

2.6速卖通 产品优化

教学目标:

能够根据后台商品分析+数据去优化产品（标题、关键词、图片、价格、详情页等）



优化产品标题

主讲人:高扬

标题制作基本规则

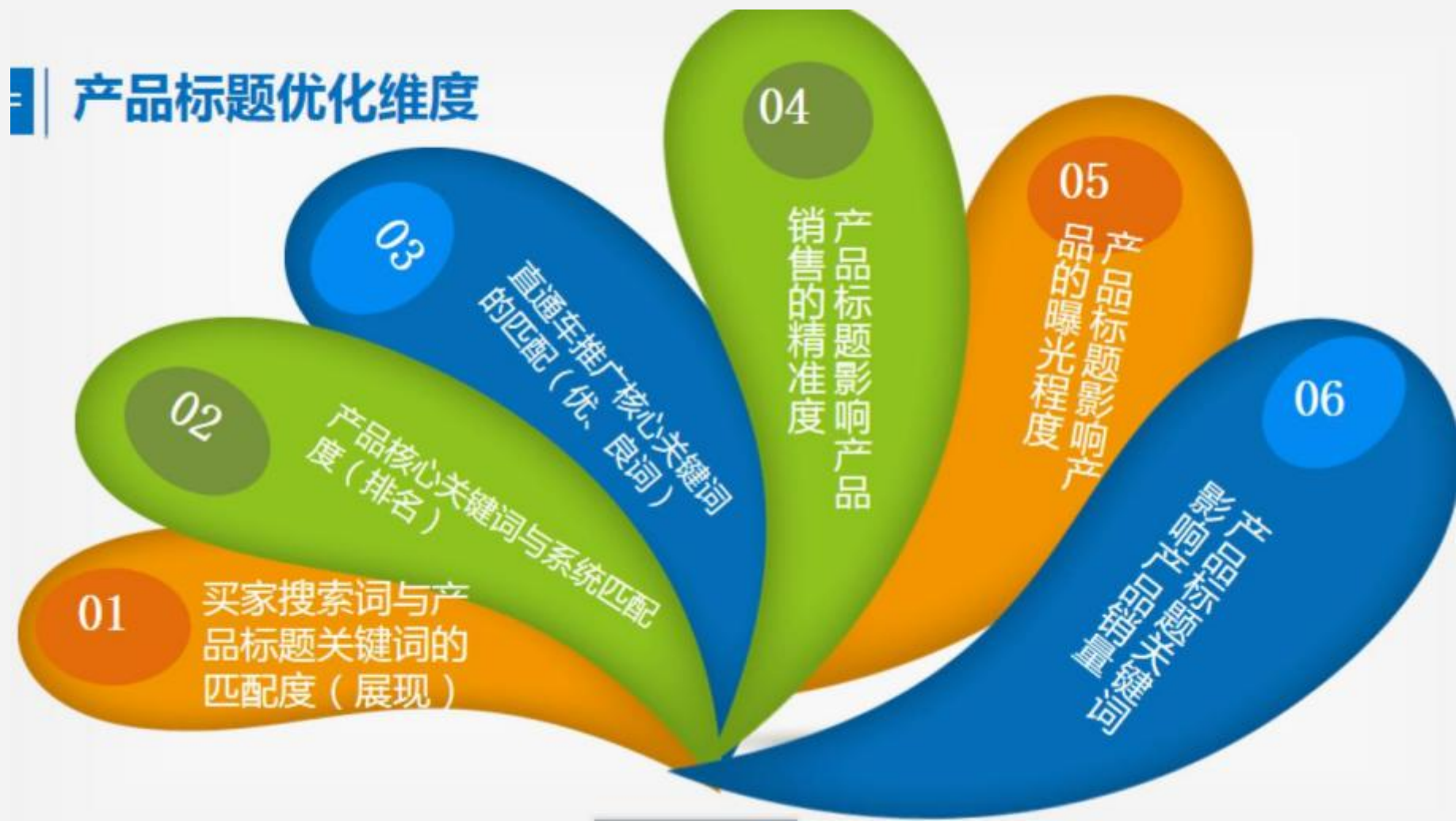
表现产品的重
要信息；多设
置热搜词

语法简单，不
用符号分隔

避免关键词堆砌；
不要出现无关的
词

标题制作基本规则

产品标题优化维度



产品标题需要优化的情形

01

产品标题
需要优化的情形



01

档期内滞销

02

同款竞争
劣势

03

曝光量低，
跳失率高

产品标题优化的时机

02

产品标题优化的时机



- 新品上架时，在对新品不熟悉的情况下，采用店铺免费的推广手段如限时限量折扣，全店铺打折、满立减、发放优惠券等方式进行推广。
- 一段时间后，查看数据纵横中相关产品的数据，对数据较差的产品进行关键词优化。

举例

陈倩于2015年春季发布一款女士真皮鳄鱼纹钱包，原标题如下。发布两周后，发现流量不佳，决定通过平台内数据纵横板块提供关键词分析工具，优化标题。



2015 women
fashionable genuine
crocodile veins
wallet/purse free
shipping

输入关键词 “wallet” ,
平台给出下列列表



由此可以看出，搜索人气排在前几位的，原标题已经囊括，用“wallet”搜索参考意义不大，尝试用“purse”一词来搜。



根据列表， 可以看出此处的“purse and handbags” 搜索人气较高， 与发布的产品匹配度高， 可考虑修改标题如下：

"2015 new fashion women genuine
wallet/purse/handbag with crocodile veins
hot sale"



优化产品属性

主讲人:高扬

01 完善属性填写



产品类型 Wallet

* 主要材质 PU(PU)

! 适用性别 Women(女士)

! 风格 Lady(甜美淑女)

! 图案类型 Floral(花朵)

! 开口类型 Hasp(搭扣)

! 钱包类型 Standard Wallets(标准的钱包)

! 品牌 ---请选择---

部分品牌(参考列表)的商品需提交申请后方可发布。我要申请

! 钱包款式 Long(长款)

产品高度 2 cm

产品长度 18.5 cm

产品重量 0.24KG

产品宽度 8.5cm

材质成分 PU

型号 QF026

衬里材质 Polyester(涤纶)

