

任务六 Shopee 平台商品优化技巧（标题、类目、属性）

教学目标

知识目标

1. 了解商品优化器的基本功能及商品优化的具体类型。

技能目标

1. 能够在 shopee 平台上完成商品标题、商品类目的优化；

素养目标

1. 树立合规意识，能够在平台规定的范围内进行商品优化。

教学时长

30min

任务导入

近期服装店老板吴总上架的几款产品因为违规 Shopee 平台规定，被强制下架，导致店铺的评分下降。作为 A 职业技术学院的一名学生，你接到了吴老板的委托，帮助他完成几款商品的优化，

任务分析

这项任务需要综合考虑 Shopee 平台的规定和限制，以及产品本身的特点和优势，通过关键词选择、精准的选择商品类目、提供完整详细的产品属性信息来优化商品，从而提升商品的曝光度和用户体验，最终避免违规情况并提高店铺评分。

任务属性

岗：本任务可以培养跨境电商运营专员岗位的跨境电子商务平台使用能力和店铺运营能力；

本任务可以培养内容运营主管岗位的运营实施与优化运营效果能力。

课：本任务适用于《跨境电子商务（730702）》专业—《跨境店铺运维》课程；

本任务适用于《电子商务（530701）》专业—《网店运营》课程。

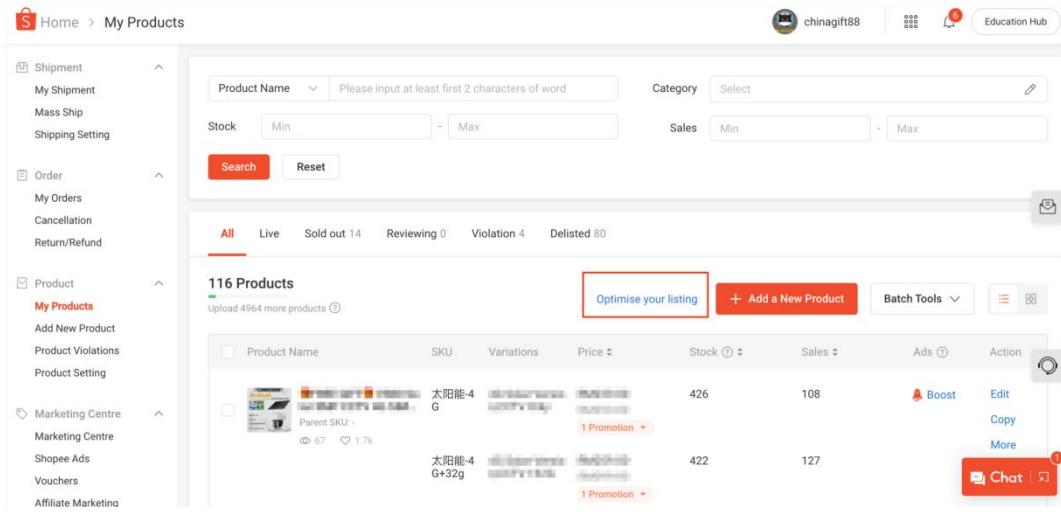
赛：暂无

证：本任务有助于《电子商务师五级》职业考试的学习。

训：本任务属于实训任务，学习结束后将进行实操训练。

任务实施

步骤 1：商品优化器，点击【我的产品（My Product）】，然后点击商品优化器（Optimise your listing）即可进入商品优化器页面。



The screenshot shows the Shopee Seller Center interface under the 'My Products' section. On the right, there is a prominent red rectangular box highlighting the 'Optimise your listing' button. Below this button, there are other buttons for 'Add a New Product' and 'Batch Tools'. The main area displays a list of 116 products with columns for Product Name, SKU, Variations, Price, Stock, Sales, Ads, and Action. Two specific product rows are visible: one for '太阳能-4G' and another for '太阳能-4G+32g'. Each row includes a 'Boost' button, an 'Edit' button, a 'Copy' button, and a 'More' button. A 'Chat' button with a notification count of 1 is also present.

步骤 2：商品优化器概述：显示店铺商品的整体状态、待优化商品的数量、高质量商品的数量。可参考系统给出的修改建议来提高待优化商品的质量。点击【编辑（Edit）】，可修改商品信息。

The screenshot shows the Listing Optimiser interface. On the left, there's a sidebar with categories like Product Analysis, Product Overview, Product Performance, Product Diagnosis, Listing Analysis, and Listing Optimiser. The main area has a title 'Listing Optimiser' with a sub-instruction: 'Listing Optimiser helps you identify product listings that can be improved.' Below this is a donut chart with the number 29 in the center, divided into two segments: 'To be improved' (3) and 'Good quality' (26). To the right of the chart is a red-bordered box containing the text 'Some listings require your attention' and a link to learn more. Below the chart is a table titled 'Listing Optimisation Details' with columns for Short Product Name (1), Wrong Category (0), Short Description (3), Too Few Images (0), and Missing Parcel Details (0). A note below the table says 'Improve 1 listings to increase their discoverability by having clear product names.' A 'Learn more' link is provided. At the bottom of the table is a list of items with a progress bar for suggested length.

