

INDEX

1. Create optimal content

1.1 Name of the product

1.2. Brand

1.3. Product description

- Paragraphs
- Repetition of words
- Technicalities
- keywords
- Words in other languages

1.4. Product highlights

1.5. Product Category

1.6. Product Specifications

1.7. Price Selection

- Normal Price
- Sale Price
- SKU seller
- Barcode

2. Characteristics of the images

2.1. Main image

2.2. File format

2.3. Image size and resolution

2.4. Image Weight

2.5. Background

2.6. Watermarks and legends

2.7. Shape

2.8. Number of images

2.9. Product images

2.10. Use of models

2.11. Aize chart

2.12. Photography tips

3. Frequent questions

3.1. Individual and mass creation tips in Seller Center

3.2. Product positioning

3.3. Platform errors

3.4. Product review

CONTENT MANUAL FOR YOUR ONLINE BUSINESS

Did you know that valuable, accurate and enjoyable content attracts the customer's attention and significantly influences their purchase decision?

In this content manual we present a practical guide that will help you create the best content for your business on linio.com. In addition, we share tips and key strategies for your publications to be successful, thus allowing you to **boost the sales of your products**.

CREATE OPTIMAL CONTENT

Learn what are the elements that make your publications have **optimal content** and convey to the customer an adequate perspective of the product they want to purchase, make the purchase and become a frequent buyer.

What will make the content of your products optimal?

An original and creative structure that draws the customer's attention will make your **products unique and affordable**. In addition, it must be focused on being useful by mentioning the benefits of the product and finally, it must add value to the customer by pointing out the experiences and emotions that they will obtain when purchasing it.

The elements that make up an optimal content are:

- Product name.
- Product description.
- Main features.
- More specific category of the product.
- Product specifications.
- Price selection.
- Images.

Why is it important to create your products correctly?

The information you provide on your products is of great importance to a customer's shopping experience. We have some important aspects that you should take into account at the time of creation.

1. Name of the product

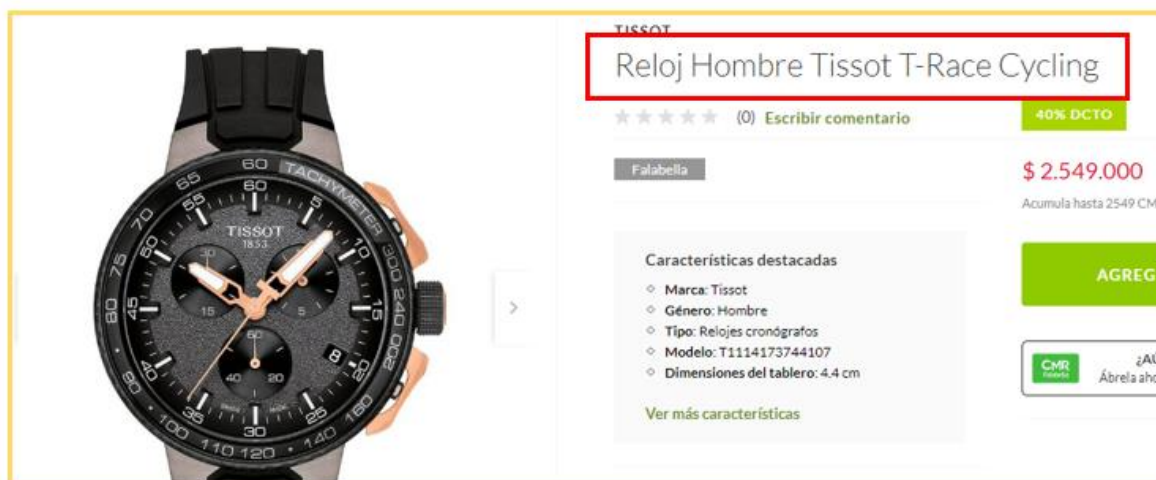
Write the name of your product applying an ordered structure. We suggest you take into account the following steps, which will help you position yourself and optimize the search in browsers.cool

Remember that the customer's search engine is primarily on the name details, so keep in mind that the name you choose must support the images and description.

- What product is it?
- Brand
- Model or reference
- Color where applicable (it will be placed at the end of the name using a hyphen).

Example:

¿What is it?	Brand	Model	Color
Reloj Hombre (Man Watch)	Tissot T-Race	Cycling -	Negro (Black)



Keep in mind that there are products that are not governed by this rule since they are known in the market with a commercial and well-known name. In those cases we use the commercial name. **Examples:**

Videogames: Fifa23, Free Fire Ps4

Cellphones: Iphone 13, Samsung Galaxy S10

Books: The Adventures of Tom Sawyer, The Hunger Games

If your **product is generic**, do not mention other makes or models and avoid putting the word "generic" in the product title.

2. Brand

The brand of the product is of great importance to provide **security and confidence** to the customer at the time of generating the purchase.

If within your product catalog you sell items from other companies, you must request the creation of the brand before creating the product in Seller Center.

- **Creation of recognized brand:** When you require the creation of a recognized brand, (**example:** Adidas, Sony, LG, etc.) you must attach the registration of the same or marketing permission to the form, where it is evidenced that you have the authorization of the brand to sell its products. products.

Registration Form: [Solicitud de Creación de Marca - Brand Requirement \(office.com\)](#)

- **Creation of own Brand:** If you are a manufacturer of your products, you must attach the registration of your brand issued by an entity for the protection of intellectual property through the form.

Registration Form: [Solicitud de Creación de Marca - Brand Requirement \(office.com\)](#)

Once you enter the form, complete all the fields so that our team can evaluate your case:

- **Name of Seller:** you must enter the name under which your account is registered in Seller Center.
- **ID Seller:** You can find this information in the Seller Center, by clicking on the "General Settings" tab and then on "My Profile".