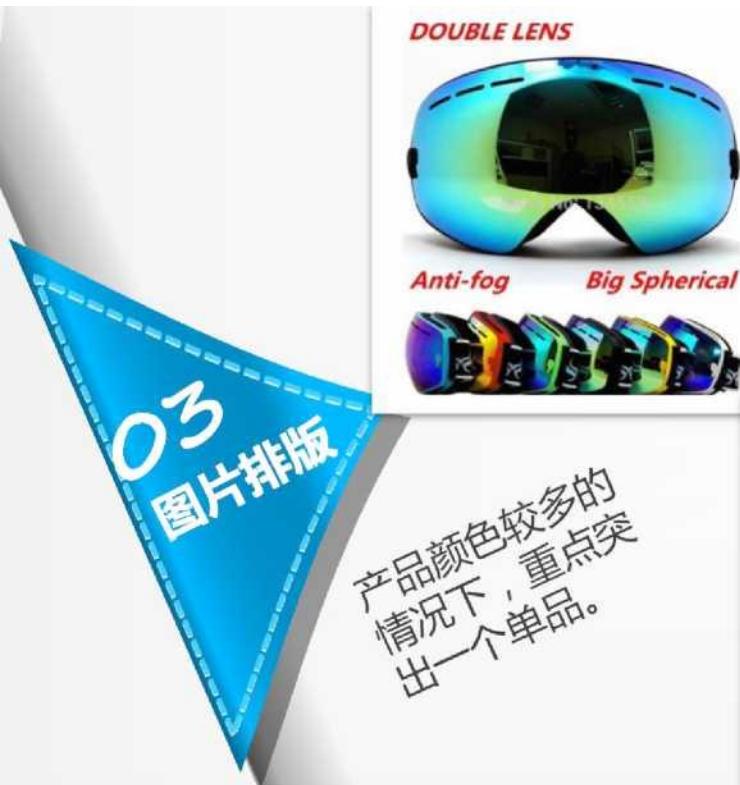
- 内部结构
- ☒ Interior Slot Pocket(内部隔层袋) ☐ Cell Phone Pocket(手机袋)
- ☒ Interior Zipper Pocket(内部拉链袋) ☐ Interior Key Chain Holder(内部钥匙环)
- ☒ Interior Compartment(内部间隔) ☐ Zipper Pouch(拉链小袋) ☐ Coin Pocket(零钱位)
- ☐ Passcard Pocket(护照位) ☒ Note Compartment(大钞夹) ☒ Photo Holder(相片位)
- ☒ Card Holder(卡位)

优化动态图

- 动态图可放6张，图片，应充分利用，注重首图 的展示效果。可以从正面、侧面、反面、细节、包装等方面呈现产品。
- 为能更好地呈现图片的展示效果，不建议主图加水印这种方式，会极大地降低买家的购物体验，得不偿失。



重视模特效果图。从吸引力上来说,产品使用效果图大于放置不用效果图



单张图片还可以加上多角度拍摄图片,一张图就可以尽情展示产品。



如果想突出产品的卖点,可以用单品图+细节图这样的方式处理。



优化详情图

详情图建议15张以内，以8-12张为宜。

Product Description

Plastic/Metal USB Flash Drive

Features : Capless, Popular

Capacity: 128GB Read 12MB/s and Write 8MB/s.

Support Hi-Speed 480Mbps.

USB 1.0/1.1/2.0 Compatible.

No Drivers Required.

Low Power Consumption.

Compliant Standards: Plug and Play

Warranty: 5 years

Support Window 98/98SE/ME/2000/XP/Vista/7, Mac, LiunxPackage: has original package

文案优化



-
电商主要依靠色彩、图片和文字来传达信息。视觉是我们看到的表象,思想才是隐藏背后的核心和灵魂。

- 好的文案,体现出卖家对于产品的熟悉与喜爱以及对于买家的理解与尊重。

设置问候语

Dear valued customers,
Welcome to my shop, thank you for your custom
and wish you have a nice shopping Journey!
—Bill

对于买家光临店铺，卖家应积极回应。因此在展现产品之前，可以先设置问候语，
欢迎买家光临选购并表达感谢之情，预祝买家购物愉快。

优化购物须知

Shipping

Usually we will send all packets by China Post Air mail or hongkong post ari mail, but when you order more than 200 dollars, we will give customers send DHL, the customers can receive product in 3-7 days.

Usually we ship your products via China Post Air Mail or Hongkong Post Air Mail, it take 7-30 business day to reach your location.

Country	Delivery Time(Days)						
	Workdays	6-12	10-16	17-22	23-28	29-36	>37
USA	Rate(Items arrived)	4.70%	44.50%	32.20%	11.50%	7.00%	If still don't receive items, we will help to track, if confirm lost, will resend or refund
Brazil	Rate(Items arrived)	0.00%	0.00%	1.00%	20.00%	79.00%	
Russia	Rate(Items arrived)	2.00%	19.90%	49.90%	19.90%	8.30%	
UK	Rate(Items arrived)	8.80%	59.70%	24.90%	5.30%	1.30%	
Australia	Rate(Items arrived)	24.90%	53.00%	11.60%	6.60%	3.90%	
Spain	Rate(Items arrived)	3.20%	21.00%	53.90%	12.80%	9.10%	
Other	Rate(Items arrived)	About 10-25 working days					

Welcome to Our Shop

We hope you enjoy a happy shopping experience

[Click here to get coupon](#)

[Click here to get coupon](#)

Following sizes means age ranges for girls, they are for general guidance only. Please check the measurement carefully with your girl before purchase.

Size Chart: (1cm=0.39inches)

Size	Length(cm)	Shoulder(cm)	Bust(cm)	Waist(cm)	Suggest height
4-5	57	25	64	60	110-120CM
6	62	26	68	62	120-130CM
7-8	66	27	70	66	130-140CM
9-10	70	28	74	68	140-145CM
11-12	74	29	76	72	145-155CM
13-14	78	30	78	76	155-160cm

优化产品描述



增加卖家承诺

以目标客户习惯的语言方式,给予卖家承诺, 提升买家的信任感。

Contact Us

Please feel free to contact us, we are here for you!

We are open Monday through Friday 8:30 am -12:00pm Pacific Standard Time.

We answer all emails within 48hrs. If you email questions after business hours or on holidays, we will usually answer them the next business day.

Bld With Confidence

100% satisfaction guaranteed

We at justdeals stand behind our product and our customers. If for any reason you are not completely satisfied please communicate that to us, we will make it right.

指导买家购物

How to buy

How to buy?

