



Questions to Unearth Your Product Tags

Help shoppers find your products by asking the following questions to unearth the product titles and tags. This is the best way to get buyers to your item(s) via search engines like Google and Bing.

Ask yourself the following questions about your creative goods:

1. What is it?
Eg. Print, bowl, jewelry or necklace.
2. What type? What is it exactly?
Eg. Cosmetic Ring, short sleeve shirt, cardigan sweater.
3. Audience? Who is it for?
Eg. Cat, pet, child or adult, boy or girl, man or woman
4. What is the main material?
Eg. Glass, 18K gold, metal, canvas, polyester, leather
5. What is the main color?
Eg. White and black, plaid, blue, paisley
6. What technique or method that was used to make it?
Eg. Embroided, hammered (Metal), spun, wood-buring
7. Where will the item be used?
Eg. Kitchen, hair, office, beach, garden, car, nursery
8. What is its size?
Eg. 9.5 (Shoes), 5x7 (Frame), 12mm, thin, medium length, thick
9. What style is it?
Eg. Contemporary, feminine, Gothic, French
10. What imagery or pattern are on the item?
Eg. Birds, Floral, paisley, animals, landscape.
11. Are there synonyms?
Eg. Compact mirror for mirror, pants for trousers, coffee for beverage, babies for Infants.
12. What is the flavor or scent?
Eg. Beauty and bath, foods, vanilla, vegetables
13. What era is it from?
Eg. Vintage, Modern, 1930's
14. What occasion is it for?
Eg. Wedding shower, Easter, Christmas, birthday
15. What is your Shop Name?
It is helpful to name your store something that describes what your store does, self-explanatory