步骤 3: 在 Listing Optimiser(商品优化器)下，可以查看需要优化的内容。

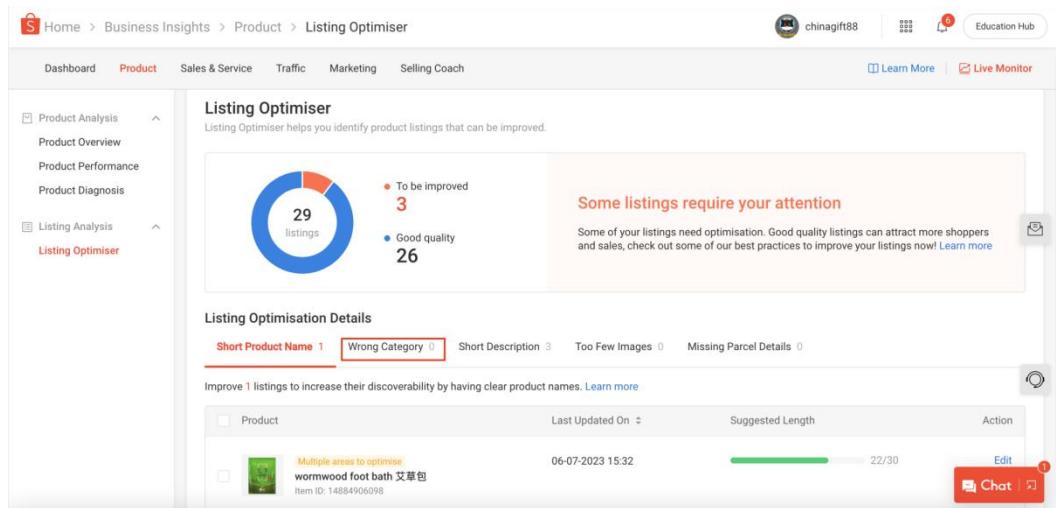
1、商品标题过短 (Short Product Name)

This screenshot is identical to the one above, showing the Listing Optimiser interface with a donut chart, a summary of listings requiring attention, and a table of listing details. The table highlights 'Short Product Name' with a value of 1, indicating one listing needs improvement in this area.

优质的商品名称应该：

- (1) 简明扼要，直接地向买家介绍商品；
- (2) 商品名称应包含品牌、型号和颜色等重要的详细信息；
- (3) 至少包含 30 个字符。

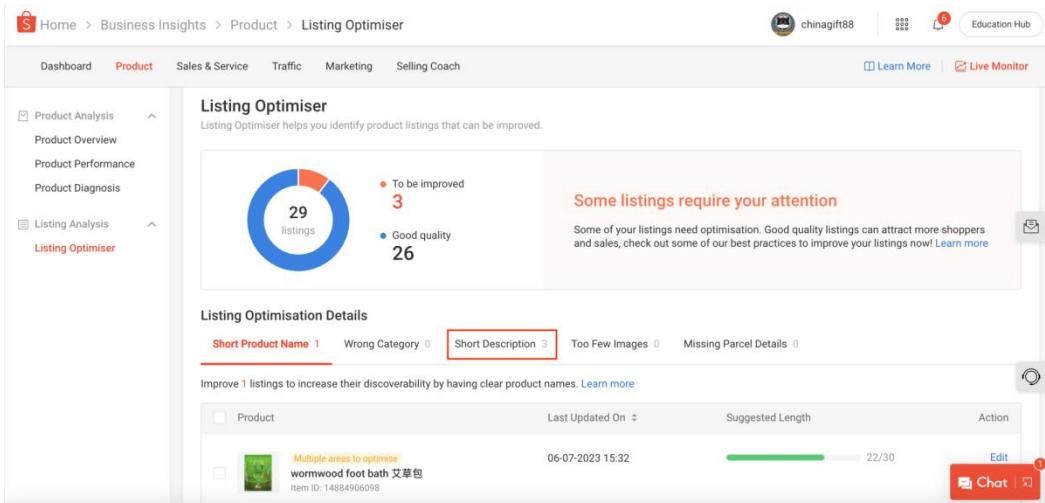
2、类目错误 (Wrong Category)



The screenshot shows the Listing Optimiser section of a business insights platform. A circular chart indicates 29 listings in total, with 3 marked as 'To be improved' (category error) and 26 as 'Good quality'. A callout box highlights 'Some listings require your attention' with a link to learn more. Below the chart, a table lists product details: 'Short Product Name' (1), 'Wrong Category' (0), 'Short Description' (3), 'Too Few Images' (0), and 'Missing Parcel Details' (0). A specific listing for 'wormwood foot bath 艾草包' is shown with an 'Edit' button and a 'Chat' button.

- (1) 为商品选择正确的分类，以确保搜索结果与商品相匹配；
- (2) 让商品更容易被发现，帮助买家轻松地找到您的商品。

3、产品描述过短 (Short Description)



This screenshot is identical to the one above, showing the Listing Optimiser section. It highlights a 'Short Description' issue with a value of 3. The same product listing for 'wormwood foot bath 艾草包' is shown with an 'Edit' button and a 'Chat' button.

