

## CREATE GREAT PRODUCT DETAIL PAGES

**The way you present your products influences a customer's decision to buy your product on Barkmall. Provide clear and concise product information in a consistent format to attract customers to your products.**

Following these guidelines will also ensure that our customers have an excellent shopping experience on Barkmall. We reserve the right to block or modify any catalogue/BSIN data that is deemed to be in violation of these guidelines or its policies. In addition, sellers that upload catalogue/BSIN data that is in violation of these guidelines could have their selling privileges revoked.

**Note:** If your products do not have all the following types of information, they may be suppressed from the website.

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## Quick Start Guide

<b>Title</b>	<ul style="list-style-type: none"> <li>• Capitalize the first letter of each word.</li> <li>• Do not capitalize conjunctions (and, or, for), articles (the, a, an), or prepositions with fewer than five letters (in, on, over, with).</li> <li>• Use numerals (2 instead of two).</li> <li>• State the number of items in a bundled product (pack of 10).</li> <li>• Keep the title under 200 characters, but make sure to include critical information.</li> <li>• Use only standard text, since special characters or symbols like © will not display in the title.</li> <li>• Do not include price and quantity.</li> <li>• Do not use ALL CAPS.</li> <li>• Do not include information about yourself or your company. If you own the brand, put your brand information in the brand field.</li> <li>• Do not include promotional messages, such as "sale" or "free ship."</li> <li>• Use your seller name as the Brand or Manufacturer only if your product is Private Label.</li> <li>• Do not include subjective commentary, such as "Hot Item," or "Best Seller."</li> </ul> <p><b>Suggested Structure:</b> Brand + Product Name + Size + Flavour/Colour/Special Features + Quantity</p> <p><b>Example:</b> Hill's Science Diet Dog Food, Weight-Control, 5-Pound, Chicken, 2-Pack</p> <p><b>Example:</b> Heartgard Plus Chew for Dogs, 51-100 lbs, (Brown Box)</p> <p><b>Example:</b> Frisco Bird Teaser with Feathers Cat Toy</p> <p><b>Example:</b> Wagner's Four Season 100% Black Oil Sunflower Seed Wild Bird Food</p>
<b>Brand</b>	<ul style="list-style-type: none"> <li>• A unique and identifiable, symbol, association, name or trademark which serves to differentiate competing products or services</li> <li>• A name used to distinguish one product from its competitors that can apply to a single product, an entire product line, or a company</li> <li>• A name or symbol used to identify a seller's goods or services, and to differentiate them from those of competitors</li> </ul> <p><b>Example:</b> Hill's Science Diet</p>
<b>Manufacturer</b>	<ul style="list-style-type: none"> <li>• A business engaged in manufacturing a product</li> <li>• Anyone who manufactures a product</li> </ul> <p><b>Example:</b> Hill's Pet</p>