Shopping Process



Shopping

Add to cart >

Continue shopping >

View shopping cart >

Check all items



m payment <

Choose shipping method <

Buy now

US \$2 off US \$30.0



Share

valid for 30 days

Get coupon now

US \$6 off US \$90.0



Share

valid for 30 days

Get coupon now



US \$10.0 off for single orders greater than **US \$150.0** .

When you purchase more than one item, please add them to the shopping cart to get the discount.

Time remaining for promotion: 20d 22h 26m 35s

引导买家评价

Feedback

Feedback



1. Please feedback us by 5 stars if you are satisfied with our goods .

2. No matter what reason you are not satisfied with our product ,please contact with us before you open the dispute

Description : ★★★★★

Service : ★★★★★

Delivery : ★★★★★

鼓励买家忠诚

Honey: We sincerely want to invite you to be our VIP.
Only need to add our store to your favorites. And that
we will give you Discount or Gifts.



优化产品详情页

主讲人:高扬

**ALWAYS BELIEVE THAT
SOMETHING WONDERFUL IS
ABOUT TO HAPPEN**

稀罕品优化

情境导入

小明已经将婚纱产品上传至速卖通，而且速卖通已通过审核。经营了一段时间后，小明发现存在访问流量下降、销售额下降、转化率低等问题。那么，小明该怎么做才能改变这一状况呢？

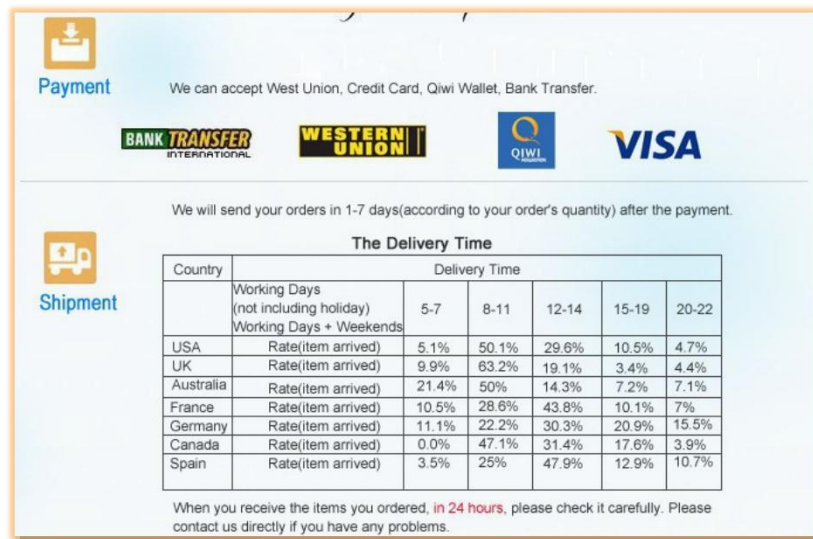
产品优化

任务分析

小明面临的问题是商品优化问题。小明需要从商品的标题、详细描述、价格等方面进行优化。



买家关注的商品信息



商品详情页付款方式、物流方式说明



某款女士单肩包的细节展示

PRODUCT DISCRIPTION

2018 Summer Long Dress Floral Print Boho Beach Dress Tunic Maxi Dress Women Evening Party Dress Sundress Vestidos de festa XXXL

Size: S M L XL XXL XXXL

Fabric: Cotton blend

Pattern: Floral print

About size:

1. Asian sizes are 1 to 2 sizes smaller than European and American people.
2. Please check the size chart carefully before you buy the item, if you don't know how to choose size, please contact our customer service.
3. Please allow 2-3cm differences due to manual measurement. (1cm=0.39inch, 1 inch=2.54cm)
4. Choose the larger size if your size between two sizes.

About color:

As you know, the different computers display colors differently, the color of the actual item may vary slightly from the following images.

合理分段并设置精美格式的商品描述

对产品详情描述进行优化

一、完善基本信息

买家受到图片和标题的吸引，单击进入商品详情页后，首先看到的是商品的基本信息。

凡是平台上要求填写的信息，卖家都应该根据商品情况正确填写。商品发布页面会提示该商品属性在平台上的平均完整度，卖家在填写属性时应尽量高于该平均值，以增加商品被搜索的机会。

注：速卖通里面的产品文案都必须是英文。

写明产品的包装是否很重要？可以不写或者简单描述吗？

产品是如何包装的这是很多买家都会关注 的问题，产品包装的还坏关系到产品是否能完好 的运送到买家手中。所以在详情页详细展现产品 包装能使很多买家放心购物。

产品尺码应该怎么列更能吸引顾客？

尽量详细列明产品的尺码，以服装为例，一个常规的产品尺码表包含了衣长、袖口、肩宽、 胸围等等。除此以外，最好还能根据产品的尺码 做一个体重身高对照表。

Package & Delivery

Standard Waterproof Delivery Bag or Box Will be Used For Pacakging
Dress Will Be Sent Out With UPS,DHL,FedEx,TNT,EMS,ARAMEX Or Some Specail Line.



Standard Dress Size Chart

US Size	2		4		6		8		10		12		14		16	
Europe Size	32		34		36		38		40		42		44		46	
UK Size	6		8		10		12		14		16		18		20	
	inch	cm	inch	cm	inch	cm	inch	cm	inch	cm	inch	cm	inch	cm	inch	cm
Bust	32½	83	33½	84	34½	88	35½	90	36½	93	38	97	39½	100	41	104
Waist	25½	65	26½	68	27½	70	28½	72	29½	75	31	79	32½	83	34	86
Hips	35½	91	36½	92	37½	96	38½	98	39½	101	41½	105	42½	109	44½	112
Hollow to Hem	58	147	58	147	59	150	59	150	60	152	60	152	61	155	61	155
Natural Height	63	160	65	160	65	165	65	165	67	170	69	175	69	175	69	175

Plus Size Dress Size Chart

[illegible]

How to Measure

Height

- Stand straight with feet together
- Measure in bare feet
- Begin at the top of the head and pull tape straight down to the floor



Hollow is Just
under the neck

Hollow to Floor

- Stand straight with feet together
- Measure in bare feet
- Begin at the hollow space between the collarbones and pull tape straight down to the floor
- To fit high heels, we'll add an extra 5 cm onto custom-sized floor-length dresses and dresses with trains
(If you want higher heel, please tell us your high heels)

