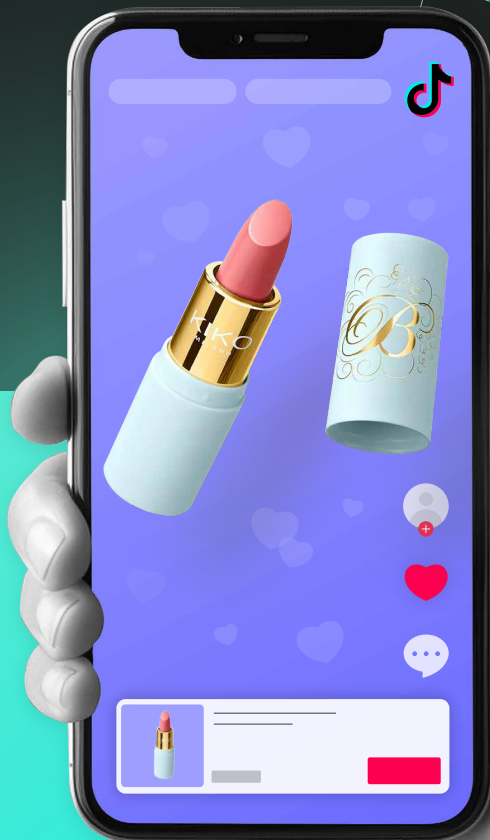


From Zero to Sales: The Ultimate TikTok Product Listing Checklist

Make sure every product listing is optimized with this must-have checklist.



Welcome

TikTok is exploding in popularity, especially among Gen Z and millennials, making TikTok Shop a prime marketplace for sellers targeting these audiences. But with massive potential comes fierce competition.

If you're a new eCommerce seller looking to start on TikTok or already selling on other marketplaces, the key to going viral and maximizing sales is optimizing your product listings. A well-crafted, accurate listing can make your product stand out, attract more customers, and boost revenue. On the other hand, a poorly optimized listing may struggle to gain visibility, leading to low or even zero sales.

That's where this checklist comes in. With our past collaborations with TikTok on webinars, we've put together a comprehensive guide to help you optimize every part of your listing - titles, descriptions, media, and more. Follow this checklist to make the most of your TikTok Shop and set yourself up for success!

What's Inside

This A-Z TikTok product listing checklist has everything you need to create the perfect listing and start selling like a pro.

- Craft perfect product titles for better visibility
- Choose the right category to boost exposure
- List brand names correctly to avoid policy issues
- Master high-quality images & videos for engagement
- Write SEO-friendly product descriptions that sell
- Optimize variations for seamless shopping experience
- Set smart pricing strategies to maximize sales

Plus, real examples to guide you!

Product Name

Include essential details to describe the product effectively, such as:

- Brand name
- Product type
- Key features
- Size or quantity

Example:

Nike Air Max Sneakers Black Size 10

↑
Brand name

↑
Product type

↑
Key features

↑
Size or quantity



DO'S

- ✓ Keep product titles concise and clear, staying within 25-200 characters.
- ✓ Add popular keywords and related sub-keywords to optimize SEO.
- ✓ Capitalize the first letter of each word, except for prepositions, conjunctions, and articles.
- ✓ Use proper grammar, punctuation, and complete phrasing for clarity and professionalism.
- ✓ Write numbers as numerals (e.g., "2" instead of "two").
- ✓ Abbreviate measurements consistently (e.g., "cm" for centimeters).
- ✓ Clearly state the quantity for multi-pack items (e.g., "10 ct" or "Pack of 10").
- ✓ Create a scannable, easy-to-read title.
- ✓ Use descriptive adjectives sparingly and only if they're factual (e.g., "Stainless Steel" or "Double-Sided" instead of "Amazing" or "Perfect").
- ✓ Check for restricted words or phrases in TikTok Shop's Seller Center to avoid violations.
- ✓ If applicable, include model numbers or specific identifiers to differentiate similar products, but keep it relevant to the item shown.