	<p><b>Note:</b> Do not use your seller name as the Brand or Manufacturer, unless your product is Private Label.</p>
<p><b>Key benefits/features (bullet points)</b></p>	<ul style="list-style-type: none"> <li>Highlight the top five features that you want customers to consider. <b>For example:</b> <ul style="list-style-type: none"> <li>Supporting health benefits</li> <li>Dimensions, form, key materials or ingredients</li> <li>Fresh ingredients</li> <li>Breed, size, life stage (age) appropriateness</li> <li>Country of origin</li> <li>Warranty information</li> <li>Season appropriateness</li> </ul> </li> <li>Begin each bullet point with a capital letter</li> <li>Write in fragments and do not include ending punctuation</li> <li>Write all numbers as numerals</li> <li>Separate phrases in one bullet with semicolons</li> <li>Spell out measurements, such as centimetre, meter, kilogram, gram, quart, inch, or feet</li> <li>Consider to include a FAQ section answering questions buyers are likely to ask such as for example only:           <ul style="list-style-type: none"> <li>Where is this manufactured ?</li> <li>Where are the ingredients sourced?</li> <li>Has this [species/breed] [product type (e.g. food, bedding, toy) ever been recalled?</li> <li>What is the size of the [product aspect (e.g. kibble, bed length, etc.)]?</li> <li>How many cups are in a bag?</li> <li>Can I feed this food to my puppy or senior dog?</li> </ul> </li> <li>Do not use hyphens, symbols, periods, or exclamation points</li> <li>Do not write vague statements; be as specific as possible with product features and attributes</li> <li>Do not enter company-specific information; this section is for product features only</li> <li>Do not include promotional and pricing information</li> <li>Do not include shipping or company information. Barkmall policy prohibits including seller, company, or shipping information</li> </ul>
<p><b>Product description</b></p>	<ul style="list-style-type: none"> <li>Describe the major product features, such as size, style, and what the product can be used for</li> <li>If the product is pet food, pet treat, pet supplements, or other pet consumable provide:           <ul style="list-style-type: none"> <li>Full ingredients list</li> <li>Caloric content</li> <li>Ingredient's guaranteed analysis (e.g. crude protein, crude fat, etc)</li> <li>Feeding instructions (weight, amount), transition instructions</li> <li>Formula</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• If the product is not food or consumable, provide: <ul style="list-style-type: none"> <li>○ Size</li> <li>○ Materials</li> <li>○ Instructions</li> <li>○ Colour</li> <li>○ Weight</li> </ul> </li> <li>• If the product is pet medicine whether requiring veterinary dispensing or not, provide: <ul style="list-style-type: none"> <li>○ Detailed description as per manufacturer</li> <li>○ Uses</li> <li>○ Possible side effects</li> <li>○ Drug &amp; food interactions</li> <li>○ Precautions</li> <li>○ Dosage charts (including if necessary colour on packaging, weight ranges, strength, dosage, or other guidelines)</li> <li>○ Detailed instructions including recommended dosage (if any) and storage instructions</li> </ul> </li> <li>• Include accurate dimensions, care instructions, and warranty information</li> <li>• Use correct grammar, punctuation, and complete sentences</li> <li>• Do not include any of the following types of information: <ul style="list-style-type: none"> <li>○ Seller name</li> <li>○ E-mail address</li> <li>○ Website URL</li> <li>○ Company-specific information</li> <li>○ Details about another product that you sell</li> <li>○ Promotional language such as "SALE" or "free shipping"</li> </ul> </li> </ul>
<b>Images</b>	<p>The best product images will:</p> <ul style="list-style-type: none"> <li>• Have a pure white backgrounds</li> <li>• Have at least 1,000 dpi, so that it won't turn blurry or fuzzy when customers zoom in on your image or view it on their mobile devices</li> <li>• Show the entire product, and have the product occupy at least 80 percent (80%) of the image area</li> </ul> <p>Include only what the customer will receive If you image includes any of the following elements, you may receive a quality alert on your listing:</p> <ul style="list-style-type: none"> <li>• Borders, watermarks, text, or other decorations</li> <li>• Coloured backgrounds or lifestyle pictures</li> <li>• Drawings or sketches of the product</li> <li>• Accessories or additional products not included in the offer</li> <li>• Image placeholders, such as "no image available" text. Barkmall will provide a placeholder if you do not have an image for your product.</li> <li>• Promotional text, such as "SALE" or "free shipping"</li> <li>• Multiple colours of the same product</li> </ul>

## Product Titles (item names)

Your product title along with the thumbnail image is the first information customers see when visiting your detail pages. It should provide customers with sufficient information that encourages them to continue looking at the product offerings.