Bust

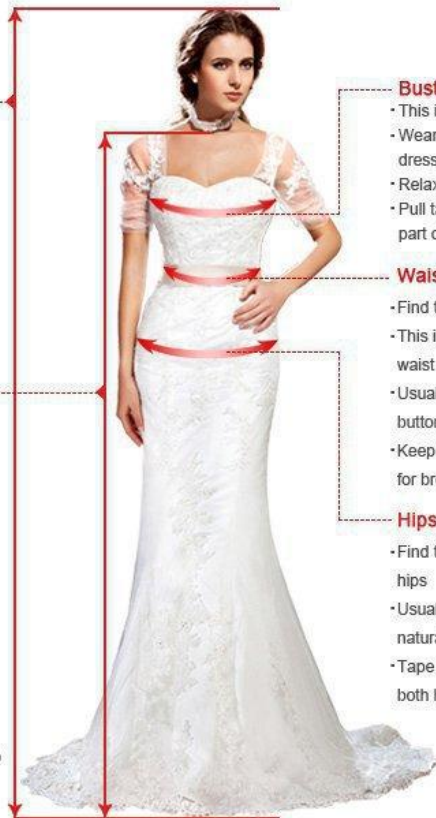
- This is not your bra size!
- Wear an unpadded bra (your dress will have a built-in bra)
- Relax arms at sides
- Pull tape across the fullest part of the bust

Waist

- Find the natural waist
- This is the smallest part of the waist
- Usually about 1 in. above belly button
- Keep tape slightly loose to allow for breathing room

Hips

- Find the widest part of the hips
- Usually about 7 in. below natural waist
- Tape should brush across both hipbones



2.2 对商品详细描述进行优化

二、优化图片

1.优化主图

- 图片大小
- 图片背景
- 杜绝出现中文
- 不过分修图
- 图片排版美观
- 不带明显的站外联系方式



PLEASE MAKE SURE
THE BUST SIZE IS EQUAL TO
OR LESS THEN THE DRESS
BUST, OTHERWISE WILL
AS BELOW.

REAL SAMPLE PHOTO
All rights reserved by FANWEIMEI GARMENT

2.2 对商品详细描述进行优化

二、优化图片

2.优化详情图

详情图建议在15张以内，以8~12张为宜，以节省买家打开网页的时间和流量。手机端是发展趋势，详情页的图片会趋向于少而精。

详情页中产品图片是不是越多越好？

不是，太多图片会影响页面打开速度，也会引起顾客视觉疲劳。一般情况下产品的细节图在8-10张为宜，其中产品整体展示图片1-3张，产品的颜色款式细节图在3-5张为宜，产品使用场景及使用效果图片在2-3张。在展示的时候配合精炼的文字说明，也能大大提升顾客的即视感，解决顾客的疑虑提升购买欲望。

商品图好不好决定 了买家留不留下来。

美国策略专家 Roger Ailes 说过：「7秒钟」便决定了您在别人眼中的形象。网站首页的视觉设计第一眼有多重要？研究指出，人们花了不到 0.1 秒变化决定继续逛下去。而一张好的商品图直接决定了你网站首页的样子。也就是说，用户是否继续浏览取决于你是否上传了一张好的商品图。

看看好的案例。



商品摆拍的案例

可以把商品都叠成一个形状摆在一起



下一步就可以做成多样化的 banner

SUMMER 2018

CHOOSE ONE COLOR
WHAT YOU WANT TO
WELCOME YOUR SEASON.

[SHOP NOW](#)



JUST ARRIVED

SAVE KHAKI S/S CREW T-SHIRT



With a philosophy of "less, but better" Save Khaki spends a lot of time to get their products right. They've taken the basic crew tee and perfected the fit, constructed it in super soft garment dyed cotton which is then washed and rewashed until it has the just right broken in finish. Made in USA. \$40 per tee.

PIONEER CAMP

MILD OUTDOOR RECREATION

Pioneer camp is the core brand of pioneer camp company. Road extenders always adhere to the "comfort, leisure" as the soul of the smooth version, comfortable fabric, and into the fashion sports elements, making the brand leisure with dynamic, comfortable and quality



PIONEER CAMP

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模特摆拍姿势

服装产品

商品图片干净，清晰，有质感。和背景色块的比较适中。
模特背景阴影自然柔和。



Exposed Shoulders

► Shop now



Sophisticated Sheaths

► Shop now

对产品详情描述进行优化

三、优化文案

1.设置问候语



2.2 对商品详细描述进行优化

三、优化文案

2.优化购物须知

Welcome To Mine Wedding Dress

1. OEM are Available, Buyers' Labels Accept
2. Trustful Payment By Escrow Online
3. No Minimum Order Quantity
4. when you place the order, if you are not a standard size ,please write your detail size clear. if you are a standard size, check our size chart, we make the dress size according our size chart.

2.2 对商品详细描述进行优化

三、优化文案

2.优化购物须知

FAQ:

1.i need another color and customized size,but I can't choose it when I place this order, what should i do?

Our size and color are free. You can place this order with your own request.We will make the dress according your new message.

2. Can I do some changes on the original design or Can your factory make my own design?

Absolutely OK! Please contact us before order.

3.Can i choose different color and customized size?

Sure,please refer to details below.

4. Urgent or Rush Order

We also accept rush order.Please contact us before order to confirm the date and surcharge accordingly,thank you.

2.2 对商品详细描述进行优化

三、优化文案

3.优化产品描述

(1) 产品展示类



2.2 对商品详细描述进行优化

三、优化文案

3.优化产品描述

(2) 实力展示类

可以在详情页中展示实体店、工厂、企业文化、相关文件(产品质检报告、企业营业执照)，这是在对产品质量、实力等做阐述，侧面打消顾客的购买的压力，还可以列出一个真伪对比，显示店铺产品是真品。

PRODUCTION PROCESS

Real Manufacturing progress of FANWEIMEI FACTORY



MARKETING & DESIGN

FANWEIMEI PROVIDE RAPID CUSTOM MADE WE HAVE PROFESSIONAL OEM DESIGN TEAM REQUIREMENT, FANWEIMEI CLOSELY KEEP UP THE NEWEST TRENDS OF WEDDING DRESS TO PROVIDES MODELS READY TO SHIP.



Pattern Making

ALL THE PRODUCTION LINE USE CAD PROGRAM IT CAN HELP FAST ODM PROGRESS AND CONTROL THE QUALITY OF MANUFACTURING FROM THE VERY BEGINNING.