- **Nombre de marca:** debe coincidir con el registro o permiso de comercialización que se anexe. Si solicitas crear más de una marca, deben estar separadas por comas (",").
- **Brand name:** must coincide with the registration or marketing permit that is attached. If you request to create more than one mark, they must be separated by commas (",").
- **Please note the following points:**

If you do not have the registration of the brand or the marketing permit, the brand you require cannot be created. Therefore, it is necessary that you download or process your trademark registration or request marketing permission from the owner of the trademark.
- The institutes where you can process your trademark registration or download an existing registration are:
 - **Colombia:** Superintendence of Industry and Commerce – **SIC**
 - **Chile:** National Institute of Industrial Property – **INAPI**
 - **Peru:** National Institute for the Defense of Competition and the Protection of Intellectual Property – **INDECOPI**
 - **Mexico:** Mexican Institute of Industrial Property – **IMPI**

The trademark registration in any of these countries works to create the brand on all platforms.

- Likewise, the marketing permit is an agreement between a brand owner and a distributor in which the owner allows the distributor to sell products of his brand during a certain time and area.

Example:



- Remember that it is essential to have one of these two evidence documents (marketing permit or brand creation) to be able to make your request, also keep in mind that you must convert the document into a link (URL):

Once you have your document you must attach it as a link through the form or else it will NOT be attached and the request will not be made.

You can do this conversion by uploading the file to **Google Drive, One Drive or Dropbox**. What you have to do is:

- Login to your account
- Upload the document
- Generate the link or bond (URL) to share it
- Enable permissions so that any user can read it
- Attach the link in the brand creation form

- Brands will be created in proper name format (except acronyms) and without special characters (: / , . - () = ' ¡ ¨ ! @ # \$ } % * + { " _ ' .), or spelling error. Therefore, if the name of your brand differs from the registered one, we suggest you review the conditions described above.

Example:

Si la marca solicitada es Pôstre's – La abuela.		Se crearía como Postres La Abuela.
---	---	--

- Keep in mind that documents other than those listed above are not accepted.
- Remember that you should not send links to web pages or social networks alluding to the brand.

Once you fill out the form and send it, after 24 business hours you will receive a notification with the resolution of your request in the email that you have registered in the Seller Center, for this reason, we recommend that you update the email on your platform.

3. Product Description

The content of the description must be original and attractive to the customer, in this you must provide detailed information about the operation of the product, main and secondary characteristics, keep in mind that all the information you add must be in Spanish, even if you are an International Seller.

It is important to mention the technical characteristics of the product, emphasizing the benefits and experiences it offers.

The description is your main ally!

Keep in mind the following content tips that will help you create successful publications and generate original and valuable information for the client. By applying them in your descriptions, the customer will see your product more attractive and probably show a greater interest in purchasing it.

- **Paragraphs:** Write the description in paragraphs, describing the benefits and functions of the item.

- **Separate paragraphs to make reading more fluid:** each paragraph should have 4 to 6 lines for an orderly and attractive structure of the information.

Example:

COVERGIRL 	COVERGIRL 
<p>CLEAN PRESSED POWDER NORMAL SKIN COVERGIRL- BUFF BEIGE</p> <p>CoverGirl, la prestigiada marca estadounidense nació en 1989 con el propósito de enaltecer la belleza natural con diversas líneas de productos que van desde labiales, mascarar para pestañas, maquillaje, esmaltes, sombras. Todo bajo la premisa de que cualquier mujer puede lucir como una auténtica modelo de portada. En esta ocasión nos presenta Clean Pressed Powder Normal Skin, un maquillaje compacto que te dejará un tono bien difuminado y súper uniforme en el rostro. Su aplicación es muy sencilla, solo pasa una esponja por la superficie y luego espárcela en todo el cutis así como en el cuello, esto con el fin de evitar una división de color. ¡El resultado te encantará! Además de disimular pequeñas imperfecciones, conseguirás un efecto mate. ¡Atrévete a vivir una experiencia completamente diferente mientras te maquillas todos los días! Recuerda que todos los artículos de CoverGirl, como Clean Pressed Powder Normal Skin, fueron pensados en mujeres tan frescas y decididas como tú.</p>	<p>CLEAN PRESSED POWDER NORMAL SKIN COVERGIRL- BUFF BEIGE</p> <p>CoverGirl, la prestigiada marca estadounidense nació en 1989 con el propósito de enaltecer la belleza natural con diversas líneas de productos que van desde labiales, mascarar para pestañas, maquillaje, esmaltes, sombras. Todo bajo la premisa de que cualquier mujer puede lucir como una auténtica modelo de portada.</p> <p>En esta ocasión nos presenta Clean Pressed Powder Normal Skin, un maquillaje compacto que te dejará un tono bien difuminado y súper uniforme en el rostro. Su aplicación es muy sencilla, solo pasa una esponja por la superficie y luego espárcela en todo el cutis así como en el cuello, esto con el fin de evitar una división de color. ¡El resultado te encantará!</p> <p>Además de disimular pequeñas imperfecciones, conseguirás un efecto mate. ¡Atrévete a vivir una experiencia completamente diferente mientras te maquillas todos los días! Recuerda que todos los artículos de CoverGirl, como Clean Pressed Powder Normal Skin, fueron pensados en mujeres tan frescas y decididas como tú.</p>

- **Repetition of words:** in a description, constantly repeating words leads to distraction in reading, since the client gets confused when focusing his attention on them. Using synonyms is a great option to avoid this grammatical error.

Example: In the following description the word "cabello" can be replaced by "pelo".

El secado del **cabello** es una parte de muchas rutinas de la mañana. El uso de un secador de **cabello** con aire fresco reducirá al mínimo los efectos nocivos del calor en el **cabello**, permitiendo la libertad de estilo. La marca de artículos de belleza mundialmente reconocida **Sephora** tienen para ti una secadora para crear un **cabello** más suave, textura sedosa en el ir para cualquier tipo de **cabello** sin maltratarlo, luce un hermoso pelo, nutrido y seco.