Good titles help customers identify and differentiate products. Barkmall uses words in the product title to display your products in search results (both on Barkmall and on external search engines), on Barkmall's browse pages, on the product detail page and in Barkmall's automated and personalisation features. Here are some of the dos and don'ts for creating a good product title:

Do	Do Not
<ul style="list-style-type: none"> <li>• Provide a short and informative title that helps customers quickly identify the product</li> <li>• Limit to 200 characters (note: The maximum character limit may be higher, however, we advise you to limit to 200 characters)</li> <li>• Capitalize the first letter of each word except: the, and, or, for, a, an, in, over, with</li> <li>• Write numbers as numerals (2 instead of two)</li> <li>• For more information on how to include units of measure, please refer to <a href="#">Appendix B</a></li> </ul>	<ul style="list-style-type: none"> <li>• Do not use HTML tags (such as &lt;/p&gt;) or special characters not on a standard example</li> <li>• Do not use other Type 1 High ASCII characters) or symbols (such as ! * \$ ?)</li> <li>• Do not use all capitals: THEY MAKE CONTENT HARD TO READ</li> <li>• Do not capitalize: <ul style="list-style-type: none"> <li>○ Conjunctions (and, or, for)</li> <li>○ Articles (the, a, an)</li> <li>○ Prepositions with fewer than five letters (in, on, over, with, etc.)</li> </ul> </li> <li>• Do not include: <ul style="list-style-type: none"> <li>○ Promotional messages such as "sale"</li> <li>○ Subjective or time-sensitive comments i.e. "great value" or "hot this year"</li> <li>○ Too much information. Titles should contain the minimum information needed to identify the item. More information makes it hard for customers to scan and identify items, and may harm your search results (see Search Keywords section above)</li> <li>○ Include price or availability</li> <li>○ Product features, product descriptions, or possible product uses (only allowed in Bullet Points)</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>Do not use your seller name for Brand or Manufacturer information, unless your products brand name is the same as your seller name*</li> <li>Do not use subjective adjectives such as "awesome" or "great"</li> <li>Do not add different available variations to the title name (for example, availability of products in multiple colours)</li> </ul>
<p><b><u>Good Examples:</u></b></p> <p>Hill's Science Diet Dog Food, Weight-Control, 5-Pound, Chicken, 2-Pack</p> <p>Wagner's Four Season 100% Black Oil Sunflower Seed Wild Bird Food</p>	<p><b><u>Bad Examples:</u></b></p> <p>Best FOR YOUR DOG Hill's Food, on sale 100% guaranteed satisfaction!</p> <p>Wagner's Black Sunflower Seed Wild Bird Food for Macaws, Parrots, small birds, large birds, your birds *** by MY COMPANY ABC123 ***</p>

**\* Important**

Do not attempt to get around these rules by changing your product's brand name to "#1 Best Seller" or other similar term. This is strictly prohibited.

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## Key Product Features

These short phrases summarise a product's key features as well as convey what is unique about a product. A customer should be able to identify your product and its purpose. Product features bullet points are displayed on the product detail page above the product description, and Barkmall uses them to search and display your products. They help customers evaluate a product. Include only relevant information to your product. The first Product Features bullet point should present the product's most important/distinguishing feature and its benefits. Subsequent Product Features bullet points should provide additional features/benefits in order of importance.

Do	Do Not
<ul style="list-style-type: none"> <li>• Limit to 100 characters per bullet point</li> <li>• Keep the information factual, descriptive, accurate and quantifiable</li> <li>• Describe the most important features or attributes of the product and the benefit that each feature brings to the customer</li> <li>• Include product dimensions where relevant</li> <li>• Include a list of products that are compatible with the item you are selling (if applicable)</li> <li>• Begin each bullet point with a capital letter</li> <li>• Check spelling and grammar</li> <li>• Keep information focused on the detail page product rather than related products sold separately except when referencing a product accessory. Example: "Compatible with Epson Series X, Y, and Z printers (sold separately)"</li> </ul>	<ul style="list-style-type: none"> <li>• Do not exceed 100 characters per bullet</li> <li>• Do not feel obliged to fill in all 5 fields or include too much information – 3 good bullet points are better than 5 weak ones</li> <li>• Do not use all capitals: THEY MAKE CONTENT HARD TO READ</li> <li>• Do not include: <ul style="list-style-type: none"> <li>○ Promotional messages such as "sale"</li> <li>○ Subjective or time-sensitive comments such as "great value" or "hot this year"</li> <li>○ Details specific to your listings, for example pricing, promotional or shipping information</li> </ul> </li> <li>• Do not use HTML tags or special characters not on a standard keyboard (for example or other Type 1 High ASCII characters) or symbols (such as ! * \$ ?)</li> </ul>
<u>Good Examples:</u>	<u>Bad Examples:</u>
	Key Benefits