Pattern Printing

EACH MODEL HAS ITS PATTERN IN THE DATABASE OF COMPUTER AND ALSO IN PAPER PATTERN DOCUMENT



Tailor Cutting

TAILOR CUTTING IS STRICTLY ACCORDANCE WITH THE MODEL PATTERN TO ENSURE THE ACCURACY



Sewing

FANWEIMEI FACTORY HAS A GREAT TEAM OF SEWING TEAM. THIS SEWING PROCESS IS THE MOST



Pick-Ups & Ruching

PICK-UPS AND RUCHING PROCESS IS 100% HAND MADE PROCESS AND IT'S MORE LIKE

Our workshop



AUTHENTICATION





Certificate of Compliance



No. 3O181106.WSMQD27
Test Report no. CE/PPE-SJ-2018

Certificate's Holder: Weihai ShengJie Medical Technology Co., Ltd.
No.58, Chuhe South Road, High-Tech Industrial Development District, Weihai, Shandong, China

Certification ECM Mark:



Product: Protective Face Mask
Model(s): P01, P02, A01, A02, A03, AF01, AF02, AF03, C01, C02, C03, CF01, CF02, CF03

Verification to: Standard:
EN ISO 10993-1:2010, EN ISO 10993-5:2009,
EN ISO 10993-10:2013, EN 149:2001+A1:2009,
EN 405:2001+A1:2009

related to CE Directive(s):
R 2016/425 (Regulation on Personal Protective Equipment)

Remark: The product(s) has been verified on a voluntary basis. The product(s) satisfies the requirements of the Certification Mark of ECM, in reference to the above listed Standard(s). The above Compliance Mark can be affixed on the product(s) accordingly to the ECM regulation about its release and its use. The regulation can be found at www.entecerma.it. This Certificate of Compliance can be checked for validity at www.entecerma.it

This verification doesn't imply assessment of the production of the product(s).

Additional information, clarification about the **CE** Marking:



We attest that a TCF for the **CE** Marking process is in place. Whereas the Manufacturer is Responsible to start the **CE Marking Certification Procedure** through an appointed Notified Body and the perform all the necessary activities, as required by the Directive and accepted by the Notified Body, before placing the **CE** Mark on the product(s).

Date of issue 06 November 2018

Chief Manager
Marta Morini

Expiry date 05 November 2023

Deputy Manager
Amanda Payne

Ente Certificazione Macchine Srl

Via Ca' Bella, 243 – Loc. Castello di Serravalle – 40053 Valsamoggia (BO) - ITALY

☎ +39 051 6705141 📠 +39 051 6705156 ✉ info@entecerma.it 🌐 www.entecerma.it



2.2 对商品详细描述进行优化

三、优化文案

3.优化产品描述

(3) 吸引购买类

All Stars (77) ▾

Photos(77)

With Personal Information(0)

Additional Feedback (17)

☐ Only from your country ☒ Translate to English

Sort by default ▾

V***a

 BR

★★★★★

Color: Same as picture US Size: 10 Logistics: AliExpress 无忧物流-标准

Wonderful, exact measurements! All questions answered, ordered without the tail was perfect! 24 Oct 2019 19:33



Helpful?

Yes (13)

No (0)

Additional Feedback

Wonderful dress!!!



V***a

 RU

★★★★★

Color: Same as picture US Size: 8 Logistics: AliExpress 无忧物流-标准

The dress came very quickly, despite the fact that it was still sewn for me. It's difficult to describe the goods when I received it today The dress of incredible beauty is very lush very well sewn. The seller sewed the dress according to my size but still it was long but it's not scary. I advise everyone not to be afraid and order these dresses in any shade for themselves. My parameters height 170 weight 60 bust 88 waist 72 hips 96 size chose 8 but after consulting with

2.2 对商品详细描述进行优化

三、优化文案

3.优化产品描述

(4) 交易说明类



PAYMENT

There are many payment methods available on Aliexpress.com such as credit cards, real-time bank transfers, offline payments (bank transfers and Western Union). You can choose a method which is the most convenient for you. To protect your interests, your payment will be temporarily held by Aliexpress, and will not be released to us until you receive your order and are satisfied with it.

SHIPPING

1. Shipping cost: Click;"Shipping and payment"tab on the product detail page, and you will see the delivery details. You can calculate shipping cost by inputting the required information.
2. Time in transit: Transit time varies with different shipping methods.
3. Item Processing Time: The processing time for a specific order varies with the product type and stock status. Mostly, processing time can be 3 to 15 working days.

Carrier Name	Estimated Time in Transit from China to USA	Tracking Service
	2-4 days	www.dhl.com
	2-4 days	www.fedex.com
	2-4 days	www.ups.com

2.2 对商品详细描述进行优化

三、优化文案

3.优化产品描述

(5) 促销说明类

Frequently Bought Together



For Iphone 7 Plus Iphone
6S Plus 5S Top Quality

US \$0.27 - 0.64 / Piece

+



Genuine Defender Series
Case High Impact Hybrid

✓ US \$ 2.96 - 6.44 / Piece

+



Free Shipping Hot Mini
Flexible Octopus Tripod

✓ US \$ 3.14 - 3.88 / Piece

+



Original Dacom MINI True
Wireless Bluetooth

✓ US \$ 34.89 - 38.91 / Piece

Total Cost: US \$41.26 - 49.87

Buy it Now

Add to Cart

2.2 对商品详细描述进行优化

三、优化文案

4.增加卖家承诺

Warranty: Make Sure every glass is top quality as we will check everyone before shipping. We will send replace glasses to you or make part refund for you if there are some broken during the shipping process. Cordially.

WHY CHOOSE US ?

The color of real item may be different from the picture due to different environment, lighting and computer monitors



We are qualified sellers
Professional factory is
worthy of trust



We offer repairing not
replacement when you receive
our items after 7 days ,
If quality have problem, we
promise returned



Our customer service team will
solve any problem for you, so
please feel to contact us
by email



We send all items in 6-20 working days
after payment confirmed , Free Shipping
via China Post to countries all
over the world . if you want goods faster ,
you can choose DHL or EMS.



