

# Baby Bunting Marketplace Contents Guidelines

The purpose of this document is to provide best practices/tips to our sellers so that they can list their products in an optimised form.

The benefits (and not limited to) are increased visibility of your products, improved & increased conversion rate, clean & consistent published data.



BabyBunting®



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# Overview of Product Listing

- 1 Product Title
- 2 Selling Price
- 3 Image 1
- 4 Image 2,3,4,5
- 5 Description
- 6 Specifications
- 7 Features Description
- 8 Product Care

Home > Compact & Strollers > Strollers

**1** Childcare Vogue Lite Stroller Grey

This pram ships for FREE!

We're raising funds for sick and premature babies. Make a donation with your purchase today.

★★★★★ (4.3) | [156 Reviews](#)  
49 out of 67 (73%) reviewers recommend this product

Suitable for: Newborn to 20kg  
Product Code 113633

**2** \$599 + Earn a \$20 reward on this purchase. T&C's apply.

**PayPal** Pay in 4 interest-free payments of \$149.75. [Learn more](#)

☒ Delivery  
☐ Free Click & Collect

- 1 + **Add For Delivery**

**4**

**3**

**5**

**6** Specification +

**7** Features Description +

**8** Product Care +

**Description** X

Accommodating to newborns and toddlers, the Vogue Lite Stroller is perfectly designed and styled with its easy to use functions and compact folding size.

Suitable for: Newborn to 20kg

Age group: Newborn-6 months|6-12 months|12-18 months|18-24 months|2-3 years|3+ years

# Product Title

## Field name in the template: Title

A product title should be precise and clear so that the customers know what the purpose and product is, without looking at the images.

Format	Brand	Model Name/Product Style	Keyword	Color
Example	Childcare	Vogue Life	Stroller	Grey



Product titles return search results like keywords.  
Think what describes your product and what your customers will search for.

Please add quantity wherever applicable:

**Huggies Thick Baby Wipes Fragrance Free 400 Pack**

Acceptable	Not Acceptable
<ul style="list-style-type: none"><li>• Min Detail – Brand, Model, Product &amp; Color</li><li>• Proper Case – Capitalising the first letter of each word</li><li>• Necessary Keywords – (e.g.: Stroller if you are selling a stroller)</li></ul>	<ul style="list-style-type: none"><li>• ALL CAPS</li><li>• Promotional Words such as: New, Bargain, Great Deal, Lowest Price etc.</li><li>• Vague Titles: "Black Stroller"</li><li>• Spam title with irrelevant keywords</li><li>• Duplicate words</li></ul>



# Product Description, Features and Specifications

Field names in the product template:  
"Description", "Features", "Product Specifications"

## What to include:

- Clear, concise, and relevant information about the product
- Product specifications and dimensions
- In Features: List all the relevant features of the product as a bullet point list, e.g.: Basket,
- Variant-specific information if the listing is a variant product
- If you can answer all the customers' potential questions in the description, you will increase conversion and reduce page abandonment
- Any warnings, safety standards to ensure that the product complies with ACCC and ACL standards

Max. Length: 1000 characters per field



# Product Description, Features and Specifications (cont)



Your description should cover **WHAT** the product is, **WHY** a customer would buy your product and **WHO** your product is best suited for. This will qualify your potential customer and ensure they are buying what they want.

Acceptable	Not Acceptable
<ul style="list-style-type: none"><li>• Product Information</li><li>• Product Specification and Features<ul style="list-style-type: none"><li>- Dimensions/Size</li><li>- Color</li><li>- Material</li><li>- Other Specifics of the product (e.g.: Has a cupholder: True/False)</li><li>- Package Inclusions</li><li>- Call to action (e.g.: Buy Now!)</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Pictures/Videos that are not relevant to the product or have links that would redirect a customer from the BabyBunting website</li><li>• Using only images in place of text description</li><li>• Returns Policy</li><li>• Variant information such as product is available in different colors or sizes (not included as part of the listing)<ul style="list-style-type: none"><li>- Additional Buying information</li><li>- Shipping Information</li><li>- URL Links for your contact/website</li><li>- Phone number/Contact numbers etc.</li></ul></li></ul>

# Features

Field names in the product template: "Features"

## What to include:

- A bullet point list of product features

### Features Description

- Basket
- Bootcover
- Bassinet mode
- Full raincover
- Reverse seat mode
- Bumper bar
- 5 point harness
- Shoulder pads
- Easy steering
- Sunvisor
- 5kg Basket Capacity
- Perfect for everyday use and shopping
- Suitable to put into the car

***\*Please note: this is not baby capsule compatible***





# Specifications

## Field names in the product template: "Product Specifications"

This should be presented in a bullet point list format.

