



LAZADA
Effortless Shopping

Product Naming Convention



Naming Convention

Product Name Column

How to find product name column in seller center ?

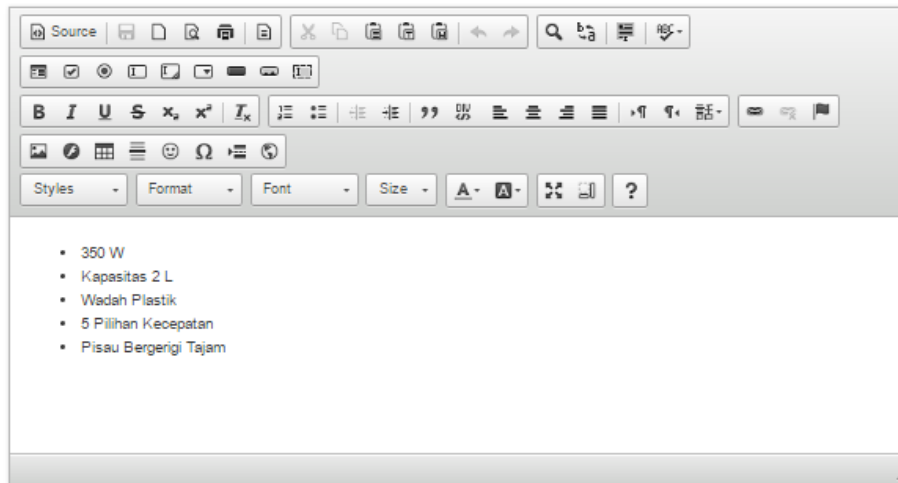
Open **Manage Products** column in **Products tab** in seller center, click **Actions** and **Edit Details**. After that click next to the next page.

Name *

Philips HR 2115 Blender Tango Plastik - Putih

Name of the product

Highlights *



- 350 W
- Kapasitas 2 L
- Wadah Plastik
- 5 Pilihan Kecepatan
- Pisau Bergerigi Tajam

Enter short major highlights of the product, to make the purchase decision for the customer easier.

Product Description



A good product name and correct category will be found easily by customers.

Correct Category

Handphone & Tablet / Handphone / Samsung Galaxy S6 Edge - 64 GB - Black Sapphire

Brand	Model	Spec	Color
Samsung	Galaxy S6 Edge	64 GB	Black Sapphire

Tulis ulasan untuk produk ini

Brand: Samsung | Selanjutnya Handphone dari Samsung

- Using Title Case
- Equipped with the model description and specifications
- The Color of the product at the end of product name



Product Name Must:

- Using the Title Case. Title Case is a capital letter at the beginning of each word.
- Equipped with a color of the products

Correct	Wrong
Mayonette Minako Shoulder Bag - Hitam	MAYONETTE MINAKO Shoulder Bag mayonette minako shoulder bag - BLACK
Mayonette Minako Shoulder Bag - Merah	Mayonette Minako Shoulder Bag - Red
Mayonette Minako Shoulder Bag - Cokelat Tua	Mayonette Minako Shoulder Bag - Dark Brown

Naming Convention

Special Characters

You cannot use special character, except:

1. **Hyphen (-)** to indicate the color information or specifications.
2. **Quotation (")** to indicate units of inches.
3. **Hashtag (#)** to indicate the color code on the product Health & Beauty.
4. **And (&)** to show the bonus product bundling or more than one.
5. **Plus (+)** to show added bonus

Correct	Wrong
Maybelline Hyper Glossy Liquid Liner - Hitam	Maybelline: Hyper Glossy Liquid Liner - Hitam
LG 32" LED Full HD TV Hitam - 32LF550A	LG (32 Inch) LED Full HD TV Hitam - 32LF550A
Revlon Make Up Foundation - #04 Nude	Revlon Make Up Foundation! - *04 Nude
Zada Clara Tee - Putih + Gratis Pouch & Belt	Zada Clara Tee - Putih [Gratis Pouch & Belt]

Product Name with correct convention

Babies

Brand + Model + Type + Berat/Kuantiti/Volume

Bebelac 3 Susu Pertumbuhan - Vanilla - 800gr

Brand: Bebelac | Selanjutnya Makanan Bayi & Balita dari Bebelac



Brand - Bebelac 3
Model - Susu Peetumbuhan
Tipe - Vanilla
Berat - 800g

Health & Beauty

Brand + Model + Tipe + Berat/Kuantiti/Volume

Olay Regenerist Micro Sculpting UV Cream SPF30 50ml

Brand: Olay | More Skincare from Olay



Brand - Olay
Model - Regenerist
Tipe - Micro Sculpting
UV cream
Volume - 50ml

Home & Living

Brand + Model + Tipe + Warna

Philips GC122 Setrika Kering - Ungu

Brand: Philips | Selanjutnya Perawatan Pakaian dari Philips



Brand - Philips
Model - GC122
Tipe - Setrika Kering
Warna - Ungu

Sports & Outdoors

Brand + Model + Tipe

Polygon Sepeda Gunung Monarch 2.0 26"

