Mall COSRX Oil-Free Ultra Moisturizing Lotion with Birch Sap Lightweight (100ml)

5.0 ★★★★★ 104 Ratings 166 Sold

RM90.00 **RM69.90** 22% OFF

Shop Vouchers 10% off 15% off

Coins Buy and earn 70 Shopee Coin

Shipping Free shipping
Free shipping for orders over RM15.00

Informative Description

COSRX Oil Free Ultra Moisturizing Lotion is a lightweight daily moisturizer recommended for both morning- and night-time routine. Instead of water, 70% of this lotion is made up of birch sap, which is a natural skin-friendly ingredient for sensitive, irritated skin. As soon as you apply COSRX Oil Free Ultra Moisturizing Lotion on your skin, the product is quickly absorbed into the skin without leaving any greasy residue, which makes it perfect for anyone with oily and combination skin. COSRX Oil Free Ultra Moisturizing Lotion can be a simple everyday staple for anyone with dry skin as well since birch sap is effective in restoring moisture and maintaining hydration level. This product has a pH level of 5.5. The consistency of COSRX Oil Free Ultra Moisturizing Lotion is very light and non-greasy. Once applied, it penetrates deep into the skin very fast, leaving the skin fresh, soft, and silky smooth. Recommended for all skin types.

Ingredients

Betula Platyphylla Japonica Juice, Butylene Glycol, Glycerin, Dimethicone, Betaine, Cetearyl Alcohol, 1,2-Hexanediol, Cetearyl Oliviate, Sorbitan Oliviate, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Ethylhexylglycerin, Citrus Medica Limonum (Lemon) Peel Oil, Allantoin, Panthenol, Xanthan Gum, Sodium Lactate, Sodium Hyaluronate, Ethyl Hexanediol, Melaleuca Alternifolia (Tea Tree) Leaf Oil

Specifications

Volume: 100ml / 3.36 fl oz

Manufacturing Date: July 2020

Use by: December 2024



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INFORMATIVE PRODUCT DESCRIPTION

Example of an informative description: Gaming & Consoles



Mall Sony Playstation 4 Slim / PS4 Slim 1TB Mega Pack with God Of War | Horizon | The Last Of Us [Free 3 Months PS Plus]

4.9 ★★★★★ | 176 Ratings | 268 Sold

RM1,349.00

Coins Buy and earn 100 Shopee Coin

Installment 18x RM74.94 (Interest 0%) [View Plans >](#)

Informative Description

Sony Playstation 4 Slim / PS4 Slim 1TB Mega Pack with God Of War | Horizon | The Last Of Us

Adding HDR, a slimmer body and a new-look controller, Sony's powerful Playstation 4 has become even more spectacular. Once you plug in this slick console, you'll get immersive gaming at rapid speeds and with unprecedented visuals. Together with the remastered DualShock 4 controller, cross-compatible PS4 games and wealth of social capabilities, this is a behemoth of modern gaming.

Specifications :

- CD/DVD/Blu-ray Drive - Blu-Ray
- Connections - HDMI 2.0 out, 2 x USB 3.0, Ethernet 10/100/1000, Wi-Fi 802.11b/g/n, Bluetooth
- Dimensions - H26.5 x W28.8 x D3.9cm
- Graphics card - 1.84 TFLOPS, AMD next-generation Radeon™ based graphics engine
- Hard drive - 1TB
- Memory (RAM) - 8GB GDDR5
- Model name / number - PlayStation 4 Slim

1 Year Sony Malaysia Warranty



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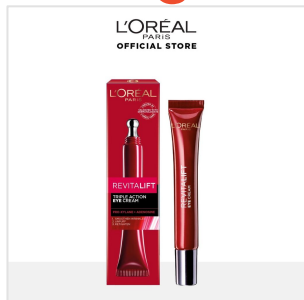
INFORMATIVE PRODUCT DESCRIPTION