- **Technicalities:** It is the scientific or complex language that when publishing products must be explained in an **easy and pleasant way**, so that anyone who reads it can understand them.

<p>La rasuradora cuenta con el sistema GyroFlex 2D, por lo que tendrás la seguridad de que después de tu sesión de rasurado lucirás realmente guapo y atractivo para las mujeres.</p>	<p>La rasuradora cuenta con el sistema GyroFlex 2D, con el cual podrás eliminar aquellos pelitos cortos y de difícil acceso para una rasuradora común. Tendrás la seguridad de que después de tu sesión de rasurado lucirás realmente guapo y atractivo para las mujeres.</p>
--	--

- **Keywords:** is a product positioning strategy in Internet search engines

The **keywords** must be in the content of the product in the description field for **Google** to position them within the first results. The keywords (keywords) are the most sought after by customers who will buy your products.

Linio recommends that you include a maximum of 3 *keywords* in the product description. (Do not mark words in the highlights field). The *keywords* are framed in **bold**, you can add them yourself from the text editor in the content editing panel or by template using the HTML tag .

In the following example, we will show you keywords within the description of the “**Fragancia para caballero 212 by Carolina Herrera**”. In our search for keywords, we found that some of the 5 most used by consumers in their searches are:

- Perfume para hombre (Perfume for men)
- Loción Carolina Herrera (Carolina Herrera Lotion)
- Perfume fresco y duradero (Fresh and lasting fragrance)
- Perfume más vendido (Bestselling perfume)
- Lociones de hombre que más gusta a las mujeres (Men's lotions that women like best)

In this way, the description with the keywords would be like this:

212 SEXY MEN DE CAROLINA HERRERA EAU DE TOILETTE 100 ML

El **perfume para hombre** 212 Sexy de Carolina Herrera Eau de Toilette es como un largo viaje lleno de emociones. Un viaje con destino final pero sin duración determinada.

Esta **loción de Carolina Herrera** destaca por la fusión de bergamota, cardamomo y sándalo, convirtiéndose en un **perfume fresco y duradero**. Es un viaje para descubrir sensaciones nuevas, conocer gente y lugares.

212 Sexy de Carolina Herrera es uno de los **perfumes más vendidos** gracias a su espíritu de elegancia espontánea y contemporánea, siendo una de las **lociones de hombre que más gusta a las mujeres**.

Notas de Salida: Jengibre, bergamota fresca y mandarina.

Notas de Corazón: Pimienta verde, pétalos de flores, cardamomo y habas de Tonka.

Notas de Fondo: Madera de gayac, sándalo, vainilla Bourbon, almizcle y ámbar.

There are tools that can help you learn how you can apply the **SEO (search engine optimization)** standards used to improve the positioning of your products.

Among the tools you can use to obtain these visibility techniques are:





- <https://trends.google.es/>
- Google AdWords
- ubersuggest

They are keyword combination tools. Some of them charge, but others (Ubersuggest) are free platforms, essential for carrying out SEM or SEO campaigns. These platforms are capable of suggesting different combinations of keywords in a short time according to the keyword that you have entered in the search engine.

- **Words in other languages:** Bearing in mind that they are international products, words or terms that **are not in Spanish** must also be written in

italics or italics.
It does not
apply to
names of
people, brands
or
technologies,
these would
be the only
exceptions.

Correct examples:

equipada con un innovador cabezal extra amplio con el que podrás definir tu estilo y cambiar y retocar tu look cada que lo decidas,	
muchos otros. Descubre todo lo que puedes lograr con tu inteligencia y una linda presencia. ¡Vive la vie en rose!	
Mary Kay es una compañía de Alta Cosmética que se fundó en Estados Unidos desde su origen se ha esmerado por realzar la	
debilitado. Por si eso fuera poco, su tecnología White Lock permite obtener dientes más blancos en 1 semana. Disfruta de su suave	
Midnight Fantas de Britney Spears es un festival de deliciosas frutas mezclados con un toque floral y sensuales almizcles y ambar oscuro.	

Incorrect examples:

NOTE: Words highlighted in italics and bold are not allowed.

Fabricado en cómodo **POWERNET** material de tela elástica, que da mayor compresión para un **outfit** perfecto gracias a su tejido







4. Product highlights

This is a box that is located at the bottom of the publication. To complete it, keep in mind the following aspects:

- Important points of the product and/or main characteristics of operation, benefits and composition.
- They should be written in the form of short and specific texts.
- Mark them with bullet points.
- Minimum 3 aspects and maximum 15.

Example: Electric oven









[Iniciar Sesión](#)

[Mis pedidos](#)

Horno Eléctrico con Freidora 42 Lts Plateado

Marca [Oster](#) • 5 ★ [1 reseña](#)

\$799.900

Acumula hasta 799 CMR Puntos ⓘ







Características destacadas

- Tipo : Freidora de Aire
- Garantía : 12 meses
- Alto : 32.6 cm
- Ancho : 54.7 cm
- Cantidad de bandejas : 1
- Capacidad Neta : 42 litros
- Color : Plateado
- Cuenta con control de temperatura : Si
- Cuenta con grill : No
- Cuenta con luz interna : Si
- Cuenta con temporizador : Si
- Fondo : 48.9 cm
- Funciones : 5
- Incluye : Incluye 1 rejilla de cocción bandeja
- Modelo : 2158495
- Número de rejillas : 1

It is very important that the highlights of a product are listed in bullet point format.

✓	Nombre: Número de caracteres <i>should be between 20 and 70</i>	68
✓	Descripción: Número de palabras <i>Mayor o igual a 100</i>	116
✓	Destacados: Número de viñetas <i>Mayor o igual a 4</i>	4
✓	Categoría primaria: Nivel más específico <i>Mayor o igual a 3</i>	3



100
Puntaje de contenido

What information does NOT add value to the customer?

