

# Optimizing Your Product Listing

- Always keep the customer in mind. Scroll through your listing and imagine that you are someone who has never tried this product. Ask yourself “Would I buy this?”
- Describe products as if there were no photos. Photograph products as if there were no descriptions.
- Think about the questions you get asked at a farmers market or at retail stores and include the answers in your descriptions and producer news sections.

## Product Names

Clear and straightforward naming recommended. Producers with large product listings may consider creating “subcategories” within listings by grouping all products of one type together, as in “Tea – Chamomile,” “Tea – Nettle,” etc.

## Descriptions

A well written description can make a big difference to a customer. You want your descriptions to be clear and accurate. Let the customer know why your product is special.

***If appropriate, consider mentioning*** ... flavor, texture, color, aroma, size, growing practices, how the animals are raised, Heritage breeds, local ingredients used, or holiday use.

***Cooking Tips & Recipes.*** Include full recipes in your Producer Information section and mention them in your descriptions.

***Ingredients.*** List every ingredient in the product. Even if you include a photo of the label, also include the ingredients in the written description.

***Search terms.*** Use both singular and plural versions of main keywords (apple and apples). Include alternate words that people might use for your product. (Green beans and snap beans)

***Tags.*** They appear when a customer looks at a particular item so they are worth using.

***Size/Units.*** Be clear about size of item. Don’t put “per bag” without giving some indication of the size.

## Photos

Similar to descriptions, photos need to be clear and accurate. Use photos that are at least 1200 pixels wide but under 2MB in size. Blurry photos are useless for social media.

***Main Photo:*** Show the customer what they will receive (frozen steak, tomato). In the case of prepared food, such as soup that arrives frozen, show what it will look like fully cooked.

***Multiple Photo Ideas:*** Add close ups of labels, appetizing pictures of the item cooked, photo of the item gift wrapped (if that is included).

## **Photo Tips**

- Use a neutral, glare free background (solid colors typically are best)
- Turn off the flash and make the most of bright and diffused natural lighting (window light)
- Keep it simple. Remove distracting elements. Props can take the focus off the product.
- Fill the frame - Center the item so that it takes up 80%–90% of the frame, allowing buyers to see it well.

Need Help? Contact Mary Delicate, 804-399-7278, [mary@marydelicate.com](mailto:mary@marydelicate.com), [www.marydelicate.com](http://www.marydelicate.com)

# Tools for Resizing Photos

Resizing your photo to be around 1200 pixels on the largest side will ensure that the photos have enough resolution for the online farmers market and for social media.

## Microsoft Windows

### Paint

You can resize a photo by pixel or percentage using Windows Paint which typically comes with Windows. Detailed instructions: <http://windows.microsoft.com/en-us/windows7/resize-a-picture-using-paint>

### Windows Live Photo Gallery

If you run Microsoft Windows on your PC, you probably have Windows Live Photo Gallery. When viewing a folder of photos through this software, you can right click on a photo and select "resize." More detailed instructions at this link: <http://windows.microsoft.com/en-us/windows-xp/help/digitalphotography/resize-digital-pictures>

## Apple - Mac

### iPhoto

Almost all macs have iPhoto on them. You choose your photo, go to the Edit menu & click Export. Setting it to medium size & high quality JPG will fit most online media.

## Alternate option for either system

### Picasa

Using Picasa, free software from Google, you can resize by exporting, emailing or uploading the photo. Detailed instructions: <https://support.google.com/picasa/answer/13821?hl=en>