We accept payment methods as below:



2.2 对商品详细描述进行优化

三、优化文案

5.指导买家购物

30% Discount Luxury Lace Embroidery 2020 Wedding Dresses 100cm Long Train Sweetheart Elegant Plus size Vestido De Noiva Bride

★★★★★ 4.8 ∨ 248 Reviews 523 orders

10th Anniversary

Sale ends in
Mar 31, 11:59 PM PT

US \$50.74 - 79.06 ~~US \$86.00 - 134.00~~ -41%

US \$2.00 New User Coupon

+ US \$8.00 off per US \$150.00

[Get coupons](#)

Color:



2.2 对商品详细描述进行优化

三、优化文案

6.引导买家评价

Please click the number of stars you want to give this supplier:



Please explain:

Please enter your comments here. Your comments will help other Members on this platform.

Please enter English characters only. 1,000 characters left.

Leave Feedback

[Leave feedback later](#)

If you are satisfied with our quality and service, please give us 5stars feedback

and if you do not satisfied with us, arranged to give me feedback less than 4starts, please let us know before your action, we will take measurements to satisfy you.

Feedback

Do Power

Thank you for choosing "Mrs Win"! We deeply hope that you are pleased with your purchase from us. Since your feedback is very important to our business's development, we sincerely invite you to leave positive feedback for us !

Please don't hesitate to contact us if you have any questions or concerns before or after your purchase. We are committed to your 100% satisfaction. If you are not satisfied, please feel free to let us know, we will try our best to resolve the problem for you.

Thanks for your support!



Product conform to describe	★★★★★
Seller service attitude	★★★★★
Seller's delivery speed	★★★★★

If you are not satisfied with the shopping, please contact us, We will service for you, until you satisfaction!
If you are satisfied with our products, please give us 5 points of the reward!



FEEDBACK

Since your feedback is very important to our business's development, we sincerely invite you to leave positive feedback for us if you are satisfied with our product and service. It'll just take you 1 minute. Thank you!

if you have any questions please ask me before payment or leave a new message to me when you make it, we will answer you within 24 hours. thank you

Please click the number of stars you want to give this supplier:



Excellent

Please explain:

Please enter your comments here. Your comments will help other Members on this platform.

Please enter English characters only. 1,000 characters left.

[Leave Feedback](#)

[Leave feedback later](#)

If you are satisfied with our quality and service, please give us 5 stars feedback

and if you are not satisfied with us, arranged to give me feedback less than 4 stars, please let us know before your action, we will take measurements to satisfy you.

2.2 对商品详细描述进行优化

三、优化文案

7.鼓励买家忠诚

邀请买家成为本店会员，以优惠的方式，鼓励买家在本店消费，获得长期忠诚的客户，提升产品和店铺的回头率。

另外，优秀的卖家不仅能了解客户的购买需求，还能引导客户的购买需求。对当前产品的优缺点进一步分析，引导买家购买有上升需求的产品，也是一种不错的选择。



**JOIN PETTIGIRL VIP CLUB
GET EXCLUSIVE PRICE
CONTACT US NOW !**

知识点：[速卖通卖家服务市场](#)

 卖家手机端 欢迎来到服务市场！请登录

[服务市场首页](#) [我的服务](#) [我的速卖通](#) [速卖通首页](#)

服务市场 全球速卖通
阿里巴巴旗下商家服务市场 **AliExpress**

搜索你需要的服务

搜索

服务列表

店铺装修

拍照摄影 视频定制 店铺模板
装修定制 图片设计 品牌设计

店铺管理

多语言翻译 直通车运营 SNS营销
商品管理 客户管理 营销管理
订单管理 物流管理

第三方

整体托管 客服外包 摄影外包

企业服务

线下培训 企业ERP

知识产权

搬家工具
效率UP



平台公告

- 服务市场管理规范
- 服务市场争议处理规则
- 服务市场购买教程
- 运营服务商+软件服务商招募
- 企业ERP类目实施恶意定价管控的公告

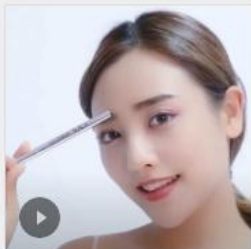


唐人在线（厦门）网络科技有限公司

唐人在线，淘宝摄影市场官方服务商，天猫代运营服务商，京东商城京拍档，为传统品牌企业提供产品拍摄，网店装修，店铺托管代运营等一条龙电商服务。

- 专业运营提升客户品牌价值
- 招商合作：400-9966-878
- www.tronline.cn
- 新浪官微：@唐人在线网络科技有限公司

旺旺：唐人电子商务  和我联系



眼线笔眼霜睫毛膏美妆洗护头图视频 [面部彩妆](#)

模特展示并讲解以及上妆效果

参考价：¥500 - 1000

服务客户：

F2F



女国模服装实拍爆款视频 [女装](#)

网红模特实拍视频精选

参考价：¥小于500

服务客户：



女国模服装实拍爆款视频2 [女装](#)

网红模特实拍视频精选

参考价：¥小于500

服务客户：



男外模服装皮带精选视频 [男装](#)

爆款网红视频拍摄精选

参考价：¥500 - 1000

服务客户：

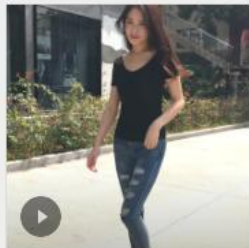


产品安装视频教程案例 [家具](#)

售后服务产品安装教程

参考价：¥小于500

服务客户：福元



女国模服装爆款视频实拍 [女装](#)

网红女模服装实拍精选

参考价：¥500 - 1000

服务客户：小红书



优化产品价格

主讲人:高扬

01 产品自我优化



10% off

2015 Causal Summer Women T-Shirt ONE CARES Letter Printed Causal t shirt tops

427 orders

Price: ~~US \$4.80 - 5.30 / piece~~

Discount Price: **US \$4.40 - 5.30 / piece** 3 days left

[Save more on mobile](#)

Color:



Size:

L M S

Shipping

Free Shipping to United States via China Post Registered Air Mail

Estimated Delivery Time: 15-40 days (ships out within 15 business days)

Sold By:

90.9% Positive feedback

[Detailed seller ratings](#)

[Visit Store](#)

[Add to My Favorite Stores](#) (19)

[Add](#)



多个SKU产品，将出单数
最少的产品价格设低一些，
刺激买家浏览购买

01

(一)
产品自我优化

02

合理设置批发价格

举例

【例】小明发布一款体恤衫,黑色比白色好卖,大码比小码好卖,设置白色s码价格最低,最终商品售价上会显示一个价格区间。如果买家按价格由低到高搜索, 较容易看到该产品, 增加产品曝光率。