DONT'S

- ✗ Don't spam keywords or add unrelated words to boost visibility.
- ✗ Don't use all caps for any word unless it's a brand name (e.g., ZARA, ASUS).
- ✗ Don't include subjective or promotional phrases like "Hot Item," "Best Seller," "Sale," "Free Shipping," or specific prices.
- ✗ Don't use emoticons, hashtags, or symbols such as }, ~, \$, ^, {, <, !, *, #, @, :, %, >.
- ✗ Don't include the seller's name, store name, or any URLs in the title.
- ✗ Don't reference "TikTok" (unless authorized), other platforms (e.g., Amazon, eBay), or external branding.
- ✗ Don't use special characters or altered spellings (e.g., NIKE, Dpple, ~!*\$?_~{ }#<>|*;*^~!|).
- ✗ Don't list all available product variations in the title (e.g., "A1, A2, A3, A4, A5" or "XXS-6XL").

Category

DO'S

- ✓ Select the most appropriate product category and subcategory for each listing.
- ✓ Understand your product's key features and functions to choose the right category.
- ✓ Use TikTok Shop's Seller Center for category recommendations.
- ✓ Check how competitors categorize similar products to refine your choices.
- ✓ Start broad, then narrow to a specific subcategory.
- ✓ Choose categories based on how buyers would search for your item.
- ✓ Enter product-related keywords in Seller Center to find relevant category options.
- ✓ Apply all applicable category and subcategory levels to fully describe your product.
- ✓ Regularly review Seller Center for new or updated category options.
- ✓ Update categories seasonally if relevant (e.g., "Winter Apparel" vs. "Summer Clothing") to align with trends.

DONT'S

- ✗ Don't guess, take time to select categories accurately to avoid misplaced listings.
- ✗ Don't misuse categories to chase exposure; this violates policy and confuses customers.
- ✗ Don't leave categories vague or incomplete; fully specify to maximize discoverability.



Category

Figure Toy ▼

Brand

DO'S

- ✓ Enter the brand name exactly as it appears on the official website, registered trademark, or product/packaging.
- ✓ Use the correct letter case and special characters.
- ✓ Include the brand name on the product listing detail page.
- ✓ Verify you have authorization from the brand owner or legal permission to use the name.
- ✓ Ensure the brand enhances searchability and matches customer expectations.
- ✓ Review TikTok Shop's Intellectual Property Policy to avoid infringement flags.

DONT'S

- ✗ Don't omit, alter, or obscure brand information in any part of the listing.
- ✗ Don't use third-party brand names without proper authorization or legal rights.
- ✗ Don't enter incorrect or misspelled brand names - violations may lead to enforcement.

Media

DO'S

- ✓ Upload up to 9 square images per product.
- ✓ Upload at least 5 high-resolution images showing multiple angles.
- ✓ Use JPEG, PNG, or JPG formats.
- ✓ Ensure images are square (1:1 ratio) and at least 600 by 600 pixels in size.
- ✓ For products with multiple sizes or quantities, only mention the size and quantity shown in the first image.
- ✓ Display a clear front view as the first image.
- ✓ Fill at least 60% of the frame with the product.
- ✓ Highlight different angles, key features, and accessories with extra images
- ✓ Use bright, even lighting to avoid shadows and overexposure.
- ✓ Choose a simple, neutral background like white.
- ✓ Maintain a uniform style with consistent lighting and background.
- ✓ Capture close-ups of unique details for quality assurance.
- ✓ Include lifestyle images to show real-life use.