Product description images requirement

Elements	Requirements	Exceptions
All description images	• All images must be professionally taken, unique and non-duplicated • Each image should at least show a different angle of the products • All images must be clear, sharp, not pixelated and photographed with realistic colour • Images should not have any reflection of people or other objects • Images must be against a solid background (white preferably) • The product image must cover at least 60% of image frame • No watermark, montage (combination of multiple images), borders, text or other graphics allowed • The logo must be at top left corner and not exceed 10% of image frame • Full product must be in frame and cannot be cropped • Product should not be fully wrapped unless it is identifiable through the packaging itself • The product and props should fill 50% or more of the image frame • Usage of human model is allowed for the product description images	• Products in Adult categories must meet additional guidelines • Product may be unwrapped if item is a consumable (e.g. food, baby diapers)



Example of an informative description with product images



Mall L'Oréal Paris Revitalift Anti Aging Triple action Eye Cream

4.9 ★★★★★

5.7k Ratings

12.1k Sold

RM71.50



100% Authentic Guarantee

Guarantee Authentic or Money Back



Lowest Price Guaranteed

Found a cheaper option? Claim for FREE Coins!

Shipping



Fulfilled by Shopee



Free shipping



Shipping To

KL City, Kuala Lumpur

Shipping Fee

RM0.00

Informative Description

Loreal Paris Revitalift Anti Aging Triple Action Eye Cream is a Powerful Actives – Triple Action For Skin Quality Transformation

- 1.Smoothen Lines : With Pro-Xylane, Known To Smooth Out Lines
- 2.Retexturize Surface : Refines Skin Texture With Pores With Lha
- 3.Retighten : Restores Elasticity And Tautens Skin With 3% Pro-Xylane

Ingredients

Aqua / Water, Dimethicone, Glycerin, Silica [Nano] / Silica, Acrylamide/Sodium Acryloyldimethyltaurate Copolymer, Prunus Armeniaca Kernel Oil / Apricot Kernel Oil, Triethanolamine, Dimethicone/Vinyl Dimethicone Crosspolymer, Dimethiconol, Caffeine, Isohexadecane, Adenosine, Disodium Edta, Propylene Glycol, Hydroxyethylpiperazine Ethane Sulfonic Acid, Hydroxypropyl Tetrahydropyrantriol, Polysorbate 80, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Tocopheryl Acetate, Phenoxyethanol, Chlorphenesin, Ci 77891 / Titanium Dioxide, Mica

Usage

Use daily in the morning and evening on cleansed skin around the eyes. Gently apply the cream with the cooling metallic applicator and massage around eye contours.



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INFORMATIVE PRODUCT DESCRIPTION

5) ACCURATE AND COMPREHENSIVE ATTRIBUTES

Accurate and comprehensive attributes

Product Attributes are characteristics that describe your product such as **Brand, Material** and **Style**. Entering more product attributes creates a rich set of data that **improves discoverability of your listing** by search engines.

Improve Search Ranking



Accurate and comprehensive attributes increase your product ranking in **search results & recommendations**

Drive Conversion Rate



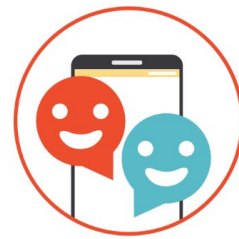
Ensure that your products appear in **filtered search results** after shoppers apply attribute filters

Get Featured in Collections



Attributes are used to **curate product collections** that cater to shopper's preference

Reduce Return Rate



Attributes makes it easy for shoppers to find information they need, **reducing chat enquiries and risk of returns**



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ACCURATE AND COMPREHENSIVE ATTRIBUTES

Fill in descriptive attributes

Improve your search results and guide buyers to your products

Examples of non-brand attribute values

Model and specification values	
Category:	Computers & Peripherals > Laptops > Laptop
Brand:	Lenovo
Model:	Legion Y520
Processor:	7
Storage:	500
Screen Size (Inches):	15.6