<p>Key Benefits (premium food)</p> <ul style="list-style-type: none"> <li>• The #1 ingredient in this high protein, limited carbohydrate, and low fibre all life stage dog food is herring.</li> <li>• 98% of protein is from quality animal sources.</li> <li>• It's a low glycaemic formula so it's a great option for pets that need a food that won't spike blood sugar.</li> <li>• Contains no whole peas, legumes, meals or by-products.</li> <li>• Natural omega fatty acids promote healthy skin and coat while added pomegranate and berries are rich in antioxidants to help fight free radicals.</li> </ul> <p>Key Benefits (non-consumable – e.g. harness)</p> <ul style="list-style-type: none"> <li>• Made from a soft and breathable mesh fabric that will securely hug your pet while still being gentle on their skin</li> <li>• This harness is made with an easy step-in style which is perfect for pets who hate putting harnesses on over their heads</li> <li>• Harness attaches to your pet with double the security. You can adjust the whole fit of the harness using the fuzzy fastener strap located in the back and additional security is provided by the snap-in buckle.</li> <li>• Sturdy 2-D rings are included to easily attach your leash</li> <li>• Made with high quality fabric that is light and sturdy, perfect for letting air flow through on warm days</li> </ul> <p>Key Benefits (veterinary prescription diet)</p> <ul style="list-style-type: none"> <li>• Formulated to support your pup's overall digestive wellness.</li> <li>• This low fat food is created with highly digestible protein.</li> <li>• Actively promotes healthy digestion while ensuring proper nutrient absorption.</li> <li>• ActivBiome+ technology activates beneficial gut bacteria and a healthy microbiome balance.</li> </ul>	<ul style="list-style-type: none"> <li>• Unique design</li> <li>• A great deal from ABCDE</li> <li>• Stand out from the crowd</li> <li>• This is the best for you</li> <li>• No. 1</li> </ul>
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<ul style="list-style-type: none"> <li>• Prebiotic blend aids in regular bowel movements and gastrointestinal health.</li> </ul> <p>Key Benefits</p> <ul style="list-style-type: none"> <li>• Complete and balanced colour-enhancing diet</li> <li>• Contains patented ProCare vitamin blend</li> <li>• Protects against stress and disease</li> <li>• Will not cloud water when used as directed</li> <li>• In addition, these slow-sinking granules bring color-enhancing nutrition to mid-water and bottom-feeding fish</li> </ul>	
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## Product Descriptions

A clear, concise, accurate and factual product description helps customers decide if a product meets their needs. Product descriptions are on the product detail page and is used by Barkmall to display your products in search results.

We recommend the product description include the following:

- Manufacturer or Brand Name
- Product Model Number and Name
- Brief summary of the features in the Product Features bullet points
- Additional product benefits
- Key applications and industries where the product is commonly used.
- If the product is pet food, pet treat, pet supplements, or other pet consumable provide:
  - Full ingredients list
  - Caloric content
  - Ingredient's guaranteed analysis (e.g. crude protein, crude fat, etc)
  - Feeding instructions (weight, amount), transition instructions
  - Formula
- If the product is not food or consumable, provide:
  - Size
  - Materials
  - Instructions
  - Colour
  - Weight
- If the product is pet medicine whether requiring veterinary dispensing or not, provide:
  - Detailed description as per manufacturer
  - Uses
  - Possible side effects
  - Drug & food interactions
  - Precautions

- Dosage charts (including if necessary colour on packaging, weight ranges, strength, dosage, or other guidelines)
- Detailed instructions including recommended dosage (if any) and storage instructions