- (1) 一个全面的商品描述应该包含功能和优点等实用信息，有助于买家更好地了解商品；
- (2) 信息不足可能会使买家混乱，产生更多关于商品的疑问，最终可能导致买家放弃购买。

4、图片质量太低 (Too Few Images)

Listing Optimiser

Listing Optimiser helps you identify product listings that can be improved.

Category	Count
To be improved	3
Good quality	26

Some listings require your attention

Some of your listings need optimisation. Good quality listings can attract more shoppers and sales, check out some of our best practices to improve your listings now! [Learn more](#)

Listing Optimisation Details

Detail	Count
Short Product Name	1
Wrong Category	0
Short Description	3
Too Few Images	0
Missing Parcel Details	0

Improve 1 listings to increase their discoverability by having clear product names. [Learn more](#)

Product	Last Updated On	Suggested Length	Action
wormwood foot bath 艾草包 Item ID: 14084906098	06-07-2023 15:32	22/30	Edit Chat

上传高质量图片有助于：

- (1) 清晰地展示商品；
- (2) 多角度展示商品；
- (3) 展示商品的大小和比例，帮助买家衡量商品的实际情况；
- (4) 帮助买家想象商品的实际使用体验。

5、遗失包裹详情 (Missing Parcel Details)

Listing Optimiser

Listing Optimiser helps you identify product listings that can be improved.

Category	Count
To be improved	3
Good quality	26

Some listings require your attention

Some of your listings need optimisation. Good quality listings can attract more shoppers and sales, check out some of our best practices to improve your listings now! [Learn more](#)

Listing Optimisation Details

Detail	Count
Short Product Name	1
Wrong Category	0
Short Description	3
Too Few Images	0
Missing Parcel Details	0

Improve 1 listings to increase their discoverability by having clear product names. [Learn more](#)

Product	Last Updated On	Suggested Length	Action
wormwood foot bath 艾草包 Item ID: 14084906098	06-07-2023 15:32	22/30	Edit Chat

包裹尺寸用于计算运费，因此您应该提供完整准确的包裹尺寸，以确保 Shopee 平台收取的运费正确无误。

步骤 4：【商品标题优化 (Product Name)】 学会使用结构化的名称来优化标题以及关键词的搜索方法。

1、品牌商品—标题结构

【结构】店铺名/品牌名+（修饰词）产品名字（修饰词）+型号/尺寸（修饰词）



【要点】

- (1) 标题可进行调整顺序或在前/后加入场景词、热点词、卖点词等修饰词，以丰富标题
- (2) 适合所有站点、所有品类
- (3) 对于泰国、越南、印尼，语言使用习惯为修饰词放在名字之后
- (4) 请勿进行关键词滥用（标题与商品不符）

2、无品牌商品—标题结构

【结构】产品名+核心卖点+适用场景（型号/尺寸）

无品牌产品标题结构

产品名 + 核心卖点 + 适用场景 (型号/尺寸)

 需要突出核心卖点以及使用场景

 在Home & Living, Auto & Moto, Outdoor品类应用较广



 各元素的顺序可根据站点语言习惯进行调整

- (1) 无品牌的商品需要突出核心卖点及使用场景

(2) 各元素的顺序可根本站点语言习惯进行调整

以下有关如何创建良好商品名称的一些指南：

- ① 每个单词的第一个字母大写
- ② 单个单词请勿全部大写，品牌名称除外，例如 ZARA、ASUS
- ③ 请勿包含主观评论和促销信息：例如热门商品、畅销商品、促销、免费送货或价格
- ④ 避免关键字垃圾邮件，即不相关的单词
- ⑤ 请勿使用表情符号、主题标签或符号，例如 }、~、\$、^、{、<、!、*、#、@、;、%、>

3、关键词优化—关键词的种类

(1) 大词

大词，也叫核心词，是最容易找到的关键词。这些关键词的含义范围比较广泛，整体流量较大。但同时，使用的卖家多、竞争也大。因此在推新品初期不建议单独使用，而是在流量累积到一定程度时，搭配另外两种关键词一起使用，才能真正吸引到大词的流量。

- 长度：通常以一个单词的形式出现
- 常用来源：类目词，例：shoes, keys, phone, shirt

(2) 衍生词

衍生词通常用来修饰大词，相较于大词来说更加具体、竞争较小，是流量的主力军。另外，衍生词也决定了点击率，当买家在搜索结果看到一系列商品时，会点击那个更切中痛点的商品标题：比如，买家通过搜索“裤子”看到了一系列裤子，最终更有可能点击“高腰、显瘦、加厚”等精准切中痛点的商品。

- 长度：通常以 2~3 短语的形式出现
- 常用来源：商品属性（如颜色、功能）、使用场景、卖点，例：free shipping, notebook promotions, school shoes