Some Non-brand attributes may be optional

Choose from Shopee's list of accepted values.
Note that product attribute options vary depending on the selected category labels

Examples of brand attribute values

Recognized brand value	
Category:	Food & Beverages > Sweets & Chocolates > Chocolate
Brand:	Cadbury

Generic brand value	
Category:	Home & Living > Furniture > Sofa
Dimension:	80cmx90cm,90cmx110cm
Colour:	Green,Cream,Coffee,Grey,Blue,Red
Brand:	No Brand

Brand attributes are mandatory

Choose from Shopee list of accepted category brand values or enter the brand via free text for review. For generic products without a recognized brand, choose "No Brand".



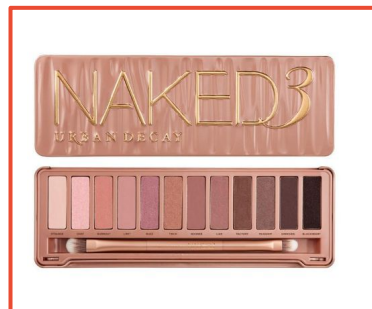
Examples of product attributes

* Category Women's Apparel > Dresses > Midi dresses

* Brand Abercombie & Fitch

2 Material Cotton

1 * Style A-line Dress



Beauty

Type	Eyeshadow
Texture	Powder
* Brand	Naked
Finish	Shimmer
Benefits	Shimmering
Colour	Beige Pink
* Expiry Date	08/2022



Computers & Peripherals

* Brand	HP
* Model	HP Desk Jet 2620 All-in-One Printer
Double Sided Printing	Yes
Input Tray Capacity	1
Print Speed	Up to 5.5 ppm
Mono/Color	Mono & Color
Warranty Period	12 Months
* Safety Mark	Registration No.

There are 2 types of product attributes:

- 1 Mandatory attributes**
Labelled with an asterisk: '*' and compulsory to be filled in
- 2 Non-Mandatory attributes**
Not compulsory but encouraged to be filled in



SELLER EDUCATION HUB

ACCURATE AND COMPREHENSIVE ATTRIBUTES

Example of listing with comprehensive product attributes

PROLiNK®
www.prolink2u.com



PROLiNK Wireless Optical Mouse Free AA Battery PMW5008

4.9 ★★★★★ 354 Ratings 617 Sold

RM35.00 **RM19.50** 44% OFF

Coins Buy and earn 20 Shopee Coin

Shipping Free shipping
Free shipping for orders over RM15.00

Shipping To Others, Kuala Lumpur
Shipping Fee RM0.00

Provide product variation

Color

Carbon Black

Midnight Blue

Ruby Red

Complete Attributes

Category	Shopee > Computer & Accessories > Computer Accessories > Mice
Brand	PROLiNK
Connectivity Technology	Wireless
Wireless	Yes
Warranty Period	1 year
Warranty Type	Supplier Warranty

Informative Description

PROLiNK PMW5008 is designed for comfort with both left-handed and right-handed users in mind. The mouse works smoothly on various surface, from marble countertops to laminated table tops, thanks to its high precision optical sensor.

- Plug and Play
- Ambidextrous Design - Fits snugly with both left and right-handed grips.
- 1600DPI High-precision Optical Sensor delivers smooth and responsive cursor control on a variety of surfaces.
- Travel-friendly - Absolute storage convenience with built-in Nano-receiver slot at the back of the mouse.
- Battery life up to 12 months (1 x 1.5V AA Battery).
- Power saving mode auto detects and conserves power when mouse is not in use.
- Dimension (mm) : 103 x 64 x 31
- Weight : 48g

Packaging Content:
1 x PROLiNK PMW5008 Wireless Optical Mouse
1 x USB Receiver
1 x AA Battery
1 x User Manual



SELLER EDUCATION HUB

ACCURATE AND COMPREHENSIVE ATTRIBUTES

6) VARIATIONS

Variations

Arrange your product listing with multiple configurations in a single listing

Variations are different options within the same listing. Variations allow buyers to make their selection based on different attributes including size, colour, or other characteristics from the same product on a single detail page.