Do	Do Not
<ul style="list-style-type: none"> <li>• Limit to 100 characters per bullet point</li> <li>• Provide as much factual, descriptive, accurate and clear information as possible -- <b>avoid marketing-speak</b> and instead <b>use an informative and authoritative tone</b></li> <li>• Limit to 2,000 characters</li> <li>• Include: <ul style="list-style-type: none"> <li>○ The brand name, series and model number in the first sentence where applicable, even if they already appear in the product title</li> <li>○ Model numbers of products your item is compatible with</li> </ul> </li> <li>• Describe: <ul style="list-style-type: none"> <li>• The product's key features, including size, colour, and compatibility where applicable.</li> <li>• The benefit(s) in language that can be understood by a wide range of customers</li> <li>• Capitalize only the first word of a sentence, or proper nouns</li> <li>• Use correct spelling and grammar</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Do not write about anything but the product for sale; this is your opportunity to tell the customer about the product they are buying</li> <li>• Use industry jargon</li> <li>• Do not include: <ul style="list-style-type: none"> <li>• Promotional messages such as "sale"</li> <li>• Subjective or time-sensitive comments such as "great value" or "hot this year"</li> <li>• Any web or email addresses</li> <li>• Do not use any HTML other than &lt;p&gt; and &lt;/p&gt;, and</li> <li>• Do not use special characters not on a standard keyboard for example ® © ™ or other Type 1 High ASCII characters)</li> </ul> </li> </ul>
<p><b><u>Good Example:</u></b></p> <p>Key Benefits (veterinary prescription diet)</p> <p>Show your best furry friend's tummy a little extra love with Hill's Prescription Diet i/d Digestive Care Low Fat Chicken Flavour Dry Dog Food. This yummy kibble is fortified with Hill's ActiveBiome+ ingredient technology, which regulates crucial gut bacteria in the microbiome to support overall digestive wellness and nutrient absorption. With the addition of ginger, omega fatty acids, and prebiotic fibre, your pup's bowel movements and gastrointestinal health will feel nourished and cared for.</p> <p><b>Key Benefits</b></p>	<p><b><u>Bad Example:</u></b></p> <p>This is a tasty veterinary food for your dog stomach.</p> <p><b>Key Benefits</b></p> <ul style="list-style-type: none"> <li>• Tasty</li> <li>• From vets</li> <li>• Good for your dog</li> </ul> <p>This is the best offer, only available *** FROM OUR COMPANY ABCD_XYZ LTD ™ *** call us now at 1234-5678</p>

- Formulated to support your pup's overall digestive wellness.
- This low fat food is created with highly digestible protein.
- Actively promotes healthy digestion while ensuring proper nutrient absorption.
- ActivBiome+ technology activates beneficial gut bacteria and a healthy microbiome balance.
- Prebiotic blend aids in regular bowel movements and gastrointestinal health.

**Veterinary Authorization [Note: this part automatically appears for veterinary products]**

This item needs authorisation from your veterinarian. Simply provide your pet and vet clinic information at Checkout and we'll follow up with your veterinarian to confirm. If you have a copy of your authorisation, you can expedite the process by uploading a scan or photo of it to the Prescriptions section in your account or your order confirmation. You can also email it to [vetdiet@barkmall.com](mailto:vetdiet@barkmall.com).

**Diet Transitioning**

Pets can be sensitive to sudden changes in their diets. For this reason, it is extremely important to follow a gradual transition plan to best support your pet's health and product effectiveness. Ask your Veterinarian about the best way to transition your pet to a new food.

**Nutritional Info [tab 2]**

**Ingredients**

Flavour Name: Brewers Rice, Corn Gluten Meal, Chicken Meal, Chicken By-Product Meal, Chicken Flavor, Flaxseed, Chicken Fat, Ground Pecan Shells, Pork Liver Flavor, Lactic Acid, Fish Flavor, Ginger, Dried Beet Pulp, Iodized Salt, Potassium Citrate, Dried Citrus Pulp, Potassium Chloride, Choline Chloride, Calcium Sulfate, Dicalcium Phosphate, Glyceryl Monostearate, Pressed Cranberries, vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Niacin Supplement, Thiamine Mononitrate, Vitamin A Supplement, Calcium Pantothenate, Riboflavin Supplement, Biotin, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Folic Acid, Vitamin D3

Supplement), L-Lysine, Taurine, minerals (Ferrous Sulphate, Zinc Oxide, Copper Sulphate, Manganous Oxide, Calcium Iodate, Sodium Selenite), Magnesium Oxide, Mixed Tocopherols for freshness, Natural Flavours, L-Carnitine, Beta-Carotene.

