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Takeaways from our Live Session on Target Product Content Best Practices

By Russ Dieringer // August 16, 2023 // Research, Webinars

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Stratably hosted Amanda Wolff from Flywheel Digital to share new product content best practices for Target.com.

Key topics included:

1. The importance of attributes
2. How to leverage wellness icons
3. Title nuances on Target.com
4. Impact from keyword density vs. diversity
5. Optimal bullet amounts

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Action items for brands:

1. Ensure attributes are set up appropriately
2. Examine your balance of keyword density versus diversity
3. Revisit product titles on Target and account for how they are truncated
4. Animate image carousels from other retailers to check the box on video and overcome limitations around text on images
5. Aim for six bullets on PDPs

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Here's what we found most interesting:

1. **Don't overlook attributes:** Attributes on Target.com impact browsability, the overall relevance of items, serve as filters that are encouraged by the UX design on the site, and determine black and white badges. Based on Flywheel's research, brands see average organic rank move from 19.9 to 14.9, and share of voice and sales velocity improvement post attribution improvement.

2. **Target Vendor Scorecard:** Vendor Scorecards are used by Target to determine how well a brand is adhering to the content standards it wants to see. The amount of focus put on these scorecards can vary by category and associated merchant. Beyond satisfying merchants' requests, these scorecards have a positive correlation to findability on the site.

3. **Shorter titles win on Target:** Target rewards products with short titles. For instance, Flywheel's research has revealed that most best ranking products on the site have 30-70 characters. This is approximately half the amount of Amazon.

4. **Optimal bullets:** Flywheel's research suggests top ranking SKUs tend to have six bullets. Adding bullets beyond six does not seem to help ranking.