Listing Your Products on Caribshopper

Please use these guidelines to create keywords to match your listings with shoppers' searches

PRODUCT NAME

Every listing has a name. It's the text that appears with your image on the listing page, in your Caribshopper store and in search results.

Use the product name to tell shoppers what your item is in a few words. It's best to be descriptive. Think: What would buyers search for to find your item?

Product names have a limit of 150 characters.

PRODUCT DESCRIPTION & DETAIL

Next, describe your item to get found in search and to help shoppers understand your listing.

The description tells the shopper about the item, your process creating or finding it, and any unique features.

Be sure to also include any details like variants, sizes, colors available, etc.

PRODUCT CATEGORY

Choose which category your product belongs to. This determines where it will appear on the main categories page.

Categories:

Food • Apparel • Health & Beauty
Art & Crafts • Jewelry • Home & Living
Entertainment & Collectibles

PRODUCT PRICING & INVENTORY

Each product will need to have your best wholesale pricing and your suggested retail pricing in $USD for each product.

You should also include the quantity available for shipment and the product shipping weight (in lbs).

PRODUCT ID

Each product must have a unique identifier as a way for you to keep track of your inventory and quickly determine what you have in stock.

This is usually a SKU (Stock Keeping Unit). Some products may also have a barcode (ISBN, UPC, GTIN, etc.)

Feel free to use numbers, letters, or a combination of both (e.g. 'SAU102') – whatever you think will best help you organize your inventory.

PRODUCT TAGS

A tag is a word or short phrase that describes your item (e.g. "gold sandals"). Caribshopper matches tags with shoppers' searches to find relevant results.

Be sure to use accurate and relevant words. Remember: think like a shopper. What words would you use to search for this item?

Each product listing has a limit of 15 tags and can contain up to 20 characters each.

Product Listing Example:

Name: Cherry Blossom Designs A-Line Dress

Short Description: Stunning a-line dress features hand-stitched ruffles, heart-shaped buttons, and finished with precise black trim.

Long Description: 100% cotton, lined with side zipper closure, and removable sash. Available in red, gray, and blue. Sizes: Small through 3X. Hand wash only.

Category: Apparel

Pricing: Wholesale: $57 Suggested Retail: $107

Inventory: 20

ID (SKU): ADRG45623

Tags: ruffles, cocktail dress, evening wear, cap sleeve, square neck, tribal print, adjustable band, silk satin lining