#### Caloric Content

300 kcal/cup

#### Flavour Name:

##### Guaranteed Analysis

CRUDE PROTEIN	21.0% min
CRUDE FAT	5.0% min
CRUDE FAT	9.0% max
CRUDE FIBER	4.0% max
CALCIUM	0.5% min
CALCIUM	1.1% max
PHOSPHORUS	0.4% min
PHOSPHORUS	0.9% max
OMEGA-3 FATTY ACIDS	0.3% min

#### Feeding Instructions

Weight	Daily Feeding (cups)
5 LBS	2/3
10 LBS	1 1/8
15 LBS	1 5/8
20 LBS	2
30 LBS	2 2/3
40 LBS	3 1/4
50 LBS	4
60 LBS	4 1/2
70 LBS	5
80 LBS	5 1/2
100 LBS	6 1/2
120 LBS	7 1/2

#### Transition Instructions

Pets can be sensitive to sudden changes in their diets. For this reason, it is extremely important to follow a gradual transition plan to best support your pet's health and product effectiveness. It is recommended to follow at least a 7-day transition plan before exclusively

feeding your pet a new food. Start by mixing 75% of your pet's current diet with 25% of the new diet on Day 1 and Day 2. On Day 3 and Day 4, mix 50% of the current diet with 50% of the new diet. On Day 5 and Day 6, mix 25% of the current diet with 75% of the new diet. On Day 7, you can feed your pet the new food exclusively. Ask your Veterinarian about the best way to transition your pet to a new food.

Transition Day	Current Diet	New Diet
DAYS 1-2	75%	25%
DAYS 3-4	50%	50%
DAYS 5-6	25%	75%
DAY 7	0%	100%

## Search Keywords

Search keywords are the words that helps customers find your product when they search on Barkmall.com. Search Keywords do not affect searches on external search engines (such as Google). The content you provide in the item name and brand name fields in Seller Central product feeds are used as the search keywords. Search keywords can include features of the product not mentioned elsewhere, alternate names, and descriptive synonyms.

Do	Do Not
<ul style="list-style-type: none"> <li>• Provide additional keywords if your product title does not already include the word or phrase, and you think interested customers are likely to be searching for that word or phrase.</li> <li>• For example: <ul style="list-style-type: none"> <li>○ <b>Product title:</b> Hill's Science Diet Dog Food, Weight-Control, 5-Pound, Chicken, 2-Pack</li> <li>○ <b>Suggested search terms:</b> science diet, prescription diet, veterinary</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Do not add words already in the product title or brand name. These will be picked up automatically</li> <li>• Do not include: <ul style="list-style-type: none"> <li>○ Misspelled product names, or variants of spacing, punctuation or capitalisation (for example both 12KG and 12 KG)– the Barkmall search engine includes these types of variations in search results</li> </ul> </li> </ul>

<p>prescription dog food, chicken flavour dog food</p> <ul style="list-style-type: none"> <li>○ <b>Product title:</b> FurHaven NAP Ultra Plush Orthopaedic Deluxe Cat &amp; Dog Bed w/Removable Cover</li> <li>○ <b>Suggested search terms:</b> soft dog bed, Orthopaedic cat bed, bolster dog bed, water resistant dog bed, washable cover</li> </ul> <ul style="list-style-type: none"> <li>• List compatible models if relevant</li> </ul>	<ul style="list-style-type: none"> <li>○ Subjective terms, such as "best", or time-sensitive statements, such as "on sale" or "available now"</li> <li>○ Generic terms such as "essentials"</li> <li>○ Include information that misrepresents the product, such as a competing brand name</li> </ul> <ul style="list-style-type: none"> <li>• Do not worry about words in upper case or lower case as our search engine is case-insensitive, which means it doesn't matter if the customer searches for "CAT FOOD" or "cat food"</li> <li>• Repeats keywords already in product title (dog bed, harness, dog food)</li> </ul>
<p><b><u>Good Examples of appropriate search terms for items with titles above provided:</u></b></p> <p>Chicken flavour dry dog food 5lb dog food Suitable for puppies Veterinary prescription diet Diet food for dog Weight control food</p>	<p><b><u>Bad Examples of improper search terms for items with titles above provided:</u></b></p> <p>Hills science diet dog food 5 POUND 5LB 5lb Dog Food Dry food</p>