Keep in mind that generic highlights do not add informational value to the customer, so avoid using the following:

- 100% original
- Guaranteed quality
- High quality product
- Unmissable offer
- Shipping all over the country
- Highly recognized brand

If a text format other than bullets is used, the *Content Score* will not recognize the number of highlights:



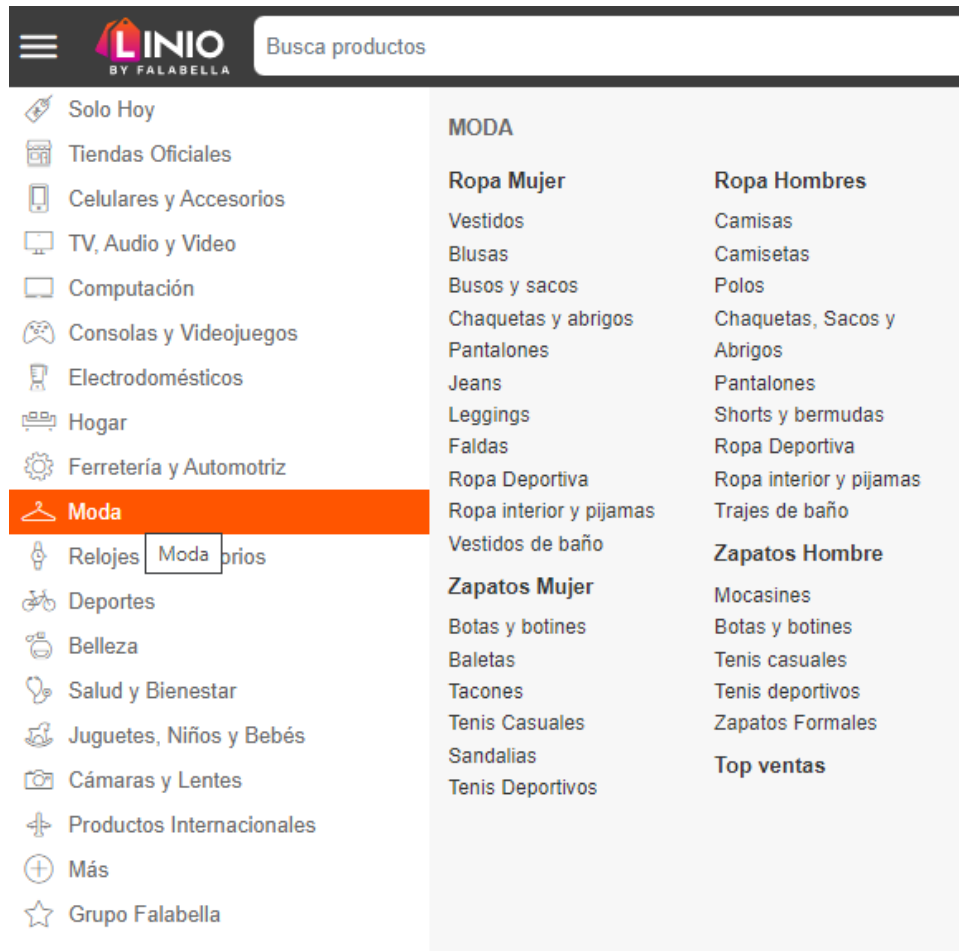
5. Product Category

Each product belongs to a family or line of products known as categories. Subcategories are derived from the categories and in this way it is **easier and faster for customers to browse, find and buy your products**.

The higher the category selection level, the easier it is for the customer to find the product on the page.

What is important in categorization?

- The product must match the original characteristic of the chosen category.
- The more specific the category of a product will have benefits such as:
 - o Best Content Score (product quality score).
 - o Better positioning in search controls.
 - o Easy accessibility to the product for the user.



Category levels:

According to the family of the category, up to 5 levels can be found that attribute the highest score and these define the characteristics of the products.



Example: *Libros y Películas > Libros > Literatura y Novelas > Ciencia Ficción*

Keep in mind that the objective is to choose the most specific category by exporting the category tree using the following route, remember that since they are international products and do not have the most specific category, the products would be rejected.

Productos > Carga Masiva de Productos > Descarga de Plantilla > Descargar Árbol de Categorías

(Products > Bulk Product Upload > Template Download > Download Category Tree)

In the tree you will find:

- **Category ID:** code with which the platform identifies the selected category
- **Category Name:** full name of the selected category.