Types of variation	When to use	Example
No Variations	There is no configuration available for the product	Any non-variant products
Single Variations	The products vary in one configuration only and buyers can make purchasing decision based on the difference between these configurations	1) Hats available with different colors 2) Laptop model available in 13-inch and 15-inch
Two-tiers variations	The products vary in two configurations and buyers can make purchasing decision by comparing those configurations	1) Dress with different colors <u>and</u> sizes 2) iPhone with different memory sizes <u>and</u> colors



Variations

Arrange your product listing with multiple configurations in a single listing

Doraemon
FOREST



Mall Forest X Doraemon 3D Embossing 50th Anniversary Logo Round Neck Tee - FD20026

RM49.00

★★★★★ 5 | 1 Sold



DO: enable two-tier variation for product listings

Color:

Black

White

Gray-Blue

Sky Blue

Navy Blue

Apricot

Size:

M

XL

XXL

3XL

L



Two-tier variation **assists buyers in selecting their desired variation** of the product

DO NOT: mix different product variations into a single-tier

Variations:

Blue_M

Blue_L

Blue_XL

Blue_XXL

Grey_M

Grey_L

Grey_XXL

White_M

White_L

White_XL

White_XXL

White_XXXL

Blue-L

Blue-XL

Blue-XXL

Blue-XXXL

Black-M



Mixing product variations causes **inconvenience and confusion** to the buyers



SELLER EDUCATION HUB
VARIATIONS

How to add variation?

Arrange your product listing with multiple configurations in a single listing

Home > My Products > Add a New Product

Colour

Pattern

Style

Neckline

Sleeves

Occasion

Sales Information

* Price

* Stock

Variations

Wholesale

① Wholesale price will not be visible for products in these promotions: Bundle Deal, Add-on Deal, Welcome Package.

1 Add a New Product and click
“Enable Variations” Button

Sales Information

* Price

* Stock

Variations

Wholesale

① Wholesale price will not be visible for products in these promotions: Bundle Deal, Add-on Deal, Welcome Package.



How to add variation?

Arrange your product listing with multiple configurations in a single listing

Home > My Products > Add a New Product

Sales Information

Variation 1

Name 0/14

Options 0/20

[+ Add Options \(2/20\)](#)

Variation 2 [+ Add](#)

Variation Information

RM	Price	Stock	SKU
----	-------	-------	-----

[Apply To All](#)

Variation List				
	Name	Price	Stock	SKU
	Option	RM	Input	0

Wholesale [+ Add Price Tier](#)

Wholesale price will not be visible for products in these promotions: Bundle Deal, Add-on Deal, Welcome Package.

Variation 1

Name 0/14

Options 0/20

[+ Add Options \(2/20\)](#)