## Search and Browse Refinements

Refinements are the additional filters that you see in the left column when shopping through different categories at Barkmall, after you either search for a term or browse through the Barkmall website. The deeper you navigate through the departments, the more specific the refinements get to that sub-department). This refined set of results, whether used alone or with search keywords, helps customers search for very specific set of items allowing them to filter through large amounts of products to find options suitable to their needs. To ensure that your product is displayed when the customer filters by a refinement, provide data for refinement when you upload your products (whether in bulk or in other methods).

**The more data you add, the more easily customers will be able to find your products, and the more likely they will be to buy it.**

## Image Guidelines

Images are displayed on the product detail page, in search results (both on Barkmall and on external search engines) and browse pages and in our automated and personalisation features. Good product images are a key component in customer purchasing decisions. There are different requirements for main images (the image

that appears in search results and as the default image on the detail page) and secondary images (images that appear under the “Click/Roll over for larger image and other views” option below the main image on the detail page). Both main and secondary images should be representative of the Product Description and Product Features bullet points.

Do	Do Not
<ul style="list-style-type: none"> <li>Choose accurate and clear images to represent the product</li> <li>Show the main product image against a pure white background</li> <li>Show the main product only and not accessories or other items in the box</li> <li>Use an image with a pure white background</li> <li>Create images with 300-dpi minimum; 1,000-dpi images are preferred</li> <li>You may also use your original video as <i>secondary</i> images</li> </ul>	<ul style="list-style-type: none"> <li>Do not include:</li> <li>Text, logos, watermarks, price tags, or graphs of product ratings</li> <li>A background or border on the main image (it's OK for other images)</li> <li>Images of compatible products. For example if you are selling pet beds, do not picture them with pet toys in them.</li> <li>Show multiple identical items in the same image even if the product contains more than one of the same item</li> <li>Show multiple views of the product in the main image</li> <li>Show images of used images</li> <li>Use sketches or image placeholder in lieu of a product image</li> </ul>

### Technical Specification

- Minimum resolution 72 pixels per inch; minimum size 1000 pixels on the longest side (up to maximum of 2000 pixels)
- Product should fill at least 80% of image
- The images must be in one of the supported formats: JPEG (.jpg), TIFF (.tif), or GIF (.gif). Preferred file format: JPEG (.jpg)
- RGB colour mode
- Background with HTML/RGB colour code of 255, 255, 255
- There must not be any spaces or non-standard characters in the image URL
- For additional imaging guidelines see [Appendix A](#) →

### Main Images

<b>Required</b>	<ul style="list-style-type: none"> <li>The main image must have a pure white background</li> </ul>
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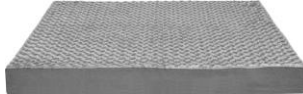

	<ul style="list-style-type: none"> <li>• The image must be the cover art or a professional photograph of the product being sold.</li> <li>• The image must be in focus, professionally lit and photographed or scanned, with realistic colour, and smooth edges.</li> <li>• For all the other products main images should fill at least 80% (85% preferred) or more of the image frame</li> <li>• The entire product must be in the image frame.</li> <li>• For products that belong to a variation family, select a representative product and remove all product-level information (such as size, EAN/UPC, or other identifiers) from the image so that the image can be applied to the parent product and all associated products.</li> </ul>
<b>Prohibited</b>	<ul style="list-style-type: none"> <li>• Drawings or illustrations of the products are not allowed.</li> <li>• The image must not contain confusing additional objects.</li> <li>• Jewel cases, and promotional stickers are not allowed.</li> <li>• The image must not contain additional text, graphics, or inset images.</li> <li>• The image must not contain pornographic, obscene or offensive materials.</li> <li>• Multiple images of the same product are not allowed.</li> </ul>