2015 Casual Summer Women T-Shirt ONE CARES Letter Printed Casual t shirt tops
427 orders

US \$4.40 ■ 5.30 / 6L+€° 3IM
Z savt g *



Man •

Free Shipping to United States via China Post Registered Air

EstmailM DcE" Time 15-40 day* (ships out with in 15 buamtss

物U Sv

H0.9% Posrtwe gjwcic

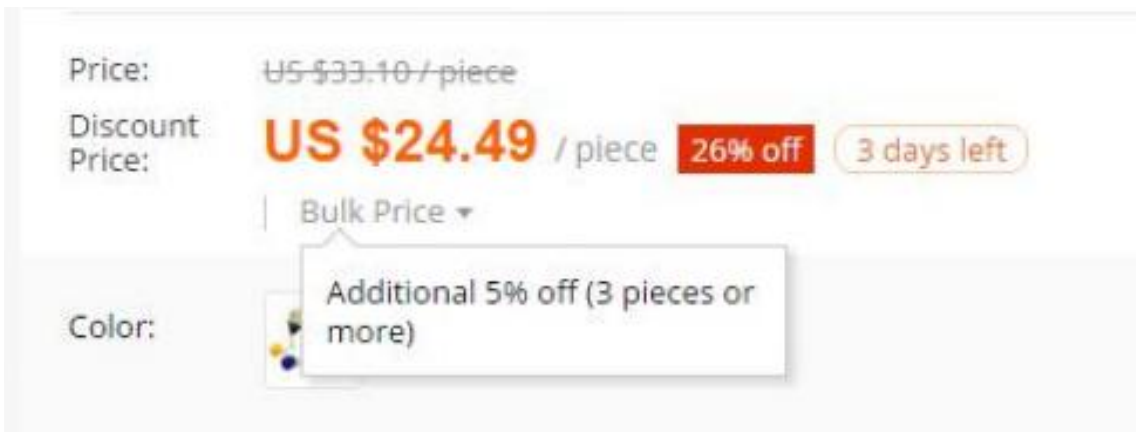
D«UttX \$*llH rating ▼

VHii Store

Add lo Uy Favonte Stores *

举例

为刺激买家购买，一定数量及以上产品(重量在物流规定范围内)使用批发价(Bulk Price),在单件原价基础上给予2%-10%的折扣，实际是将一部分国际物流费用优惠的部分让利给客户。



参考竞品价格

【例】小明发布一款鳄鱼纹牛皮钱包，原先售价\$23.99 ,上架一月,无人问津。
在平台上搜索发现竞品价格如图所示：



Luxury Cowhide Women Wallets Crocodile Texture Genuine Leather Handbag Long Style Women's Wallet Clutch Female Purse Card Holder

★★★★★ 100.0% of buyers enjoyed this product! (1 votes) | 1 order

Price: **US \$18.75** / piece
Bulk Price ▾

Color:



Shipping: **Free Shipping to United States via ePacket** ▾
Estimated Delivery Time: 5-15 days (ships out within 7 business days)

Quantity: piece (172 pieces available)

Total Price: Depends on the product properties you select

[Buy Now](#) [Add to Cart](#)

 Top-rated Seller



100% Positive feedback
Detailed seller ratings ▾

[Visit Store](#)

[Add to My Favorite Stores](#) (7)

卖家分析

- 该产品拿货价格为1-4个,每个40元; 5-14个 ,每个37元; 15个及以上, 每个35元。国内物流为10元。产品包装后重量为120克, 根据物流商与卖家达成的合作, ePacket方式寄到美国的价格为19.8元, 产品无需另外包装, 但是最外层包装袋得更换新的, 费用为0.8元/个。
- 因此, 以最小采购量计, 该产品的成本为 $40+10+18.8+0.8=69.6$ 元。
- 以\$18.75的售价, 扣除平台佣金后, 按汇率6.0折算成人民币, 还有37.2元利润。
- 卖家觉得该利润属于可接受的范围, 竞品未打折, 卖家认为为保留促销能力, 暂不设置比卖家更低的价格, 以免恶性竞争。于是按竞品价格修改自身产品价格为\$18.75。

巧用价格临界点

买家在购物时，心里会有预算，会以数字0或5作为价格的临界点，如果产品价格设为\$10，不如设为\$9.99，会让买家觉得没有超过预算，下单会更加干脆。

服装鞋包行业

图片优化

规范
要求



产品图片统一规范

1. 建议背景底色为白色或纯色,图片尺寸800*800及以上,图片横向和纵向比例建议1:1-1:1.3之间
2. 图片要求无边框和水印,不允许拼图
3. LOGO统一放在图片左上角

女装

要求

1. 无杂乱背景,统一背景底色,最好是白色或者浅色底,(注:除有统一背景的品牌店铺,且整个店铺的商品有定位,呈现出一定的调性)

正确示例(✓)



错误示例(×)



2. 图片上除了英文logo统一放在左上角,不允许放置任何尺码、促销、水印,文本等信息



3. 图片主体比例要求占整个图片70%以上,禁止出现任何形式的拼图,尤其是商品多色使用多宫格的展示方式.(注:多sku商品平台会通过另外的方式实现买家端的展示。)

4. 建议上传六张图片,顺序依次为:模特或实物正面图、背面、侧面、细节图



男装

要求

1. 主图像素必需大于800*800,尺寸必须为正方形
2. 主图不允许拼图

3. 商品图片建议上传5-6张,第一张为衣服(或模特)正面图,第二张为衣服背面图,第三张为侧面图(如有),再加一到两张细节图和一张商品实拍图

4. 商标所有人可将品牌LOGO放置于主图左上角,大小为主图的1/10寸
5. 图片上不允许出现中文字体,水印,促销信息等

正确示例(√)



错误示例(×)



童装

要求

1. 图片背景要求白底,或纯色背景,但要求店铺统一背景风格,模特居中展示需要占主体70%以上,不允许有杂乱背景展示,不允许加边框和中文水印,LOGO统一放在左上角

正确示例(√)



错误示例(×)



2. 允许两张拼图,左图模特右图实物图,但不允许三张以上的拼图



3. 实特图可以平铺,但背景色和风格必须统一,且主图中只能出现一张主体图片



4. 主图建议为正方形,800*800,建议上传6张图片,第一张为正面图,第二张侧面图,第三张背面图,第四至五张产品的细节图,第六张实物图



婚纱礼服

要求

1. 主图像素必需大于等于800*800
2. 主图背景建议为浅色、纯色或是白色

3. 主图须达到6张,第一张为正面全身图,第二张为背面全身图,且不得少于3张细节图

正确示例(√)