### What to include:

- **Physical Specifications:** Weight, Dimensions, Material and Colour
- **Compatibility:** Attachment Sizing, compatible brands, and products (if applicable)
- **Technical Specifications**
- **Model Number**
- **Regulatory Attributes (Mandatory):** Certifications, Regulatory Ratings, Professional Installation Required, Age Classification/Requirements, Other Regulatory Considerations & requirements (if applicable)
- **Packaging size for bulky items**

There are attributes recommended for some categories which will appear in the specification section





# Specifications (cont)



Ensure to fill in a value for the recommended attributes (category specific).

## Example of recommended attribute for Prams

- **Seat Liner - True:** This implies that the customer would know if the pram they are looking at has a seat liner or not, which further helps in deciding.

Acceptable	Not Acceptable
<ul style="list-style-type: none"><li>• Bullet points</li><li>• Recommended attributes passed with a value</li></ul>	<ul style="list-style-type: none"><li>• URLs (&lt;embed&gt;&lt;iref&gt;&lt;href&gt;&lt;iframe&gt;) etc.</li></ul>

# Product Description, Features and Specifications (cont)

Field names in the product template:

"Description", "Features", "Product Specifications"

HTML submitted to Baby Bunting	Description View on Baby Bunting
<p>&lt;p&gt;The Unity is Australia's first infant carrier suitable for newborn up to 12 months (approx.) allowing for longer use and rear facing protection for longer. Integrated with CLICK &amp; GO adaptors this carrier becomes an invaluable travel companion allowing for you to transfer your sleeping baby from car to stroller or out and about.&lt;/p&gt;</p> <p>&lt;p&gt;Suitable for: Newborn to 12 Months</p> <p>&lt;p&gt;Age group: Newborn-6 months   6-12 months</p>	<p>The Unity is Australia's first infant carrier suitable for newborn up to 12 months (approx.) allowing for longer use and rear facing protection for longer. Integrated with CLICK &amp; GO adaptors this carrier becomes an invaluable travel companion allowing for you to transfer your sleeping baby from car to stroller or out and about. With the addition of Thermo5 high performance fabric with bamboo your child will travel in quality and comfort.</p> <p>Suitable for: Newborn to 12 Months</p> <p>Age group: Newborn-6 months   6-12 months</p>

# Product Description, Features and Specifications (cont)

Field names in the product template:  
"Description", "Features", "Product Specifications"

HTML submitted to Baby Bunting	Description View on Baby Bunting
<p>&lt;p&gt;Dimensions:</p> <p>&lt;p&gt;&lt;ul&gt;</p> <p>&lt;li&gt;Rear Facing: H430mm x W470mm x D545mm.</p> <p>&lt;li&gt;Maximum Shoulder Height Marker: Approx. 12 months – 340mm</p> <p>&lt;li&gt;Weight: 4.5kg (Approx.)</p>	<p>Dimensions:</p> <ul style="list-style-type: none"><li>• Rear Facing: H430mm x W470mm x D545mm.</li><li>• Maximum Shoulder Height Marker: Approx. 12 months – 340mm</li><li>• Weight: 4.5kg (Approx.)</li></ul>
Recommended Attributes submitted to Baby Bunting:	Recommended Attributes view on Baby Bunting:
<ul style="list-style-type: none"><li>• Seat Liner: True</li><li>• Toddler Seat: True</li><li>• Bassinet: True</li><li>• Cup Holder: False</li><li>• Mobile Phone Holder: False</li><li>• Rain Cover: True</li><li>• Sun Cover: False</li></ul>	<ul style="list-style-type: none"><li>• Seat Liner: Yes</li><li>• Toddler Seat: Yes</li><li>• Bassinet: Yes</li><li>• Cup Holder: No</li><li>• Mobile Phone Holder: No</li><li>• Rain Cover: Yes</li><li>• Sun Cover: No</li></ul>

# Product Images

Field names in the product template:

"Image-1, Image-2, Image-3, Image-4, Image-5, Image-6"

Images	Recommended Specifications
<p>Images:</p> <ul style="list-style-type: none"><li>• The first image must be a clean product photo showing the full product with a white or plain background</li><li>• Supporting images may be:<ul style="list-style-type: none"><li>- Professional standard lifestyle images showing the product in use</li><li>- Contain information/specifications important to the product, such as a visual of dimensions</li><li>- Multiple views of product</li></ul></li><li>• Add warning labels (specific to the product safety standard) as an image.</li></ul>	<p>Recommended: 3000x3000px</p> <p>Minimum Width: 3000px</p> <p>Minimum Height: 3000px</p> <p>Resolution: 300dpi (minimum)</p>



# Product Images (cont)



The image should clearly depict the product & its purpose.  
Customers should be able to see the photo and know what the product is.