Variation 2

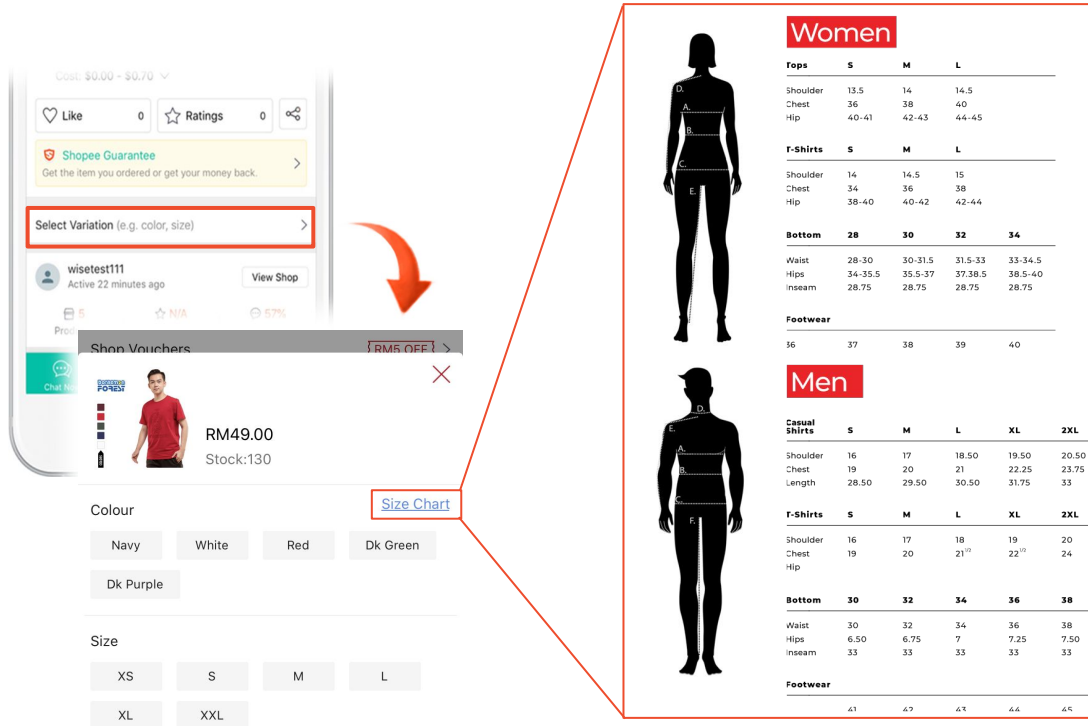
[+ Add](#)

2 Fill in the **Variation Name** and **Variation Options** of the first tier of variation

3 Enable two-tier variation by clicking the **"Add"** Button and fill in the corresponding **Variation Name** and **Variation Options**



What is size chart?



Women

Tops	S	M	L
Shoulder	13.5	14	14.5
Chest	36	38	40
Hip	40-41	42-43	44-45

r-Shirts	S	M	L
Shoulder	14	14.5	15
Chest	34	36	38
Hip	38-40	40-42	42-44

Bottom	28	30	32	34
Waist	28-30	30-31.5	31.5-33	33-34.5
Hips	34-35.5	35.5-37	37-38.5	38.5-40
Inseam	28.75	28.75	28.75	28.75

Footwear	36	37	38	39	40

Men

Casual Shirts	S	M	L	XL	2XL
Shoulder	16	17	18.50	19.50	20.50
Chest	19	20	21	22.25	23.75
Length	28.50	29.50	30.50	31.75	33

r-Shirts	S	M	L	XL	2XL
Shoulder	16	17	18	19	20
Chest	19	20	21 ¹⁰	22 ¹⁰	24
Hip					

Bottom	30	32	34	36	38
Waist	30	32	34	36	38
Hips	6.50	6.75	7	7.25	7.50
Inseam	33	33	33	33	33

Footwear	41	42	43	44	45

Size Chart is a feature that allows sellers to upload a guideline on product sizes and measurements.

The aim is to **help buyers make informed decisions** before purchasing fashion-related items in order to **reduce the number of returning products due to unfit size**.

This feature can be accessed by buyers when selecting product variations.



How to upload size chart?