(3) 长尾词

由多个词组成，与大词和衍生词相比，长尾关键字的搜索量较低，竞争小、带来的流量更精准，可以在初期为新品积累到基础流量

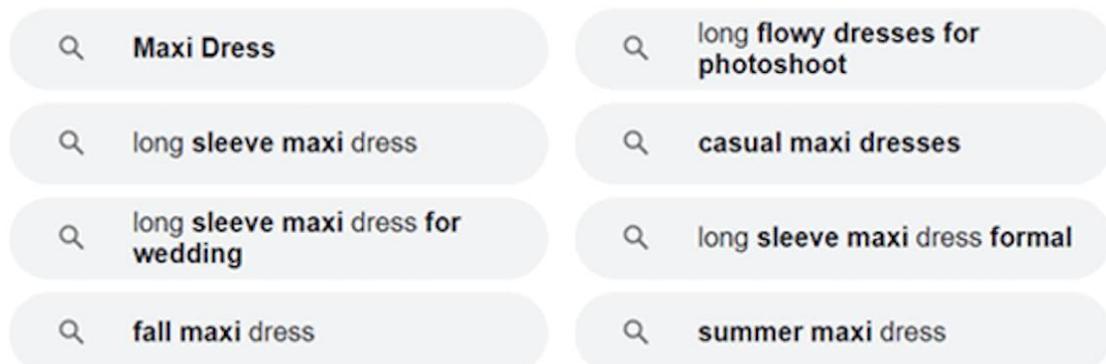
- 长度： ≥ 4 个单词组成
- 常用来源：商品属性、搜索栏推荐词，例：Lenovo ThinkPad x1 Carbon Ultrabook

4、关键词优化—关键词的搜索方法

(1) 搜索引擎的相关搜索

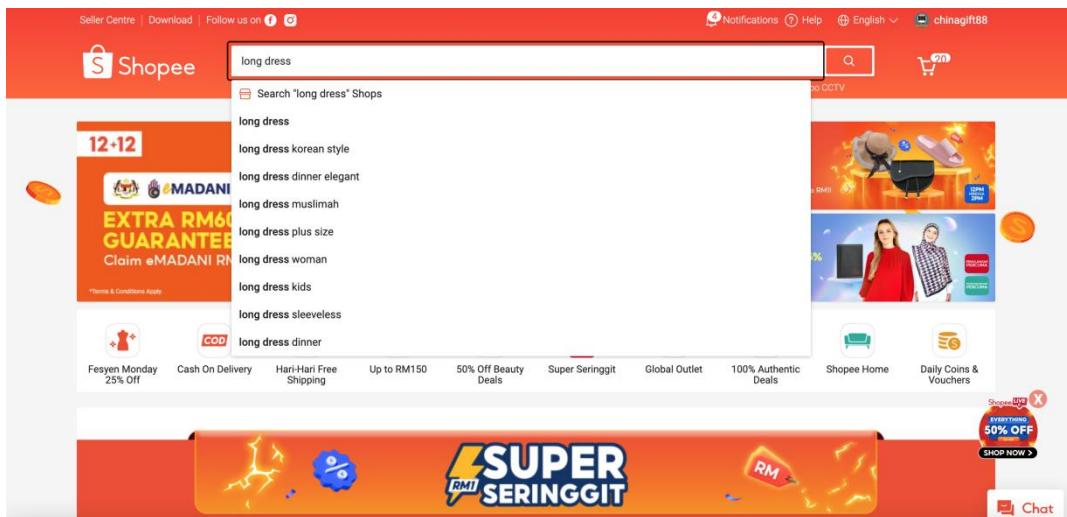
对于新手卖家来说，最简单的就是在谷歌搜索直接搜商品名称，然后拉到最下面的【相关搜索】，就可以看到最近热搜的相关词汇。

相关搜索



(2) Shopee 推荐搜索词

当你在 Shopee 网站输入一个词，搜索栏下方会推荐一系列相关的关键词。由于很多买家在搜索的时候也是使用这种方式来寻找商品，所以这些词组也是很好的引流选择。



(3) 查看热销（竞品）商品

参考竞品也是一个常见的思路，可以前往 Shopee 网站对应类目下查看热销商品的关键词。

(4) 查看虾皮的广告推荐关键词

怎么判断一个词是不是买家买产品搜索度较高的词，这可以适用 Shopee 平台广告的关键词热度查询，质量和搜索量越高，热度越高。如何找到关键词热度查询？

- 点击商家中心-营销中心板块下的【虾皮广告（Shopee Ads）】

- 点击【创建新广告（Create New Ads）】

The screenshot shows the Shopee Ads dashboard. At the top, there's a navigation bar with 'Home > Shopee Ads'. On the right, it displays 'chinagift88' with a profile icon, 'Ads Credit RM400.58', and buttons for '+ Create New Ads', 'Top Up', and 'Transaction Details'. Below this, a section titled 'Recommendations (0 Active Items)' has a 'View All >' link. A navigation bar below it includes 'All Ads', 'Search Ads', 'Discovery Ads', and 'Boost Ads', with 'All Ads' being the active tab. Under 'All Ads Statistics', there are eight metrics: Impressions (0), Clicks (0), CTR (0%), Orders (0), Conversions (0), Items Sold (0), Ads GMV (RM0.00), and Ads Expense (RM0.00). A 'Trend Chart of Each Metric' is shown with a legend indicating 'Impressions' in blue. There are also export and filter options.