Category Id	Category Name
14331	Belleza y Cuidado Personal / Maquillaje / Brochas, Aplicadores y Accesorios / Brochas
14330	Belleza y Cuidado Personal / Maquillaje / Brochas, Aplicadores y Accesorios / Encrespador de pestañas
14329	Belleza y Cuidado Personal / Maquillaje / Brochas, Aplicadores y Accesorios / Pinzas para depilar
14328	Belleza y Cuidado Personal / Maquillaje / Brochas, Aplicadores y Accesorios / Espejos de Vanidad
14325	Belleza y Cuidado Personal / Maquillaje / Brochas, Aplicadores y Accesorios / Kit para manicure
14322	Belleza y Cuidado Personal / Maquillaje / Brochas, Aplicadores y Accesorios / Esponjas y aplicadores
14321	Belleza y Cuidado Personal / Maquillaje / Brochas, Aplicadores y Accesorios / Sacapuntas
14320	Belleza y Cuidado Personal / Maquillaje / Brochas, Aplicadores y Accesorios / Organizadores y Cosmetiqueras
14315	Belleza y Cuidado Personal / Artículos para Cuidado Dental / Cepillos Dentales / Cepillos de dientes manuales
14314	Belleza y Cuidado Personal / Artículos para Cuidado Dental / Cepillos Dentales / Cepillos de dientes Eléctricos
14292	Belleza y Cuidado Personal / Artículos para Depilación / Artículos de Rasurado para Mujer / Rasuradoras para mujer
14291	Belleza y Cuidado Personal / Artículos para Depilación / Artículos de Rasurado para Mujer / Perfiladoras
14290	Belleza y Cuidado Personal / Artículos para Depilación / Artículos de Rasurado para Mujer / Espuma y gel para depilar
14281	Belleza y Cuidado Personal / Artículos para Afeitado / Afeitadoras Desechables y Repuestos / Afeitadoras desechables
14280	Belleza y Cuidado Personal / Artículos para Afeitado / Afeitadoras Desechables y Repuestos / Repuestos y cartuchos
14259	Belleza y Cuidado Personal / Artículos de Belleza para Profesionales / Artículos Profesionales para el Cuidado del Cabello / Planchas para el cabello Profesionales
14258	Belleza y Cuidado Personal / Artículos de Belleza para Profesionales / Artículos Profesionales para el Cuidado del Cabello / Rizadores Profesionales
14257	Belleza y Cuidado Personal / Artículos de Belleza para Profesionales / Artículos Profesionales para el Cuidado del Cabello / Secadores Profesionales
14256	Belleza y Cuidado Personal / Artículos de Belleza para Profesionales / Artículos Profesionales para el Cuidado del Cabello / Shampoo Profesionales
14255	Belleza y Cuidado Personal / Artículos de Belleza para Profesionales / Artículos Profesionales para el Cuidado del Cabello / Acondicionador Profesional
14254	Belleza y Cuidado Personal / Artículos de Belleza para Profesionales / Artículos Profesionales para el Cuidado del Cabello / Abrillantadores y Protectores
14253	Belleza y Cuidado Personal / Artículos de Belleza para Profesionales / Artículos Profesionales para el Cuidado del Cabello / Tratamientos Profesionales para el Cabello
14252	Belleza y Cuidado Personal / Artículos de Belleza para Profesionales / Artículos Profesionales para el Cuidado del Cabello / Soluciones Permanentes
14251	Belleza y Cuidado Personal / Artículos de Belleza para Profesionales / Artículos Profesionales para el Cuidado del Cabello / Fijadores Profesionales para el cabello

6. Product specifications:

Product specifications are the detailed features that are recorded depending on its category.

Why is it important to fill in the product specifications?

- Completing the attributes or specifications of the product ensures that the search filters are fed and, for this reason, it is easier for the customer to find your product.

- Increase the visibility of your product.
- Increases the conversion rate.
- Provide more information about your products to the customer.
- It is a fundamental element to take you into account in the campaigns.

When you are creating the products individually you will find an option that says: **Product specification**, in which you can see various fields that you must fill out, depending on whether it applies to the product you are publishing.

▼ Especificación del producto

Filter Color

Favor de seleccionar

Color principal del producto que sirve para filtrar dentro de la página de

Example: Seleccione una opción: Blanco, azul, negro (ver valores válidos)

Megapíxeles

4 / 4 bytes left

Megapíxeles de la cámara

Example: 18, 24, 5 (escribe sólo número)

Resolución de Pantalla

Favor de seleccionar

Resolución de pantalla

Example: Seleccione una opción: HD, Full HD, 4K (ver valores válidos)

Sensor de Imagen

Favor de seleccionar

Tipo de sensor de imagen de la cámara

Example: CCD, DiGIC 4+, CMOS (selecciona una opción, ver valores válidos)

Características de la Cámara

Características electrónicas con las que cuenta la cámara

Example: Sumergible,Flash,1080p (selecciona una o más opciones, ver valores válidos)

Capacidad del Disco Duro (GB/MB)

Favor de seleccionar

One of the important aspects when filling out the product specifications is the **Warranty and Shipping** section; in which you will find the dimensions of the packaging (these are different from the dimensions of the product).

These dimensions must be the measurements of the product that goes inside the shipping package, since depending on the value you assign, the shipping cost will be charged.

Remember that the dimensions must be filled in the following way:

- **Height:** centimeters (cm)
- **Width:** centimeters (cm)
- **Length:** centimeters (cm)
- **Package weight:** kilograms (Kg)

Note: The units that you fill out in these fields must only be in numbers, not in letters, remember that if you have decimals you must put them with a point (.) and not a comma (,).

7. Price selection:

In this section it is important that you code each product and provide information on each one. You will find mandatory fields highlighted with a (*) at the end.

Remember!

Customers enter several sites at once to search for the same product and compare prices, keep your prices competitive!

- **Price:** It is the regular price with which you want to launch the product on the market. Keep in mind that within this price you must include shipping costs (if applicable for free shipping), commission costs and VAT, in order not to have losses in your company.
- **Offer price:** It is the discounted price that you offer to the customer and must be less than the normal price; It must have a start date and an end date.
- **Variation:** At Linio we only handle variants by size that you can find in the massive creation template or in the individual creation size dropdown, these size options are enabled according to the chosen product category.
For those products that do not have a specific size you can assign "0" or "...". However, if you have Fashion or Toys & Babys products, and you do not have a variation, you must choose the One Size option, since the "..." would generate an error when loading or saving the product.
- **Vendor SKU:** When creating your products, you must encode each one differently, assigning a name, code or digits that you want to provide to

differentiate it. Please note that you cannot recreate a product with the same SKU or code that you assign.

- **Barcode:** The UPC/EAN/ISBN is a unique number or code with which a commercial product is identified worldwide. Each product has a code according to its value or variation; it serves as an element of international standardization and is provided by different companies dedicated to this function.



There are products that do not have a barcode. For these you can create your own codes as long as you comply with any of the following points:

- Being a manufacturer of products.
- Sell products under your own brand.
- Have evidence that your products do not have a barcode, even if it is a well-known brand.
- Sell services.
- Sell products from the jewelry, supermarket, and small brands from the fashion category.
- Sell product combos that include more than one brand or do not have an assigned barcode.

You can [check here](#) step by step how to create your own barcode.