Acceptable	Not Acceptable
<ul style="list-style-type: none"><li>• Clean image with plain background for the first image</li><li>• Professional lifestyle images</li><li>• Graphics to support image, such as showing product dimensions (not as main image)</li></ul>	<ul style="list-style-type: none"><li>• Watermarks, logos, badges, and stamps</li><li>• Irrelevant photos that don't show the product</li><li>• Commercial information such as price, seller information, postage etc.</li></ul>

# Product Images (cont)

Field names in the template:

"Image-1, Image-2, Image-3, Image-4, Image-5, Image-6"

- 1 Image-1
- 2 Image-2
- 3 Image-3
- 4 Image-4
- 5 Image-5



# Product Categories

## Field names in the template: "Product Category"

Please make sure that your product is listed in the most appropriate category available.

- Customers filter by categories when searching on the website
- The category also feeds into our search bar to provide more accurate results



The product should be mapped to the most suitable or the closest match category. If you are not sure, please reach out to our onboarding team.

Acceptable	Not Acceptable
<ul style="list-style-type: none"><li>• Select the most appropriate category for your product</li></ul>	<ul style="list-style-type: none"><li>• Mapping products to incorrect categories</li><li>• "Dumping" different type products in a generic non-specific category.</li></ul>

# Brand

## Field name in the template: "Brand"

Populate the product brand to this field.

Please ensure that you only key in Brand ID sent by your Onboarding agent and that it is spelt correctly to avoid product rejection.

Acceptable	Not Acceptable
<ul style="list-style-type: none"><li>• Brand ID that is sent by the Onboarding agent (e.g.: Bugaboo)</li><li>• Products that are generic or do not have a brand</li></ul>	<ul style="list-style-type: none"><li>• Storename or shop name as brand</li><li>• Brand ID entered that is not the same as sent by the Onboarding agent</li></ul>



Products can be filtered on our website by brand.  
Please ensure to fill the brand field correctly to be included in these filters.



# Variants

Field name in the template: "VariantID, Variant-Size, Variant-Colour"

## When to use Variants?

Variants are to be used when a product has differing basic options such as size and/or colour.

e.g.: Apparel and shoes (size and colour options)

Variants should not be used to offer different models of a product

e.g.: Different romper styles should be listed as separate products.

## How to use Variants?

- Group your products:
- Using the **VariantID** field, ensure an identical value is populated for all variants of a product.  
This will ensure that our system can group the products.

## Assign your size options:

Using the Variant-Size field, select the appropriate size for each SKU from the dropdown list.

e.g.: Small, Medium, Large

## Specify colour options:

Using the Variant-Colour field, select the appropriate colour for each SKU from the dropdown list.

e.g.: Blue, Pink, Red

## Identical Information:


- Product Title
- Product Description
- Image-1 (keep it identical for the colour mentioned in the variant-colour field)
- VariantID

# Variants

SKU	Product Title	Product Description	VariantID	Variant-Size	Variant-Colour	Image-1
ABC1O1	Bonds Zip Wondersuit Romper	Product description here	ABC1	O	Stripe	www.img1.com
ABC1O2	Bonds Zip Wondersuit Romper	Product description here	ABC1	OO	Stripe	www.img1.com
ABC1O3	Bonds Zip Wondersuit Romper	Product description here	ABC1	OOO	Stripe	www.img1.com

- 1 Title
- 2 Image
- 3 Size
- 4 Colour

[Home](#) > [Babywear](#) > [All in Ones](#)



### 1 Bonds Zip Wondersuit Romper Grey Stripe

We're raising funds for sick and premature babies. Make a donation with your purchase today.

★★★★★ (4.5) | [2 Reviews](#)

Suitable for: Newborn to 2 Years  
Aussie babies love romping about in our baby Zip Romper.

Product Code 109418-STRO

Size \*  
O

Colour \*  
Stripe

All NEW products submitted to Baby Bunting are subject to **Content Quality Review** and must comply with our product listing policy and guidelines.

Please note that any products that are found to be violating our product listing policy, will be rejected at Baby Bunting's discretion.

