

E-commerce Listing Fields & Requirements

1. Amazon Handmade Listing Fields & Requirements

Basic Product Information

Product Title (Required, Max: 200 characters)

Format: [Main Keyword] | [Primary Feature] | [Material] | [Size] | [Color] | [Handmade]

Example: Personalized Easter Basket Name Tag | 3D-Printed Custom Name | PLA Plastic | 4 Inches | Handmade

Brand Name (Required): The Maker Factory.

Manufacturer (Required): The Maker Factory.

Manufacturer Part Number (Optional): Use SKU if applicable.

Product ID (Not Required for Handmade)

Product Description & Keywords

Bullet Points (5 required, max 500 characters each)

1. Handmade custom Easter basket name tag, perfect for kids and holiday gifting.
2. Available in multiple colors and fonts for a personalized touch.
3. Durable PLA plastic, eco-friendly, and lightweight.
4. Made to order with fast shipping and quality craftsmanship.
5. Designed for Easter baskets, but can also be used as nameplates or tags.

Product Description (Required, Max: 2000 characters)

Detailed overview, materials, customization options, use cases, and care instructions.

Search Terms (Required, Max: 250 bytes, separated by spaces)

Example: personalized Easter tag custom basket tag kids gift 3D printed nameplate

Product Variants (If Applicable)

Parent SKU (Required if variations exist)

Variation Type: Color, Size, Material, or Customization

Child SKUs: Unique SKU for each variant

Attributes for Each Variation: Size, Color, Style, Price

Pricing & Inventory

Price (Required, Example: \$9.99 - \$12.99)

E-commerce Listing Fields & Requirements

Quantity Available (Required, Example: 100 in stock)

Handling Time (Required, Example: Ships within 3-7 business days)

Shipping & Fulfillment

Shipping Weight (Required, Example: 0.5 lbs)

Package Dimensions (Required, Example: 6x4x2 inches)

Shipping Options: Standard, Expedited, International

Images & Media

Main Image (Required, 1000x1000px, white background recommended)

Additional Images (Up to 8, lifestyle and close-up shots recommended)

Video (Optional, 45 sec max, high-resolution preferred)

2. Shopify Listing Fields & Requirements

Basic Product Information

Title (Required, Max: 255 characters)

Example: Custom Easter Basket Name Tag - 3D Printed Personalized Gift for Kids

Product Description & Details

Description (Required, No character limit, recommended 500-1000 words)

Overview, features, materials, customization options, care instructions, benefits.

Product Type (Required): Example - Handmade Gifts > Name Tags

Vendor (Required): The Maker Factory.

Collections (Optional but recommended): Example - Easter Collection, Personalized Gifts

Tags (Optional, Recommended Max: 10, separated by commas)

Example: Easter, Custom Name, Personalized, Basket Tag, Gift for Kids

Pricing & Inventory

Price (Required, Example: \$9.99 - \$12.99)

Compare at Price (Optional, Shows a discounted price)

Cost per Item (Optional, For profit tracking)

SKU (Required, Unique per product)

E-commerce Listing Fields & Requirements

Inventory Tracking (Required: Shopify, No Tracking, Third-party)

Shipping & Fulfillment

Weight (Required, Example: 0.5 lbs)

Shipping Profile (Required: Flat Rate, Free Shipping, Calculated Shipping)

Fulfillment Service: Self-fulfilled or third-party

Images & Media

Main Image (Required, 1000x1000px, high resolution)

Additional Images (Up to 12, lifestyle shots recommended)

Video (Optional, 60 sec max, high engagement recommended)

3. eBay Listing Fields & Requirements

Title (Required, Max: 80 characters)

Category (Required, Example: Handmade > Holiday & Seasonal Decor > Ornaments)

Item Specifics (Required: Material, Color, Personalization, Handmade Yes/No)

Product Description

Long Description (Required, No limit, Use bullet points & HTML formatting for readability)

Key Features (Listed clearly in bullet points or table format)

Pricing & Inventory

Price (Required, Example: \$9.99 - \$12.99)

Quantity (Required, Example: 50 available)

SKU (Required, Unique identifier per product)

Shipping & Fulfillment

Shipping Method (Required: Flat Rate, Free Shipping, Calculated Shipping)

Handling Time (Required, Example: Ships in 3-7 business days)

Return Policy (Required: Yes/No, 30-day return recommended)

Images & Media

Main Image (Required, 1000x1000px, high-quality)

Additional Images (Up to 12, lifestyle & close-up shots recommended)

E-commerce Listing Fields & Requirements

Video (Optional, Up to 60 seconds)

4. Etsy Listing Fields & Requirements

Title (Required, Max: 140 characters, SEO-optimized)

Category (Required: Handmade > Home & Living > Holiday Decor)

Personalization Available? (Yes/No, Custom Text Input Option)

Product Description & Details

Long Description (Required, 500+ words recommended, bullet points + detailed information)

Tags (Required, 13 tags, Max 20 characters each)

Pricing & Inventory

Price (Required, Example: \$9.99 - \$12.99)

Quantity (Required, Example: 100 available)

SKU (Required, Unique per variant)

Shipping & Fulfillment

Shipping Profile (Required, Set fixed or calculated shipping costs)

Processing Time (Required, Example: 3-7 business days)

Return Policy (Required: Yes/No, 30-day return recommended)

5. TikTok Shop Listing Fields & Requirements

Product Name (Required, Max: 255 characters)

Example: Personalized Easter Basket Name Tag - Custom 3D Printed Gift

Product Description

Long Description (Required, 300-500 words recommended)

Price & Inventory

Price (Required, Example: \$9.99 - \$12.99)

Stock (Required, Example: 100 available)

Images & Media

E-commerce Listing Fields & Requirements

Main Image (Required, 1000x1000px, high-quality)

Video (Recommended, Up to 60 seconds)