错误示例(×)



4. 主图中的真人模特,必须露出头和脸,禁止将头剪裁掉或是在脸部出现马赛克



5. 主图不得拼接,不得添加边框;不得出现除店铺编号以外的水印(水印必须是浅色),不得包含促销、夸大描述等文字说明,该文字说明包括但不限于秒杀、限时折扣、包邮、*折、满*送*等;品牌LOGO放置于主图左上角



6. 产品大小占图片比例80%以上;多色产品主图禁止出现九宫格



鞋

要求

正确示例(√)

错误示例(×)

1. 图片背景简单（自然场景）或者纯白底，以不妨碍商品主体为唯一原则;建议不要用深色背景以及光线较暗的实拍图片



2. 重点展示单只或者一双鞋子（占据图片60%以上的地方）



3. Logo固定在图片左上角,且Logo不宜过大,最好整店保持统一,鞋子上不能出现水印



4. 图片上不能出现多余文字,严禁出现汉字,不能出现任何促销信息



5. 图片不要自己打图标或者加边框



6. 图片尺寸800*800及其以上,图片长宽比例保持1:1,图片数量必须5张以上



7. 不要用拼接的图片



8. 多颜色展示(每张只展示1种颜色,我们会上线List页面展示SKU颜色的功能,不需要在一张图片上展示多种颜色)



包

要求

1. 主图像素大于等于800*800,正方形等比例为佳,背景清晰,以不妨碍商品主体为唯一原则;推荐白底或纯色底背景,避免杂乱、非商品实物、深色背景、其他类目商品背景等

正确示例(√)



错误示例(×)



2. 图片中不得出现除品牌外的中文字,不得加水印、不得出现文字说明 (SKU\款式\价格\尺寸) 等牛皮癣



3. 主图主体必须唯一,主体清晰,细节可观,不得出现九宫格、产品堆叠等情况;避免对主图添加边框,避免多图拼接



4. 主图主体大小占整体图片2/4-3/4,居中摆放,正面为佳,必须完整出现单一商品主体;避免主体过大或过偏而造成商品被折扣标或者LOGO遮挡,主体过小或不完整而造成商品细节展示不全;

AOKANG 奥康



SMILYAN



5. 品牌LOGO统一居于产品左上角,LOGO不建议过大,建议以英文为优

HERALD FASHION



6. 主图第一张不建议选择模特图片或背带图片,特别是无法展示商品整体的模特图

smilyan



7. 图片数量建议5张以上,可包括包各面图(六面最佳,至少正反面),身细节图,包内部细节图等

HERALD FASHION



配饰

要求

1. 主图像素必需大于800*800,尺寸建议为正方形
2. 主图不允许出现九宫格
3. 商品主图建议不得少于5张组成,第一张为商品正面图,第二张为侧面图
4. 主图主体数量不宜过多,主体清晰,不得添加边框;因为拍照造型需要在一张图片中出现多个产品是可接受的;但不允许出现拼图
5. 商标所有人可将品牌LOGO放置于主图左上角
6. 图片上不允许出现中文字体

正确示例(✓)



错误示例(×)



营销图：又称第7张图，仅服饰行业类目下才会展现，非必填。若已上传营销图，则在搜索或者推荐list中展示营销图；若未上传则默认展示商品图片的第一张主图。

[点此查看营销图详细规范要求](#)

如何优化产品图片

除了根据各类要求进行图片选取外，卖家想要打造优秀的主图必须符合以下三个条件：图片背景简介，产品主题突出；掌握颜色搭配技巧；搭配文字简洁明了。在具体的打造中要从两方面入手

(1) 前期拍摄:

①各类拍摄器材准备

适合拍摄静物的相机（最好有微距功能）、三脚架、灯（室内拍摄必备，建议准备 3 只以上的照明灯）等。如果条件允许，可以直接购买专业摄影背景布或纸，如果经费有限，可购买全开白卡纸来制作简易背景。

②产品摆件准备

产品为小件时，可先用纸箱做摄影台，然后将白卡纸铺在纸箱上，再根据自家产品的特点慢慢进行摆拍；产品为服装时，如有模特，先将服装的褶皱整理好，再让模特穿戴并调整好之后，再进行拍摄(此时可将白卡纸贴在白墙做拍摄背景)；如果没有模特，还是要先整理好，然后平铺在摄影台上进行拍摄；如果产品是纯白色婚纱类，通过打光也还是不能避免阴影时，建议先采用纯蓝色背景进行拍摄，后期通过软件进行背景置换。

③拍摄

首先要多拍，寻找灵感和手感，更好的诠释产品，要注意，必须能够挑选出至少 1 张主图，6 张辅图；然后多角度尝试(服装类商品除外)，从多个角度进行拍摄才能对比出产品最好的一面；包括微距拍摄(适合部分小巧玲珑的产品)：如果有 100mm 或 60mm 左右微距镜头，可以使用点测光、大光圈进行拍摄

(2) 图片后期处理及注意要点

①拒绝杂质

速卖通产品图片背景要求为白色或纯色。全白背景看似简单,但是由于灯光、阴影、角度等因素的影响,其实很难拍出好效果,图片中常常有各种各样的杂质,因此需要后期利用 **Photoshop** 进行处理。

②多图、细节图

无线端通过手势左右滑动查看商品的多张主图非常方便,但是查看描述页面需要再次点击,因此建议充分利用好主图,通过多图、细节图尽量让买家通过主图就能大致了解商品的基本情况

③不要加水印、文字及边框

建议商品的图片上不要加文字、水印。因为水印影响图片的美观，图片上加文字在无线端可能根本看不清楚是什么，放了意义不大，反而影响美观。店铺和品牌的 **LOGO**，可以放在左上角，以不挡住商品为基本要求。

④控制图片的文件大小

无线端的买家在访问的时候，网络情况不稳定，可能出现打开、加载缓慢的情况，买家又不一定有耐心等待加载完成。因此，我们可以在保证清晰度的情况下，图片存成 K 数最小，可以尝试在 **PS** 中将图片存成 **web** 格式，并且通过调整品质的数字获得清晰度和 k 数之间的最佳值。

最后，商品图片优化完成后，请一定要在速卖通无线端看看真实的展示效果，以便判断是否需要进一步优化