

PRODUCT PAGE FORM (by Empik)

General information

To properly list a product, all required attributes must be filled in. Completing more attributes will minimize the number of questions received from customers and increase the attractiveness of the offer compared to the competition.

The product must have all matching attributes, including the photo, title, description, and others. Inconsistent attributes and incorrect category assignment can be misleading.

The product description should refer only to the item offered and cannot provide information on functions or other items that are not part of the offer.

The use of advertisements, purchase offers, external links, and private contact information (address, phone number, email) is prohibited.

The use of unverified information that results in the listing of a product that does not match the description is prohibited.

The description cannot directly violate applicable law or suggest a way of using the item that would be unethical or illegal.

Category

Must match the offered product.

Title

Should best describe the product being sold. It should include information on the type of product, manufacturer/brand, and the most important differentiating information (size, color, capacity, model). It should not be written in capital letters, include emoticons, symbols, special characters, or marketing annotations.

Description

The description should be attractive, accurate, and truthful.

Graphics that enrich the description have a positive impact on the buyer's perception.

Copying content from other listings is prohibited.

It is not recommended to replace written text with graphics - this reduces the attractiveness of the description in the Google search engine.

Technical Information

If the description is enriched with CSS styles, this code must be saved at the beginning of the description. Styles from a separate file are not read. The prepared material must be displayed correctly in desktop and mobile views in all browsers.

It is not possible to include videos in the description. For this purpose, a separate attribute has been created, where a video embedded in the <iframe> code is placed on the product page - without control elements and suggestions for new videos. It is not possible to include videos from the manufacturer's channel - only official Empik videos.

Use HTML selectors only with assigned CSS classes. It is not allowed to use selectors that use private HTML tags. You cannot change the styling of a tag, e.g., <h3> - you can only assign a new identifier <div id=" ">. They should only function within the description.

Detailed information:

- Code layout should be vertical
- The store is responsive (scales)
- The store has a mobile version
- Unique content is needed in relation to the competition
- Product card width on desktop - 830px
- Product card width on mobile - minimum 320px
- Maximum image weight - 512 kB
- Allowed HTML tags:
 - div
 - span
 - p
 - h3
 - h4
 - h5
 - h6
 - img
 - li
 - ul
 - ol
- Element widths should not exceed 830px - set using the "width" rigid tag not allowed (RWD).
- Preferred "lazy" attribute for images - speeds up page loading.
- Filling in the "alt" in the image tag is valuable according to what it represents, along with information about the specific device - directly affecting page ranking.
- Description images are located on an encrypted server (https) - some browsers do not support images stored on an "http" server.

Not allowed in the description:

- Javascript
- Video - dedicated separate attribute.
- Tracking/analyzing codes for the portal
- Set the width of elements rigidly - they must scale. Incorrect display on different devices.
- Using external libraries
- Using links to external pages.
- Not allowed tags <!DOCTYPE html>, <html lang="pl">
- Using external fonts on product cards and LP
- No possibility to use CSS animations using keyframe
- No possibility to deliver assets from outside - flix media

Photos

Main photo

High-quality photos attract attention. Professionally taken photos without visible shadows make the customer much more interested in the offer than in the case of a small number of low-quality photos.

- Product presented from the front
- High quality
- Dimensions: shorter edge not less than 100 px
- Size: up to 10 MB
- Saved in .jpg or .png format
- Free of watermarks
- Taken on a white background without additional elements
- Mainly presenting the product itself, without white frames that diminish the product
- Devoid of additional texts informing about promotions, freebies
- The main photo should be distinct and not repeated in additional photos.
- No photos of freebies (marketing actions)

Additional gallery photos

- On a white background
- Marketing,
- Lifestyle,
- With the presentation of detailed dimensions - technical data applied
- Cannot repeat the main photo.

Documents

The system accepts documents for attributes such as Energy Label or Product Card in PDF format up to 15 MB in size.

Required attributes

To correctly add a product, it is necessary to enter all values into the required attributes - marked with an asterisk. Entering an incomplete set results in the product being created with the status of "invalid data". If the dictionary attribute is missing a value for the attribute, it is necessary to report adding such a value - contact the MKPL team.

The full list of required attributes for a category is visible when creating a product, and it is also possible to export a template with all required or required and recommended attributes.

<https://marketplace.empik.com/mmp/shop/sell/product/create>

<https://marketplace.empik.com/mmp/shop/catalog/template/configure?modelType=PRODUCTS>

The second option is to obtain this information from the API.

<https://marketplace.empik.com/api/hierarchies>

<https://marketplace.empik.com/api/products/attributes>

https://marketplace.empik.com/api/values_lists