

# Listing SOP

Ver-1



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## Introduction

Quality images are essential in creating a compelling shopping experience. Images serve as the first interaction a customer has with a product, often driving their decision to explore further or make a purchase. High-quality visuals enable buyers to understand the product's details, texture, and overall appeal, enhancing confidence in their choice. At Xhawi, we emphasize the importance of professional and accurate images that reflect the product's true attributes, as they play a crucial role in building trust, reducing returns, and ultimately improving customer satisfaction.

## Objective

At Xhawi, we prioritize providing clear and accurate information about the products listed on our platform to ensure a seamless shopping experience. Incorrect or misleading product details can lead to customer complaints and dissatisfaction, while precise and transparent information empowers customers to make informed buying decisions. Our goal is to build trust and enhance customer satisfaction by ensuring every product listing is reliable and helpful.

### Section 1: Product listing guideline:

Below outlines best practices for creating and optimizing product listings on e-commerce platforms. It provides clear instructions on how to present product information, including titles, descriptions, images, and specifications, to enhance visibility, attract customers, and drive sales. Following these guidelines ensures consistency, improves search ranking, and helps

customers make informed purchasing decisions by highlighting key features and benefits of the products.

### 1. Content Creation

- Craft engaging product descriptions that effectively showcase key features and benefits.
- Avoid duplicating content from other sources to prevent SEO penalties and maintain optimal Paid Media Performance. Non-compliance may result in product listings being blocked.

### 2. Content Translation

- Translate all SKUs into Arabic. This is mandatory and carries the same weight as original content creation.

### 3. Image and Video Guidelines

#### Image Specifications and Requirements

- Image Format: JPG
- Recommended Dimensions: 2000 x 2000 pixels
- Minimum Dimensions: 1200 x 1200 pixels
- Color Mode: RGB
- Resolution: 72 dpi
- Maximum File Size: 160KB @ 2000 x 2000 pixels
- Products should be prominently featured, filling the frame where possible.
- Avoid images with text or watermarks.
- Ensure professional quality, with clear focus and good lighting.
- Images must showcase the product from angles aiding the buying decision.
- Obtain photography directly from manufacturers or shoot in-house, adhering to copyright regulations.

- Each product should have at least three images, including in and out of box shots, and detail images.

## Image Details

Refer below to the requirements of the MAIN/First Image before uploading them:

- MAIN images must have a pure white background (RGB color values of 255, 255, 255).



- MAIN images must be professional photographs of the actual product (graphics, illustrations, mockups, or placeholders are not allowed). They must not show excluded accessories or props that might confuse the customer.



- MAIN images must not include text, logos, borders, color blocks, watermarks, or other graphics over the top of a product or in the background.



- MAIN images must not include multiple views of a single product.



- MAIN images must show the entire product that is for sale. Images must not touch or be cut off by the edge of the image frame, with the exception of Jewelry (e.g., necklaces).



- MAIN images must show products outside of their packaging. Boxes, bags, or cases should not appear in the image unless they are an important product feature.



- MAIN images must not show a human model that is sitting, kneeling, leaning, or lying down; however, expressing various physical mobilities with assistive technology is encouraged (wheelchairs, prosthetics, etc.).



- MAIN images of multi-pack apparel items and accessories must be photographed flat (off-model).



- MAIN images of clothing accessories must not show any part of a mannequin, regardless of the mannequin's appearance (clear, solid-color, flesh-toned, framework, or hanger).



- MAIN images for Women's and Men's clothing must show the product on a human model.



- All images of Kids & Baby clothing must be photographed flat (off-model).



- MAIN images of shoes must show a single shoe, facing left at a 45-degree angle.



#### Image Number 2

- Requires a 100% white background.



- Can include the product in its packaging from a front straight angle.

#### Images 3-6

- No white background required.



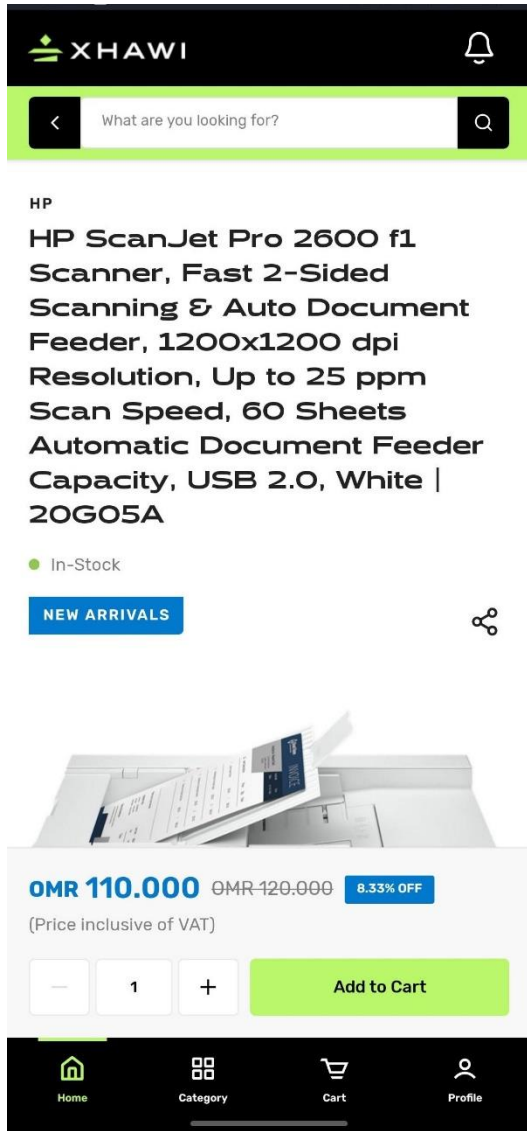
- Can include close-ups, accessories, model shots, and lifestyle images.



The following images are displayed on the application's front end, aligned with the provided image guidelines to ensure quality and consistency.

Main Image given below is the primary product display on the front end. It must have a pure white background and show the product clearly, without packaging or extra elements, to meet image guidelines.

Secondary Image given below provides additional product context, often including packaging or alternate angles. It also requires a white background and should be aligned with quality standards to enhance the product's visual appeal.



## Video Files

### Video Content Guidelines

- **Relevance:** The video must focus on the product's features, benefits, or functionality.
- **Content Quality:** Xhawi prefers videos that are professional, clear, and high-quality, avoiding any pixelation, shakiness, or poor lighting.
- **Appropriateness:** Videos should avoid inappropriate or offensive language, visuals, or statements.

- No Contact Information: Videos cannot contain any direct contact information, links, or requests to contact the seller outside Xhawi.

#### Technical Requirements

- Product videos, if available, should be in MP4 format with a resolution of 1920 x 1080 (Full HD).
- Aspect Ratio: Generally, an aspect ratio of 16:9 (landscape) is preferred.
- File Size: Videos should ideally be under 500 MB. Larger files may have issues uploading or processing.
- Duration: Xhawi recommends keeping videos short (15-60 seconds) to maintain viewer engagement, though longer videos are allowed for tutorials or detailed demonstrations. These requirements help ensure that videos uploaded on the platform contribute to an informative, user-friendly shopping experience.

#### 4. Licensing Policy and Restrictions

- Vendors must provide proper "model release" documentation for product images containing live models.

#### 5. Strictly Prohibited

- Any descriptions, images, texts, graphics, or any other items that are unlawful, illegal, objectionable, obscene, vulgar, opposed to public policy, prohibited, or in violation of any intellectual property rights.