- 点击【搜索广告（Search Ads）】

Create New Ads

Choose an ad type that fits your advertising goals

The 'Create New Ads' modal is open, showing three options:

- Search Ads**: Push your products or shop to the top of the search results page. [Learn more](#)
- Discovery Ads**: Position your products in prime recommendation sections. [Learn more](#)
- Boost Ads** (Hot): Increase product visibility in multiple locations and grow your sales with minimal effort. [Learn more](#)

- 点击【商品设置（Product Settings）】处，添加你的一个商品。

The 'Product Settings' section shows 'Products 0 / 50 products selected'. It includes a note: 'If you select more than 1 product, Shopee will manage keywords for your ads automatically. The same budget and time length settings will apply to all products.' Below is a red-bordered '+' button for adding products.

The 'Keyword Settings' section has two options:

- Auto Selected**: A green toggle switch is turned on. Below it, a note says: 'Not sure which keywords to select? Toggle on, and Shopee will manage the rest for you.' with a [Learn more](#) link.
- Manually Selected**: A note says 'Add keywords of your choice and set your own bid prices'. Below is a red-bordered '+ Add Keywords' button.

- 随后点击【添加关键词（Add Keywords）】，即可进行输入你的关键词进行热度查询。

Product Settings

Products 1 / 50 products selected
If you select more than 1 product, Shopee will manage keywords for your ads automatically. The same budget and time length settings will apply to each ad.

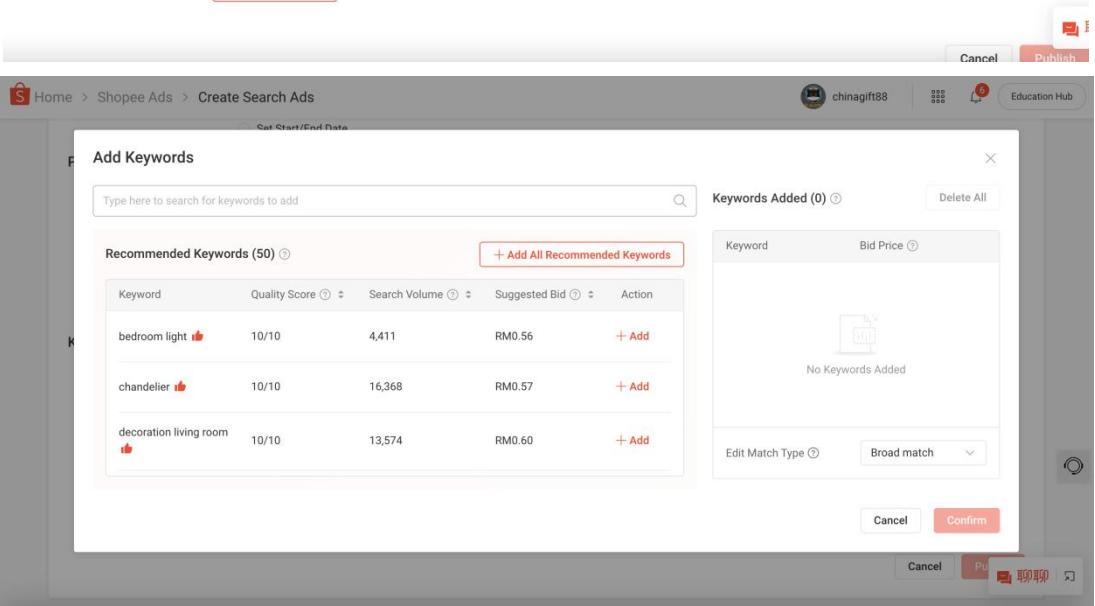


Keyword Settings

Auto Selected Not sure which keywords to select? Toggle on, and Shopee will manage the rest for you. [Learn more](#)

Manually Selected Add keywords of your choice and set your own bid prices

[+ Add Keywords](#)



Home > Shopee Ads > Create Search Ads

Add Keywords

Type here to search for keywords to add

Recommended Keywords (50) [+ Add All Recommended Keywords](#)

Keyword	Quality Score	Search Volume	Suggested Bid	Action
bedroom light	10/10	4,411	RM0.56	+ Add
chandelier	10/10	16,368	RM0.57	+ Add
decoration living room	10/10	13,574	RM0.60	+ Add

Keywords Added (0) [Delete All](#)

Keyword	Bid Price
No Keywords Added	

Edit Match Type [Broad match](#)

[Cancel](#) [Confirm](#)

步骤 4: 【商品类目优化 (Product Category)】 将产品上传到正确的类别可以让买家在该类别中搜索时更轻松地找到您的产品。

1、填写你的产品类别，如果不確定产品的正确类别，可在【产品上架 (Add a New Product)】的类目 (Category) 里点击【查看更多 (Click here to learn more)】的类别列表找到适合您产品的类别。

从列表中，您可以找到产品所属的类别，然后是子类别和第三级类别。您还可以输入您的产品名称/代码即可查找相应产品分类。系统也会根据您的产品名称推荐类别。

Category	Sub-category	3rd Level Category	4th Level Category	5th Level Category	Category ID	Product Examples	Action
Women Clothes	Tops	Tanks & Camisoles	-	-	100350		View Details
Women Clothes	Tops	Tube Tops	-	-	100351		View Details
Women Clothes	Tops	T-shirts	-	-	100352		View Details
Women Clothes	Tops	Shirts & Blouses	-	-	100353		View Details