### Secondary Images



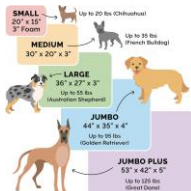
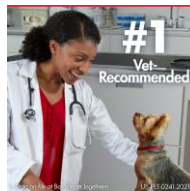
<b>Required</b>	<ul style="list-style-type: none"> <li>• The image must be of, or pertain to, the product being sold.</li> <li>• The image must be in focus, professionally lit and photographed or scanned, with realistic colour, and smooth edges.</li> <li>• Other products or objects are allowed to help demonstrate the use or scale of product</li> <li>• The products and props should fill at least 80% (85% preferred) or more of the image frame</li> <li>• Cropped or close-up images are allowed.</li> <li>• Backgrounds and environments are allowed.</li> <li>• Text and demonstrative graphics are allowed.</li> <li>• Secondary images should be consistent with the product offered and the product description (i.e. if only 1 bottle of pet shampoo is being sold, do not show an image of a pack of 4 bottles of pet shampoo)</li> <li>• Include at least one secondary image, and up to 8 secondary images</li> </ul>
<b>Prohibited</b>	<ul style="list-style-type: none"> <li>• Images must not contain pornographic, obscene or offensive materials.</li> </ul>

### Example of Main Product Images



<p>Good Example</p>  <p>Main image</p>	<p>Bad Example</p>  <p>Main image</p>	<p>Good Example</p>  <p>Main image</p>	<p>Good Example</p>  <p>Main image</p>
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### Example of Secondary Images

<p>Good Example</p> <p><b>JUMBO</b> Sleep surface is 35" by 44"</p>  <p>Breeds up to 95 lbs German Shepherd, Husky, Golden Retriever</p> <p>Secondary image</p>	<p>Good Example</p>  <p>Secondary image</p>	<p>Good Example</p>  <p>Secondary image</p>	<p>Good Example</p>  <p>Secondary image</p>
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## Appendix A – Units of Measure in Titles, Descriptions and Bullets

In the Inventory File Template you are asked to enter the unit of measure (UOM) you plan to use for your products. This will prepopulate most of the units of measure for many of your entries. However, in certain cases, such as in your Product Titles, Product Features bullet points, and Product Descriptions, you will be asked to include the units of measure.

To ensure consistency for Barkmall's customers, we request you to follow the guidelines listed below:

- Use abbreviated units in your Product Title, Product Feature bullet points and Product Description unless otherwise directed within the Seller Central product data feeds

- Use singular form for abbreviated units of measurement. For example, do not add an “s” to mm, lb., or oz. to denote the plural form
- Use a comma in the thousandths place when formatting numbers equal to or greater than 1,000

#### Basic Barkmall Standards for Units of Measure

Table shown below is an example of some of the common units of measurements you can use for Product Titles, Product Features and Product Descriptions:

	Unit	Seller Input	Example
<b>Dimensional Units</b>	Feet	'	8'
	Inch	"	8"
	Yard	yd	8 yd
	Millimetres	mm	8 mm
	Centimetres	cm	8 cm
	Meters	m	8 m
<b>Weight Units</b>	Pound	lb.	8 lb.
	Ounces	oz.	8 oz.
	Grams	g	8 g
	Kilograms	kg	8 kg
	2 units of measure	Separate with a "/"	3.63 kg / 8 lb
<b>Liquid Volumes</b>	Millilitres	mL	8 mL
	Liters	L	8 L
<b>Size Units</b>	Tiny	Tiny	Tiny
	Toy	Toy	Toy
	Small	Small	Small
	Medium	Medium	Medium
	Large	Large	Large
	Extra Large	Extra Large	Extra Large
	Jumbo / Giant	Jumbo / Giant	Jumbo / Giant