For specific product types:

Food products:

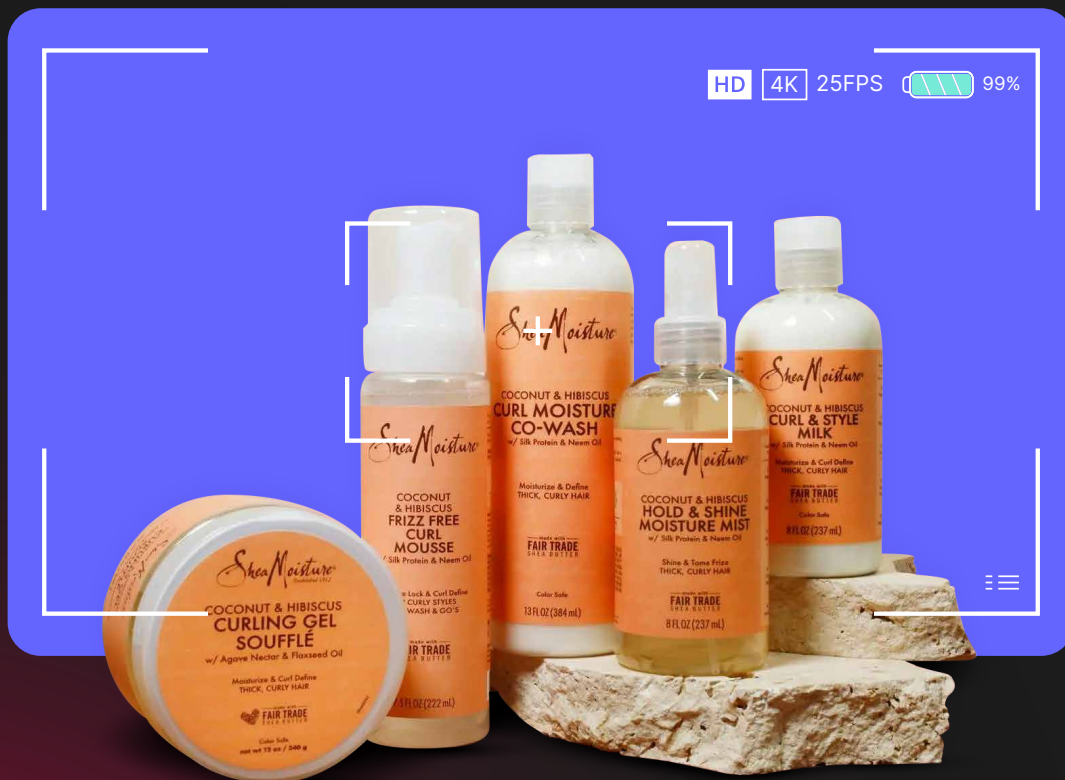


- ✓ Display all food items in their proper packaging to show branding and details clearly.

Children's clothing:



- ✓ Use child models or mannequins for most children's clothing to demonstrate fit and style.
- ✓ For children's swimwear and undergarments, photograph items flat on a plain background, no models or mannequins permitted.



DONT'S

- ✗ Don't apply text, watermarks, or promotional graphics to any images, particularly the first one, to maintain compliance.
- ✗ Don't use marketing stickers, discount tags, or branding overlays that could distract from the product.
- ✗ Don't submit black-and-white images.
- ✗ Don't apply blurring effects or filters that hide or alter the product's true look.
- ✗ Don't use placeholders, digital renderings, or mockups.
- ✗ Don't upload misleading images that misrepresent the actual item being sold.
- ✗ Don't include links, QR codes, or any details directing customers away from TikTok Shop.
- ✗ Don't repeat the same angle across multiple images.

Video

DO'S

- ✓ Upload one video per listing (maximum 100MB).
- ✓ Ensure the video ratio falls between 9:16 and 16:9.
- ✓ Craft clear and concise messaging that aligns with your brand's voice.
- ✓ Showcase how your product solves a problem.
- ✓ Highlight key product details, including features, functionality, and use cases.
- ✓ Include a compelling call to action.
- ✓ Feature customer testimonials when applicable.