2、您在 Shopee 平台上架的商品必须遵守当地法律以及 Shopee 的条款和政策。卖家有责任在商品未上架之前进行检查。

(1) 违禁品清单

这是禁止和限制商品的清单。请注意，此清单会再时更新，因此请定期登入 Shopee 官网了解相关的更新。

Category	Description	Guidelines
Currency / Credits	a) Physical currency or credits b) Digital currency of credits c) Credit and debit cards d) Prepaid cards e) Commemorative bank notes/coins f) Specimen bank notes	NOT ALLOWED
Drugs	a) Prescribed or non-prescribed drugs b) Sexual enhancement consumables c) Illicit drugs, drug like substances and associated paraphernalia	Valid Ministry of Health (MOH) license must be submitted and approved by Shopee Click HERE to learn more about medical drug policies Click HERE to learn more about illicit drug policies.
Dangerous Goods	Any prohibited items that are prohibited by any other local or foreign laws, regulations, and/or authority such as: • Flammable and explosive products • Toxic and/or Hazardous waste • Radioactive Materials	To learn more: Click HERE .
Firearms and Weapons	a) Weapons such as pepper sprays, replicas and stun guns b) Knives (any sharp objects) c) Imitation weapons (anything which has the appearance or is intended to give the impression of being an arm, whether it is capable of discharging any shot, bullet, missile, projectile, or other object) d) Knives (parangs NOT for agricultural and/or household use)	To learn more: Click HERE .
Food Items	a) Expired food items b) Non-edible food items such as: • Food which contains any prohibited substances or substances in excess of permitted proportions • Artificial food without fully informing the buyer at the time of sales of the nature of the transaction c) Food items containing medicinal claims i.e. a claim that the item is intended for use in disease prevention, treatment, or prevention of disease in humans or animals d) Food items containing medicinal claims i.e. a claim that the item is intended for use in disease prevention, treatment, or prevention of disease in humans or animals e) Prescription or over-the-counter drugs f) Contact lenses, masturbator, dietary supplements g) Other food items such as: • Salted egg yolk powder • Unpasteurised dairy products • Wild mushrooms h) Any food items that are hazardous to health	The food items must adhere to these standards: <ul style="list-style-type: none">• Expiration Dates: Expiration dates must be clearly labeled• Sealed Containers: All food products must be packaged or sealed in a way that buyers can identify potential tampering or defect• Labelable food items: Clearly state in the item description the steps the seller will take to ensure that the goods are properly packaged.
Royalty or Government Related Items	a) Royalty (includes Yang Di-pertuan Agong or a State ruler), government or enforcement authority related titles, emblems, awards, stickers, bags, official seals, standards, coat-of-arms, national flags, national emblem, national emblem, Presidential Seal, National Data/Data, Tan Sri/Pn/Sri etc. b) Any official government, royal or government occasion related items, which include attire such as sash, sash, badges, invoses or accessories, e.g. Pakuan Basseri Ikeda has Pegawai Tadris dan Diplomatik / PORM / RELA / Bomba / Malaysian Armed Forces / JAPAM badge, etc. c) Equipment used for the creation and/or alteration of identification or official documents, or services offering to create and/or alter identification or official documents, or listing identification or official documents for sale, such as notary public, notary stamp, national ID card, driving licence, residence permit, work permit, halal related certifications or any government / official certification or document not mentioned above d) Any other items that are illegal or restricted in the country of the buyer or seller e) Any other items that are illegal or restricted in the country of the buyer or seller	NOT ALLOWED
Mislabelled Goods	Any listings that clearly indicate the removal of barcode / QR code (in Product Name, Images or Item Description)	NOT ALLOWED
Miscellaneous	a) Embroidered goods b) Mislabelled goods c) Stolen items d) Stolen goods e) Animals and related products f) Antiques and antiques g) Human parts or remains h) Magnetic putty i) Used mobile devices j) Lottery tickets k) Offensive, controversial, edacious or treasonous materials. Listing marked with inappropriate or sensitive terms (such as terms that can be associated with sexual orientation, gender, gender identity or more. The following is a non-exhaustive example: LgbtQIA+, gay, lesbian, and homosexual, among others. Shopee reserves the right to determine what keywords may be perceived as inappropriate or offensive.) l) Pesticides m) Religious symbols and figures n) Slot machines o) Items bearing the name of "Allah" or any verses of the Quran p) Items prohibited under the Trade Description Act 2011 q) Items that encourage illegal or restricted activities r) Other items illegal or restricted in the country of the buyer or seller	NOT ALLOWED
Mystery Box	a) Any mystery box listing the contents or their component or description that could either be related to gambling or lottery (say small win big concept) or could possibly be interpreted by customers to think that what? b) Usual mystery box list and/or details or characteristics of all products that customers can accept to receive c) Value (value range) of the included items must be clearly shown on the product details page d) The value of the included products should not be lower than the price of the mystery box paid by the buyer	NOT ALLOWED
Obscene or Adult Materials	a) Images displaying explicit depictions of private body parts and pubic hair, either directly or through translucent material b) Products exhibiting the contour of genitals through clothes with the exclusion of men's swimwear c) Product in images portraying direct contact with private body parts, including instances where hands touch the private body parts. However, images related to breastfeeding and breast feeding tools are permissible d) Models, figurines, animals, cartoon characters, etc., depicted in sexual positions or engage in sexual acts e) Sex toys, objects, or devices, regardless of whether displaying realistic private parts or human likenesses, used for or to facilitate sexual acts or pleasure but excluding contraceptive devices f) Sex dolls, love dolls, blow-up dolls. The use of child-like sex dolls is strictly prohibited. This prohibition extends to products that suggest the doll represents a juvenile, such as "child sex doll", "sex doll", "adult sex doll", and items like children's clothes, shoes, school backpacks, school uniforms, etc g) Pornographic content h) Child pornography i) Adult services of a sexual/inappropriate nature (e.g. escort services, webcam services, etc.) j) Any other offensive, graphic, inappropriate or distasteful items not specifically mentioned above	NOT ALLOWED
Potentially Infringing Items	Items including, but not limited to: a) Replicas b) Counterfeit items c) Counterfeit currency and stamps d) Unauthorized copying of an item which may be in violation of copyrights, trademarks, or other intellectual property rights of third parties.	NOT ALLOWED
Pure Cooking Oil	Sellers are required to comply with the stipulated ceiling price and policy set by the Ministry of Domestic Trade and Consumer Affairs (MOTCA) For TKG Polydig Cooking Oil <ul style="list-style-type: none">• Maximum of three (3) sold per transaction• Maximum of RM 10.00 per bottle	NOT ALLOWED
Services	a) Services that are illegal in nature b) Services that are related to religion c) Ritual services that are related to religion d) Services that are related to black magic, black magic, or elements of similar nature e) Unregistered/unlicensed psychological services (e.g. tarot reading, fortune telling, stress-listening session, etc.) f) Any other services that are not expressly allowed by Shopee	NOT ALLOWED
Tobacco and Tobacco-related Products	a) Tobacco b) Cigarettes, including electronic cigarettes c) Vape liquids with serious nicotine d) Any tobacco substances, components, tools, devices and accessories related to the consumption of tobacco, tobacco products or vape, such other materials which may directly or indirectly promote any tobacco product, tobacco brand or smoking generally	NOT ALLOWED [You are not allowed to resell all listed items unless you have obtained a valid license from the relevant authority] <ul style="list-style-type: none">• Pursuant to the Food Act 1983 ("Act") - Regulation 14(1)(a) prohibits the sale of tobacco products (Amendment) Regulations 2018• Regulation 14(1) states that if any person found selling tobacco products online in Malaysia or contravenes the sub-regulation, a fine of not more than RM 10,000 or imprisonment of not exceeding 2 years will be imposed. • To learn more: Click HERE
Unauthorized Publications	Publications, books, films, videos, or video games that do not comply with the laws in the country of sale/delivery	NOT ALLOWED
Unauthorized / Unregistered / Uncertified Equipment / Device / Appliance	a) Telecommunication equipment that has not been certified by the Malaysian Communications and Multimedia Commission (MCMC) b) Electronic surveillance equipment and other similar devices, i.e. cable TV decoders, radar scanners, traffic signal control devices, wiretapping devices, and telephone bugging c) Electrical appliances that have not received a Certificate of Approval & ST-Sirim Label which is regulated by Suruhanjaya Tenaga (ST)	NOT ALLOWED Click HERE to learn more about guidelines for selling electrical appliances online