Brand: Polygon | Selanjutnya Outdoor & Adventure dari Polygon



Brand - Pol
Model - Sepeda Gunung
Type - Monarch 2.0 26"

Product Name with correct convention

Mobiles & Tablets

Brand + Model + Kapasitas Penyimpanan + Warna



Brand - Apple
Model - iPhone 6
Storage capacity - 16GB
Color - Emas

Computers & Laptops

Brand + Model + RAM + Tipe CPU + Ukuran Layar

Lenovo Ideapad 300S - RAM 2GB - Intel N3050 - 500GB - 11.6" - DOS - Hitam



Brand - Lenovo
Model - 100S-11IBY
RAM - 2GB
Tipe CPU - 32GB EMMC
Ukuran Layar - 11.6"

Cameras

Brand + Model + Megapixels + Optical Zoom +



Brand - Canon
Model - IXUS 175
Megapixels - 20 MP
Optical Zoom - 8x Optical zoom
Color - Merah

Fashion

Brand + Tipe + Warna



Brand - Yoorafashion
Type - Mono Blazer Wanita
Color - Putih

Product naming convention for EL 1 (Mobiles and Tablets, Computers and Laptops)

Definition

All EL1, EL2 and Home Appliance products must have correct naming construction

- Smartphones & Tablets: Brand + Model + Storage Capacity + (Color)
- Cables: Brand + Cable Length + Type of cable + Compatible devices to be connected with
- Cases and Covers: Case Brand (only if applicable, e.g. Spigen. If OEM then blank) + Cases/covers material + Product Type + [for] + Compatible with + (Color)
- Screen Guards: Screen guard Brand (only if applicable, if OEM then blank) + Type of screen guard + product type + [for] + compatible with
- Power bank: Brand + Model + Power Bank capacity in mAh + product type
- Laptops & Desktop Computers: Brand + Model + Display Size + CPU Brand and type + RAM Memory + any additional info seller wants to put in any order, e.g. Hard Disk size + material + color + operating system
- Blank Media: Brand + Product Type + Total memory capacity in GB + X number (16X, 52X) + Number of items in pack
- Monitors: Brand + Model + Display Size + Display Feature + Product Type
- Printers: Brand + Model Name + Model number + Wireless or not + Mono/Color + Product Type + other functions/features (scanner, copier, fax)
- Fax machines: Brand + Model + Product type + Mono/Color + other functions

Product naming convention for EL 2 (Cameras and TV audios)

Definition

All EL1, EL2 and Home Appliance products must have correct naming construction

- Headphones & Headsets: Brand + Model + Wireless Connectivity + Noise Isolation + Type + (Color)
- Audio Players: Brand + Model + Digital Storage Capacity + Type + (Color)
- Portable Speakers: Brand + Model + Type + (Color)
- Stationary Consoles: Brand + Model + Internal Memory + Type + (Color)
- Portable Consoles: Brand + Model + Type + (Color)
- DVD Players: Brand + Screen Size (inch) + Model + Type + (Color)
- Home Theater Systems: Brand + Model + Channels + Type + Color + model year
- Televisions: Brand + Screen Size + Screen Features/Technology + Color + Model
- Camera Accessories: Brand + Model + Camera Accessories Type + Water Resistance + Compatible With
- Memory Cards: Brand + Memory card type + Speed Class + Storage Capacity + Model
- Tripods & Monopods: Brand + Model + Folded Length + Type + (Color)
- Bridge Cameras: Brand + Model + Megapixels + Optical Zoom + (Color)
- Lenses: Brand + Model + Type + Maximum Aperture Range + Lens Mount Compatibility
- P&S Cameras: Brand + Model + Megapixels + Optical Zoom + Type + (Color)
- DSLR:Body only: Brand + Model + Megapixels + [Body Only]
- DSLR: With lens Kit: Brand + Model + Megapixels + Lens model + [Lens Kit]
- DSLR: With Lens and Accessories: Brand + Model + Megapixels + Lens model + Main accessories + [Deluxe Kit]

Product naming convention for Home Appliances

Definition

All EL1, EL2 and Home Appliance products must have correct naming construction

- Air Conditioners: Brand + Model + Horsepower + Type
- Dish Washers, Dryers & Freezers: Brand + Model + Type + Capacity in liters
- Cooktops, Ranges & hobs: Brand + Model + Type + No of hobs
- Microwaves & Ovens: Brand + Model + Type + Microwave/Oven Capacity in liters
- Refrigerators: Brand + Model + Type + Cubic Feet/Capacity
- Washing Machines: Brand + Model + Type + Washing Capacity in Kg
- Electric Kettles & Thermo Pots: Brand + Model + Type + Capacity in liters
- Rice Cookers & Steamers: Brand + Model + Type + Capacity in liters
- Others: Brand + Model + Type