- **Quantity/Stock:** Corresponds to the inventory units you have available for sale. You should update this field constantly as you have sales.

You can [check here](#) how to update the stock of your products

IMAGES CHARACTERISTICS

Upload the best photos for your clients!

The images of your product are the first contact that the client has, for this reason it is important that high quality photos are shown.

The criteria for uploading images are as follows:

- **Image (the first image of your catalog).**

It will be the one that the customer will see when looking for the product. The product must appear from the front, so that it can be seen correctly.



- **File format**

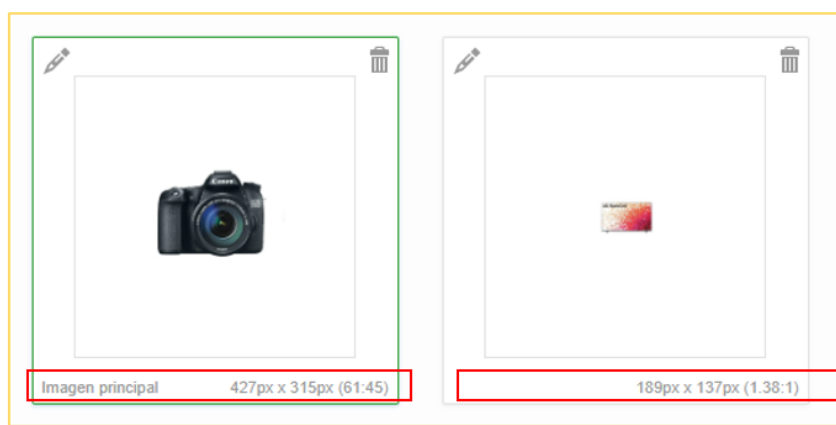
It is recommended that the photograph be in **JPG** and **PNG**.

- **Image size**

It must have a **minimum of 500 x 500 pixels** and a **maximum of 2000 x 2000 pixels** so that the detail can be seen better when moving the cursor over the photograph as a zoom function.



When you are loading the products, you will be able to see the size of the image in pixels at the bottom, in order to verify whether or not it meets the required amount.



- **Weight file**

It must be a maximum of 150 KB.

- **Image resolution**

It should be 72 DPI (pixels per inch) and should not look distorted. The product should be in focus, lit, and with realistic colors and smooth edges.



- **Background**

The background of the images must be white, without textures, reflections, shine, or accompanying objects.



- **Watermarks and legends**

Product images must not include watermarks, logos, captions, or other decorative elements.



- **Shape**

The image must be within a square space, or else the client will see the distorted image.

The product must be placed in the center of the image, respecting an internal margin of 591 pixels (approximately 4 to 5 millimeters). Products must fill at least 85% of the image frame.



- **Amount of images:**

It is recommended to have at least 3 photographs and a maximum of 8 images, showing all the angles of the product and allowing the customer to appreciate in more detail the purchase that he will make.



- **Product shots:**

Each category requires the product to have specific shots in order for the items to appear properly on the Linio website. These are some of the most used shots or angles:





Keep in mind that when you sell small-sized products, you should include "detail" photos to provide more reliability of the product to the customer.

- **Use of human models:**

The use of human models is limited for some Fashion and Kids & Babies subcategories.



- **Sizes chart:**

In this image you provide a guide to the sizes of the product. Place this image at the end of the gallery, so that the client can identify their ideal size and thus avoid returns.



IMPORTANT: Remember that the images you attach must correspond to both the product and the variation (color) that you are offering, that is, if the publication is of a blue product, the image must have that product in blue, and not in blue. other shades.

FOR MORE CLARITY, SEE THE [INTERNATIONAL SELLER CENTER GUIDE](#) TO IDENTIFY WHICH IMAGES YOU CAN USE BY PRODUCT CATEGORY.

The best photography tips

Did you know that lighting is essential for taking good photographs? That one photo looks better than another is largely the responsibility of excellent lighting.

- Artificial light may rely on professional and somewhat expensive lighting equipment such as flashes. Therefore, we can also have easily accessible tools such as: desk lamps or light rings (such as those used by youtubers or influencers) and a curtain or white cardboard so that the background is clean and clear.
- Natural light is a good option, since it illuminates the product as long as you direct its direction well, where shadows are not so marked, nor excesses (overexposure) or lack of light (underexposure).
- Make sure that the colors are true, since when exposed to natural light the product may have errors in its white balance, approaching either very cold (blue) or very warm (yellow and reddish) tones.

Photography views:

Views are very important, because in an e-commerce the customer does not have the product in their hands and wants to see as many product features as possible before making their purchase.

- **Front:** Product from the front, angle 0. It is mandatory that all products have this view as the main image.



- **45°:** It shows most dimensions and is suitable for almost all types of products, including photography with a model.



- **Overhead:** Shows the upper part of the product, ideal for photography of food, bags or products where it is required to show its content.



- **Back or rear:** Shows the back of the product, ideal for fashion or technology products such as cell phones.



- **Details:** It shows a close up or detailed plan in its maximum expression of textures or elements that are the differential point of the product.



3 tips for taking pictures:

1. If you do not have a professional or semi-professional type camera, you can work with your personal phone as long as it has a good resolution camera, where when you edit your photos and in the end they are at least 1500 x 1500 pixels.
2. Use your cell phone horizontally, turn off the flash so that it does not generate inadequate brightness or an adverse effect, remember that the light bounces. If the intention is to illuminate the product, go to an artificial light or natural light as explained above.
3. Also use a tripod or place your phone on a flat place, this way your photos will not be out of focus.