如果您要上架食品，那么您的食品必须遵守以下的标准：

Standard	Description
Expiration dates	Expiration or "use by" date must be clearly labelled.
Sealed containers	All food and related products must be packaged or sealed in a way that shoppers can identify evidence of tampering or defect.
Perishable food items	Clearly state in the item description the steps seller will take to ensure that the goods are properly packaged.

除上述违禁品外，部分商品因当地法规或物流问题限制跨境销售。

(2) 跨境卖家违禁品清单

Prohibited By	Prohibited Items
Malaysian custom & logistics channels regulations	<ul style="list-style-type: none">• Aerosol, such as spray powder• Alcohol or alcoholic beverages• Any device intended to be prejudicial to the interest of Malaysia or unsuited with peace• Broadcast receivers capable of receiving radio communication with the ranges (68-87) MHz and (108-174) MHz• Bulletproof vests, steel helmets and other such articles of clothing• Electric domestic equipments that use 50 volt or 120 volt DC or more• Equipment to be connected to a public telecommunication network• Explosives and Fireworks• Flammable and explosive products• Gun parts• Imitation arms, toy gun / pistols• Imitation hand grenades• Indecent printings, paintings, photographs, books, cards, lithographic, engravings, films, video tapes, laser disks, color slides, computer disc and any other media• Intoxicating liquors containing more than 3.46 milligrams per litre in any lead or in any compound of copper• Laser pointer above 5mW• Lightning arresters containing radioactive material• Live animals and wildlife products• Live plants and products• Motor vehicles• Parabola antenna for outdoor use• Pharmaceutical products• Products bearing the imprint of the name of "Allah" or any verses of the Quran• Pure battery-related products such as powerbanks• Rice and padi including rice products• Soil and pests including live insects, rats, snails, and cultures of plant disease causing organisms• Toxic and/or hazardous waste• Weapons such as batons, tactical pens, ninja stars / shurikens, karambits, knuckle dusters, bayonets, carbon fibre arrows, industrial crossbows, daggers, flick knives and other such products• Pork and pork-based food products
Local regulations	Wireless Media Player ("WMP") / Set Top Box ("STB") or more commonly known as TV Box is a type of streaming media player powered by Operating System ("OS") such as Android ("Android TV Box") which can connect television to the internet.

