

## Introduction

Product profile copy is one of the key factors resulting in buyer inquiries. Accurate and substantial product information will not only enhance product exposure but also help you gain inquiries fast. This document is an introduction of our guidelines on providing your product information (in the different product profile fields) to make your advertising more effective.

## Basic guidelines

### 1. Product Category

- Choose a product category consistent with the product description, so that GloblSources.com can deliver the latest products in a particular category through Product Alerts to buyers who need them.
- Note that an inconsistency between category and product will mislead buyers and undermine your professionalism.
- You can contact your Client Service Officer (CSO) if you cannot find a suitable category for your product/s. You may need to provide a product picture, description and suggest a new category you think would be suitable. The CSO will analyze the information and arrange to provide a solution that works best for you.

#### Consistent category example:

Path: [All Categories](#) >> [Consumer Electronics](#) >> [Computers & Laptops](#) >> [Computer Systems](#) >> [Mini PCs](#) – 



#### Mini PC, 2/32GB 1280\*800 IPS Panel

SHENZHEN SYSWAY TECHNOLOGY CO.,LTD.

★★★★★ 2nd year  Verified Supplier Avg

Price: US\$ 79 - 92 / Pieces

Min. Order: 500 Pieces

Small Orders: Accepted

Brand Name: SYSWAY

Country of Origin: China (mainland)

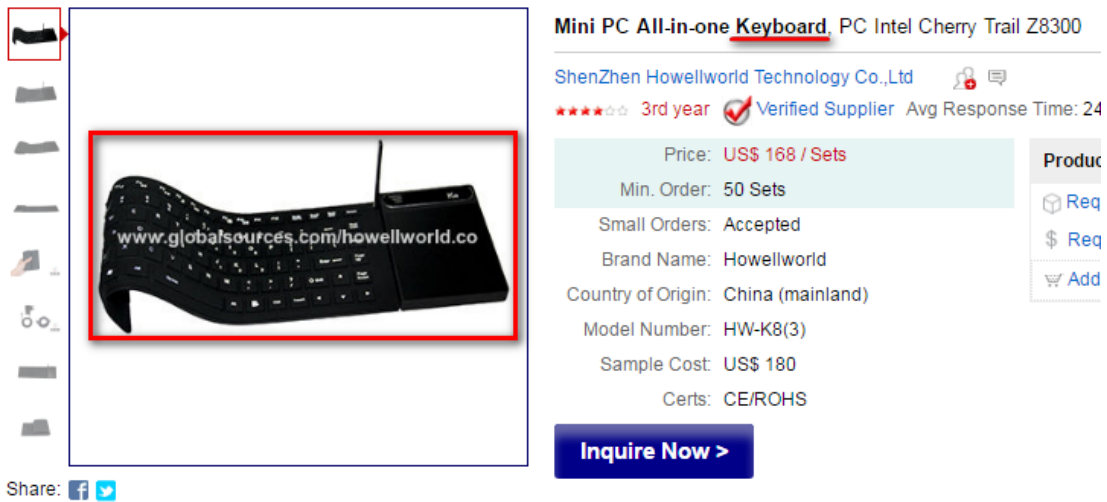
Model Number: SP-T-E16

Certs: FCC/KC



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#### Inconsistent category example:

Path: All Categories >> Consumer Electronics >> Computers & Laptops >> Computer Systems >> **Mini PCs**  Update me on new



**Mini PC All-in-one Keyboard, PC Intel Cherry Trail Z8300**

ShenZhen Howellworld Technology Co.,Ltd  

★★★★☆ 3rd year  Verified Supplier Avg Response Time: 24

Price: US\$ 168 / Sets

Min. Order: 50 Sets

Small Orders: Accepted

Brand Name: Howellworld



Country of Origin: China (mainland)

Model Number: HW-K8(3)

Sample Cost: US\$ 180

Certs: CE/ROHS

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## 2. Product Name and Short Product Description

- The information in this field will greatly impact the product exposure. You need to input clear, readable product information and substantial unique selling points.
- You can input a maximum of 100 characters, including space and special characters.
- You can show a maximum of 3 product names, and each of them should come with a product unique selling point.
- Avoid repetition in any form, as it won't improve the advertising impact and will only be a waste of advertising resources.

### Good examples:

- Nonwoven disposable tablecloth, table linen can be printed upon request
- 5" smartphone, 8MP 4G mobile phone, handset with 6 hours talk time
- Genuine polished leather sleeve for iPhone 7, smartphone cover with stand, standing phone case

### Bad examples:

- Nonwoven disposable tablecloth, table linen can be printed upon request, 138x20cm per **rol** (100-character limit overlooked)
- **Smartphone, mobile phone, handset** (Product names only, without substantial unique selling points)
- Genuine polished **leather sleeve for iPhone 7, leather sleeve with stand, for iPhone** (Repetition with poor advertising impact)

## 3. Product Keyword

- This field is designed to enhance the effectiveness of Product Name and Short Product Description, but can be only seen and edited when you submit a product profile.
- You can input 1 to 3 product keywords, 1 in each of 3 boxes.
- Please input product keywords that most buyers would use for searching so that the product gets better exposure.

### Good example:

Product Name and Short Description: \* 1,500mAh promotional keychain power bank with embedded cables  
39characters left [Spell Check](#)

Product Keyword: ? \* promotional power bank keychain power bank 1500mAh power bank  
View Product Keyword [guidelines](#). View [hot product keywords](#).