Camera tripod - Cell phone tripod

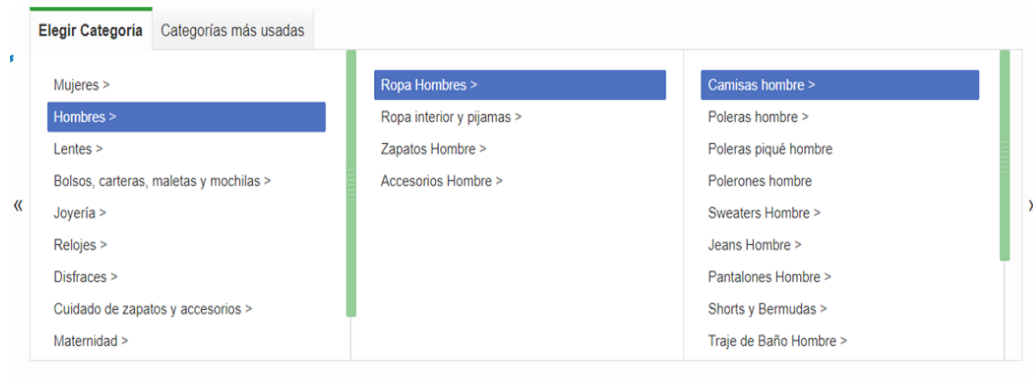
FREQUENT QUESTIONS

Get to know some of the most frequently asked questions

- Individual and massive creation tips in Seller Center
- Product positioning
- Platform bugs
- Product Review

1. Individual creation Seller Center:

- One of the most important steps in the creation of individual products will be the category assignment, which you must choose from the most generic to the most specific, clearly taking into account the characteristics of your product.
- If possible, you should choose up to the fourth level of category per product, thus giving your publications more positioning.



Example: Moda > Hombres > Ropa Hombres > Camisas Hombre > Camisas de Vestir (Fashion > Men > Men's Clothing > Men's Shirts > Dress Shirts)

- Fill in all the fields that appear in each of the tabs according to the specifications of your product. **The fields marked with an asterisk (*) are mandatory**, and you must complete them in their entirety, as they contribute significantly to the **Content Score**.

Also, remember that all fields vary depending on their category:

✗	Nombre: Número de caracteres <i>should be between 20 and 75</i>	0
✗	Descripción: Número de palabras <i>Mayor o igual a 100</i>	0
✗	Destacados: Número de viñetas <i>Mayor o igual a 4</i>	0
✗	Descripción: Porcentaje de palabras en negrita <i>should be between 3% and 6%</i>	0%
✓	Categoría primaria: Nivel más específico <i>Mayor o igual a 5</i>	5
✗	Atributo: Filtrar por Color <i>El campo debe estar lleno</i>	No
✗	Atributo: Material <i>El campo debe estar lleno</i>	No

25

Puntaje de contenido

We recommend that you create your products based on the guidelines provided in the Content Score, there you will be able to see the specifications for each field and you will be able to verify if you are creating each product optimally.

2. Massive creation in Seller Center

Bulk creation allows you to create multiple products from the same or different categories using an Excel template, which you can download from the Seller Center.

Template Sections:

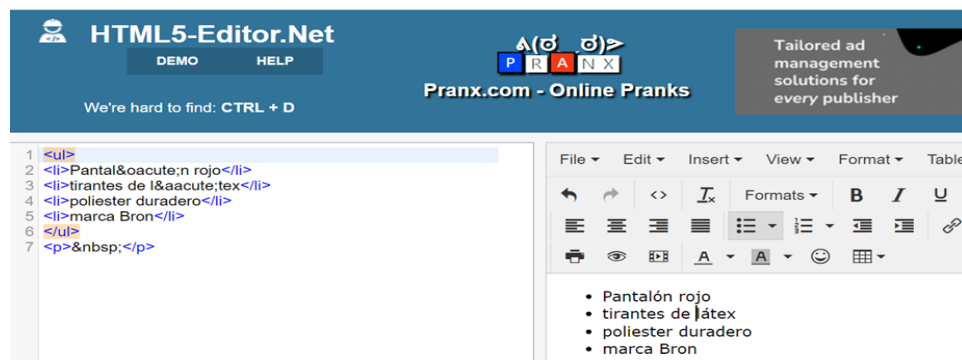
- Content (green color)
- Offer (purple and blue)
- Product detail (pink and grey)

Keep in mind the following recommendations for each section in the template:

Content:

Remember to use the text to HTML converter (<https://html5-editor.net/>) in the **“Descripción y Destacados” (Description and Featured)** fields, so Seller Center will read it correctly and add points to the Content Score.

All you have to do is paste the text in the right part, the editor will convert this text into code in the left box, which you will have to copy and paste in the **“Destacados (Featured)”** field.



Offer:

1. Includes the price according to the product using only numbers. You can also assign an offer price with a discount of no more than 80% and limit the duration of the offer in the following date format: **YYYY-MM-DD**

Precio	Precio de descuento	Fecha inicial del descuento	Fecha final del descuento
120000	110000	2022-10-02	2022-11-30

- You must assign a unique code to each product so that it can be identified within the catalog of your store.

Product Detail:

- You will be able to expand information on the condition and guarantee of the product, as well as the size, weight and delivery time of the package.
 - Minimum guarantee of 5 days with Linio
 - Maximum weight allowed: 20 kg
 - Maximum permitted measurements: 60 cm
- If the dimensions of the product or package are in decimals, they must contain a period and NOT a comma to avoid errors on the platform.

12.6	✓
12,6	✗

3. Product positioning:

- Low content score:** This is a result that qualifies the quality of the content of a product and must be at least 75 to generate better views. Remember that the better score your content has, the better the search engine positioning will be.

Attributes that add points:

- Name:** The length in characters must be between 20 and 75.
- Description:** The number of words must be greater than or equal to 100.

- **Key Points/Features:** The number of key points must be greater than or equal to 3 bullet points.
- **Category:** Meet more than 4 category levels.