(3) 需要特别批准或许可的物品

以下的物品需要相关的证件或许可证，才能在 Shopee 平台上出售：

Items	Approval required
(a) Alcohol or alcoholic beverages (b) Prescribed or non-prescribed medicine (c) Medical devices (d) Motor vehicles (e) Real estate	Valid license must be submitted and approved by Shopee

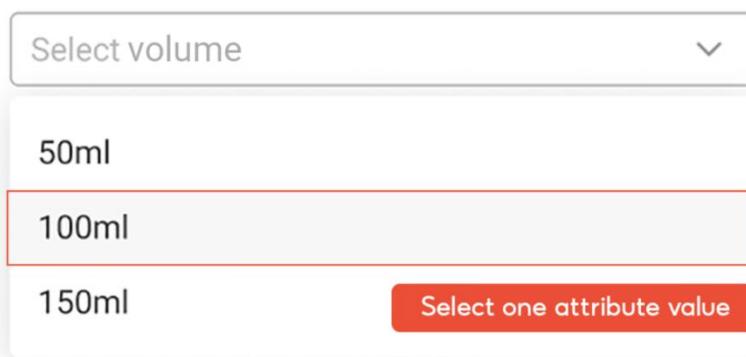
步骤 5: 【商品属性优化 (Specification)】商品属性是通过描述商品的详细信息，来突显商品的特色。如果您设定准确的属性，会提高商品被搜索到的机率。根据您选择的产品分类，系统会自动将特定产品属性列为必填选项，例如尺寸、容量、相关认证字号等。

(1) 了解产品属性类型

- 强制属性（红色星号）可确保您的产品出现在最相关的类别中，并提高搜索过程中的可见性。
- 非强制性属性进一步优化您的列表。

(3) 了解产品属性选择的类型

- 对于单一选择，您将能够直接从下拉列表中选择一个属性值



- 对于某些属性类型，如果列表中未显示值，您可以选择“+添加新项目”来手动填写值。

Please select ^

Input

Cotton

Polyester

Silk

1. Select to Add a new attribute value

+ Add a new item

- 对于多项选择，您可以一次选择多个属性值

Cotton X 2/5 ^

Polyester X

Input

Select to add multiple attribute values

Cotton ✓

Polyester ✓

Wool

- 对于多组合选择，如果列表中未显示值，您还可以选择“+添加新项目”来手动填写值。

Cotton X 2/5 ^

Polyester X

Input

Cotton ✓

Polyester ✓

Wool

+ Add a new item

(4) 什么是无效属性？

无效属性是指该属性与您的商品不符。若 Shopee 系统检测到无效的商品属性，会在商品页上提醒您。例如：错误的品牌名称可能导致无效的商品属性。

The screenshot shows the Shopee Seller Center interface. In the top navigation bar, there are tabs for 'All', 'Live', 'Sold out 1', 'Suspended 1' (which is highlighted in red), 'Delisted 1', and 'Unpublished 99+'. Below this, a table lists one product: 'Apple socks'. The product has a status of 'Suspended' and a reason of 'Spam'. A tooltip is displayed over the 'Violation reason' column, stating: 'The brand inserted is irrelevant to your product. Please insert accurate attribute.' There are buttons for 'Edit' and 'More'.

若您的品牌属性不符，Shopee 会暂时将您的商品下架，您可以在【违规（Violation）】页面下查看原因，及时修正后即可重新上架。

This screenshot shows the 'Violations' section of the Shopee Seller Center. It displays a table with 116 products. One product, 'FREE GIFT 1MP CCTV 4G SIM...', is shown as suspended ('Violation'). The table includes columns for Product Name, SKU, Variations, Price, Stock, Sales, Ads, and Action. A tooltip for the 'Violation' column indicates: 'The brand inserted is irrelevant to your product. Please insert accurate attribute.' Buttons for 'Edit', 'Copy', and 'More' are also present.

小建议

- 1、每个类别所需要填写的商品属性不同，请您选择正确的商品类别。
- 2、当您选定商品的类别后，Shopee 会显示相关的商品属性(品牌)让您选择，如果现有的选项没有适合您的商品，您也可以自行设定一个新的选项。
- 3、如果在品牌下拉选项没有发现自己的品牌名，可以联系您的客户经理申请添加。如果您没有注册的品牌，也可以选择"No Brand"。
- 4、在上架商品之前，您需要确保自己的信息符合卖家上架规则。

任务实训

请同学们在 shopee 模拟平台上完成商品标题及类目属性优化设置，以下是任务要求：

商品标题优化：确保商品标题长度、关键词使用恰当并且具有结构性

商品类目优化：确保选择的类目精准符合产品，熟悉平台禁售类目

商品属性优化：确保填写的商品属性准确无误，包括尺寸、颜色、材质等。

点击进入实训