Home > My Products > Add a New Product

Basic information

* Product Name 23/120

* Product Description 0/3000

* Category 

* Brand

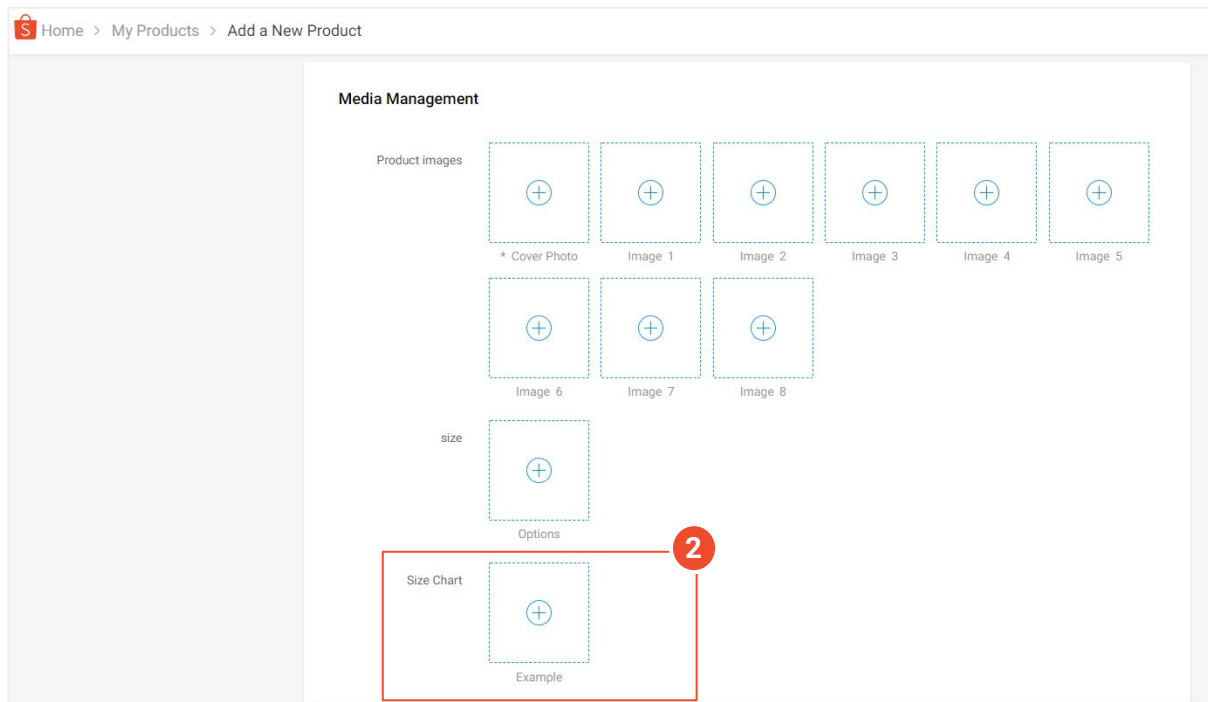
Material

Style

- 1 On "My Products" page, upload the Size Chart by **selecting fashion-related categories** (e.g. Men/Women Clothes & Men/Women Shoes)



How to upload size chart?



- 2 **Add to the Size Chart option** under Media Management. Changes can still be made to update the Size Chart even after the product listing has been uploaded.

Seller Tips!



Do note that Size Chart only supports **image file format only**. To ensure that Size Chart uploads successfully, please only provide JPEG and PNG images.



Example of size chart for fashion related product

Women's Apparel



CLOTHING

Size	34	36	38	40	42	44	46
US Size	26	27	28	29	30	31	32
Chest (cm)	82	86	90	94	98	102	106
Waist (cm)	64	66	70	74	78	82	86
Hips (cm)	90	94	98	102	106	110	114

Size	XXS	XS	S	M	L	XL	XXL
Chest (cm)	80	82	86	90	96	102	108
Waist (cm)	58	62	66	70	76	82	88
Hips (cm)	86	90	94	98	104	110	116

Men's Shoes



FOOTWEAR

UK	US WOMEN	US MEN	EUR	JP	INCHES
5	7	6	38	23.5	9.25"
6	8	7	39	24.5	9.62"
7	9	8	41	25.5	9.93"
8	10	9	42	26	10.25"
9	11	10	43	27	10.56"
10	12	11	45	28	10.94"
11		12	46	29	11.25"
12		13	47	29.5	11.56"
13		14	48		11.87"
14		15	49.5		12.19"
15		16	51		12.5"





Thank you

Learn more about best practices for selling on
Shopee on Seller Education Hub:

<https://seller.shopee.com.my/edu>