#### Bad example:

Product Name and Short Description: \* 1,500mAh promotional keychain power bank with embedded cables  
39characters left [Spell Check](#)

Product Keyword: ? \* promotional keychain 1500mAh  
View Product Keyword [guidelines](#). View [hot product keywords](#).

#### 4. Model Number

- Avoid including 3<sup>rd</sup> party trademarks, brands or product models in your product model number field. Any trademarks, brands and product models that 3<sup>rd</sup> parties have registered or are using are protected by intellectual property laws, and should not be displayed in any commercial advertisements by unauthorized suppliers.

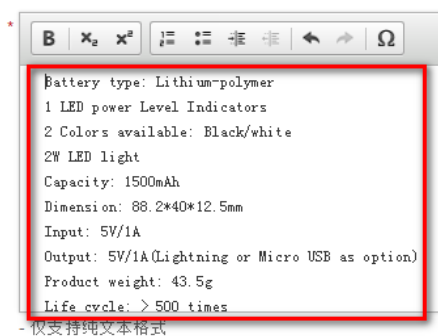
**Effective model number examples:** JX protector-131; XL-X9; edge-1; PC-11

**Ineffective model number examples:** JX HTC protector-1-1; XL-Vivo X9; S7 edge-1; PC-11-for iPhone

#### 5. Key Specifications/Special Features

- In this field you need to input product details such as key specifications and special features.
- A minimum of 3 product Unique Selling Points is required.
- Avoid over-general descriptions, repetition or information inconsistent with the Product Name and Short Product Description.
- Do not input contact information, as it is irrelevant to product specifications or special features.
- You can input a maximum of 3,000 characters including space and special characters.
- You can use “Insert a table” to show product parameters of the same series.
- You can input company information related to product features, but make sure the field displays mainly product details.
- All the items need to be clear and easy to read.

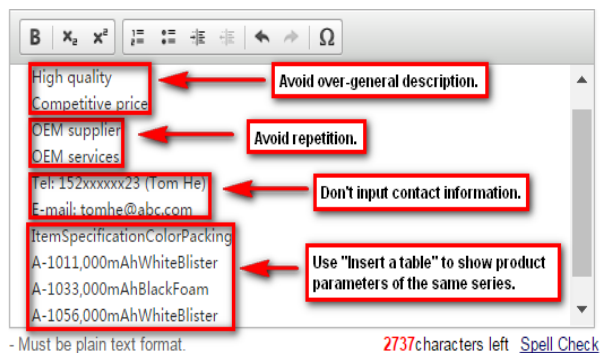
##### Example of effective key specifications



Battery type: Lithium-polymer  
1 LED power Level Indicators  
2 Colors available: Black/white  
2W LED light  
Capacity: 1500mAh  
Dimension: 88.2\*40\*12.5mm  
Input: 5V/1A  
Output: 5V/1A (Lightning or Micro USB as option)  
Product weight: 43.5g  
Life cycle: > 500 times

- 仅支持纯文本格式

##### Example of ineffective key specifications:



High quality  
Competitive price  
OEM supplier  
OEM services  
Tel: 152xxxxxx23 (Tom He)  
E-mail: tomhe@abc.com  
ItemSpecificationColorPacking  
A-1011,000mAhWhiteBlister  
A-1033,000mAhBlackFoam  
A-1056,000mAhWhiteBlister

Avoid over-general description.  
Avoid repetition.  
Don't input contact information.  
Use "Insert a table" to show product parameters of the same series.

- Must be plain text format. 2737characters left [Spell Check](#)

#### 6. Minimum Order Quantity

- This field is crucial to the buyer's final sourcing decision, so requires detailed, clear and reliable

information.

- Please input fairly accurate FOB prices or price ranges. Setting an FOB price too low (e.g. \$1 for a brand new mobile phone), or an FOB price range of more than 200% (between low and high price) will make buyers doubt your company's credibility.
- FOB pricing unit is US dollars.
- Choose suitable unit for the minimum order quantity of your products.

#### **7. Sample Policy**

- This field is for buyers' reference before they make their final sourcing decisions.
- Please input true and valid sample policy details.
- Do not input irrelevant information here such as company description.

#### **8. Brand Name**

- This field is only for your own brand name.
- Leave it blank if you do not have your own brand name for advertising.
- Any trademarks, brands and product models that 3<sup>rd</sup> parties have registered or are using, are protected by intellectual property laws, and should not be displayed in any commercial advertisements by unauthorized suppliers. Avoid including 3<sup>rd</sup> party trademarks, brands or product models in your product model number field.

**Effective brand name examples:** Borix; Chilex; E-lite

**Ineffective brand name examples:** Gree; iPhone 7S; Disney

#### **9. Primary Competitive Advantages**

- In this field you should mention the major selling points of your company and products.
- Please input accurate and reliable information to increase buyers' interest in sending inquiries and to help them make sourcing decisions.

#### **Notes**

- Please avoid inconsistency in product profile copy.
- Avoid use of non-English characters, unless they are industry terms.

### **Special products guidelines**

#### **1. Adult Products**

- We will not feature copy that contains crude, vulgar or sexually suggestive language. Crude, vulgar or sexually suggestive language includes any nonclinical or casual description of human anatomy and sexuality – anything that you would not say or hear in polite conversation.

#### **2. Drug and Pharmaceutical Chemical Products**

- We will not feature any products with medical treatment as the sole application.

#### **3. Electronic Products**

- We will not feature counterfeit products.
- Do not describe a finished electronic device (e.g. smartphones, cameras, tablets, computers, etc.) as *original*, *unlocked* or *refurbished*, all of which will put you at risk of legal action for brand infringement.