Attributes that subtract points:

- **Name:** Exceeding the number of characters allowed.
- **Description:** The percentage of boldface allowed is exceeded. Remember that they are between 3% to 6% of the text.
- **Keywords:** Keywords or keywords help make your publication easier to find in search engines, you place them in the description field. Keep in mind that the ideal is not to repeat words and to have an amount between 3% and 6% of your paragraph, that way your keywords will help you generate more views

2. Errors in the Plataform

There are some frequent errors when creating the products, which make the creation process difficult. In addition, there are post-creation errors, which are related to the visualization and updating of the products after their publication is generated.

Why are the errors caused?

The errors are mainly generated by failures in the communication between your Seller Center and Linio.com.

What are common mistakes and how to avoid them?

Error 404 / Synchronization: the 404 error is displayed directly on the Linio.com page, when the products have not yet been synchronized from the Seller Center.

Whenever a product is in the process of synchronization, you will see the following ad:



404. PÁGINA NO ENCONTRADA

Lo sentimos, no encontramos la URL que solicitaste.

Te invitamos a ir a nuestra página de inicio.

[Ir al inicio](#)

To resolve sync errors, we recommend the following steps:

Turn off the product (wait 30 minutes) and turn it back on in Seller Center.

Organizador Tapas Ollas Damecos Damecos	100597	28 Feb 2019	19,900,00	53	<input type="checkbox"/> OFF	Editar
Organizador Tapas Ollas Damecos Damecos	100597	28 Feb 2019	19,900,00	53	<input checked="" type="checkbox"/> ON	Editar

If the above does not work, contact the customer service line or through the [contact form](#).

3. Product review

Every time you create or edit a product, it must be approved by Linio. Keep in mind that depending on the Content Score your product has, the following may happen:

- **Between 71 and 100 points:** the product will be automatically approved.
- **Between 70 and 31 points:** the product will go to the approval tray. In this process, within 48 hours we will accept or reject it, informing you of the reason, either due to content score or for any specific reason, so that you can correct it and subsequently remain active.
- **Between 30 and 0 points:** the product will be automatically rejected.

To ensure that your products are automatically approved, try to complete as many product specifications as possible and follow the optimal content guidelines.

Automatic review exceptions in products

- The modification of images and prices will cause the product to go back to review to be approved or rejected.
- The modification of content greater than 25% will also cause the product to go to review again.
- Changes that alter the Content Score below 71 points.

What are the additional factors of product rejection?

1. **Energy efficiency tables:** When creating an electrical appliance product you must include an energy efficiency table in the image catalog, if you do not include it, the product will automatically be rejected until you update this information. For this reason, we recommend you always include it when generating the product creation.



- **Sanitary registration:** these are permits issued by regulatory entities according to the country and that indicate that a specific product is suitable for human consumption. For this reason, if you sell products that require it,

you must fill out this information, since it makes the product reliable and verifies that it meets quality standards.

Keep in mind that the categories that require health registration in Colombia are: food, cosmetics, beverages, drugs, medical devices.

- **Nutritional table:** it is the label that contains the nutritional information required in most foods or supplements that helps the consumer to identify the components and amounts of what they can ingest and that in some way can benefit or affect their health. For this reason, its visibility makes the product reliable.



Legal restrictions

The products/brands that Linio offers to the public must comply with international and local laws and regulations, as well as with internal policies. For this reason, it is essential that you check what the [legal restrictions](#) are, in order to avoid any penalty in accordance with our Terms and Conditions.

¿Cuáles son los tipos de restricciones legales?

1. **Productos de venta prohibida:** productos cuya venta o comercialización es prohibida por la entidad competente por encontrarse fuera del comercio, así como productos defectuosos que puedan atentar contra la vida, la salud o la seguridad de las personas.
2. **Productos de venta restringida:** productos con acuerdos de exclusividad que requieren de acreditación legal para su venta.
3. **Marcas restringidas:** marcas con acuerdos de exclusividad que requieren de acreditación legal para su comercialización. Por esto, en caso de querer vender productos con marcas restringidas, deberás otorgarnos un certificado de constancia con el permiso de venta de la marca.
4. **Copyright para productos:** el contenido de ciertas marcas es exclusivo y posee derechos intelectuales que reconoce la propiedad de los mismos, por ello, es prohibido el uso de sus imágenes, descripciones y *mock-ups*.

What are the types of legal restrictions?

1. **Prohibited sale products:** products whose sale or marketing is prohibited by the competent entity because they are out of business, as well as defective products that may threaten the life, health or safety of people.
2. **Restricted sale products:** products with exclusivity agreements that require legal accreditation for their sale.
3. **Restricted brands:** brands with exclusivity agreements that require legal accreditation for their commercialization. For this reason, if you want to sell products with restricted brands, you must grant us a certificate of proof with the brand's sales permit.
4. **Copyright for products:** the content of certain brands is exclusive and has intellectual rights that recognize their property, therefore, the use of their images, descriptions and mock-ups is prohibited.

Conditions of the SKU

They are those aspects that did not comply and for which the products were rejected, we leave you below the summary of criteria that a product must have so that it is not rejected.

- ❖ Name or Title: In Spanish, that does not exceed 70 characters and is coherent.

- ❖ Bullets: Bullets format, greater than 4 important points in Spanish.
- ❖ Description: You must talk about the product in Spanish and in paragraph format.
- ❖ Images: Without logos or words, color corresponding to the publication, and definition.
- ❖ Product Condition: Always specify if it is new or reconditioned.
- ❖ Product Condition Description: Indicate what is included in the package.
- ❖ Price: According to the product sold.
- ❖ Category: Search for the most specific, according to the product.
- ❖ Weight: Indicate measurements and weight of the product.

Remember that the products that have been rejected will be found in your Seller Center Catalog, in the **Rejected** section, if you make any changes for the product to be approved, you must wait 24 hours for its approval to become effective.

For more information, see the legal restrictions in the [Content Guide](#).

Attention to detail makes the difference!

We hope that this guide will be of great help so that your brand continues to grow on Linio and together we can boost your sales.

Linio team.