Product Description

DO'S

- ✓ Write a description of at least 30 words and 500 characters.
- ✓ Clearly explain the product's main features, functions, components, and uses.
- ✓ Focus on product-specific info like:
 - Target age/audience
 - Dimensions
 - Product use
 - Ingredients
 - Source country
- ✓ Integrate relevant keywords for SEO optimization.
- ✓ Add relevant hashtags.
- ✓ Highlight what sets your product apart from similar items.
- ✓ Include precise measurements (e.g., 10 inches), care instructions, and warranty details.
- ✓ Use correct grammar, punctuation, and complete sentences for clarity.
- ✓ Add all required safety info, specifications, and warnings (e.g., for food supplements or Prop 65).
- ✓ Ensure all details are accurate, truthful, and compliant with applicable laws.
- ✓ Break up text for readability, use 3-5 bullet points for key highlights.

- ✓ Write sizes without punctuation (e.g., 10 inches, not 10").
- ✓ Use numerals for ages.
- ✓ Spell out units fully (e.g., quart, inch, feet).
- ✓ Tailor descriptions to your audience.
- ✓ Use simple language for broad appeal or technical terms for niche buyers.
- ✓ Mention certifications if relevant and verifiable.
- ✓ Update descriptions if product details change to stay compliant.

DONT'S

- ✗ Don't use vague or generic statements.
- ✗ Don't include seller-specific info (e.g., name, email, website, other listings).
- ✗ Don't add misleading or unverified claims.

Example:

Stainless steel water bottle 500ml blue

Stay hydrated with this durable 500ml stainless steel water bottle. Perfect for outdoor adventures or daily use, it keeps drinks cold for 24 hours or hot for 12 hours. Made in China, this BPA-free bottle features a leak-proof cap and sleek blue finish. Ideal for adults and teens.

- Capacity: 500 milliliters
- Dimensions: 10 inches tall, 3 inches wide
- Use: Keeps beverages hot or cold
- Material: Stainless steel, BPA-free
- Warranty: 1 year limited

Care: Hand wash with mild soap.
Not dishwasher safe.

Warning: Do not use with carbonated drinks to avoid pressure buildup.



Product Variations

DO'S

- ✓ Group all product variations under one listing for easy customer comparison.
- ✓ Define the anchor product as the main item linking all variations on a single page.
- ✓ List all variations (e.g., sizes, colors) available for customers to choose from.
- ✓ Specify variation styles (e.g., size, color, shape, scent, flavor) to differentiate options.
- ✓ Ensure each variation is a unique, accurate option of the same product.
- ✓ Match the variation in the first image to the size/color mentioned in the title.
- ✓ Detail all other variations (e.g., additional sizes or colors) in the product description.
- ✓ Limit variations to relevant attributes (e.g., avoid unnecessary options like "left-handed" for a mug).
- ✓ Use clear, consistent naming (e.g., "Red" not "Crimson" if image-based).

DONT'S

- ✗ Don't include misleading or duplicate variations (e.g., identical options listed twice).
- ✗ Don't list unrelated products as variations under the same anchor product.
- ✗ Don't omit variations shown in images - ensure all options are selectable.



Price

DO'S

- ✓ Set both a list price and a sale price for each product.
- ✓ Display the total price clearly, including list price, sale price, taxes, and shipping fees.
- ✓ Follow Seller Center instructions to input pricing accurately.
- ✓ Ensure all pricing complies with applicable laws and regulations.
- ✓ Maintain fair and consistent pricing to build customer trust.
- ✓ Compare your prices with competitors to stay competitive but fair.
- ✓ Use discounts strategically during promotions, ensuring sale prices are genuine reductions.

DONT'S

- × Don't use deceptive list or sale prices that mislead customers.
- × Don't set prices significantly higher than recent market rates, on or off TikTok Shop.
- × Don't charge a higher per-unit price for multi-unit packs than for a single unit.
- × Don't engage in price gouging by raising prices of essential goods during crises (e.g., pandemics, disasters).
- × Don't fluctuate prices dramatically within a short time frame.
- × Don't list low prices without intent to sell or fulfill orders (bait-and-switch).

Ready to optimize your TikTok Shop product listings?

“ Remember, product listing optimization is just the first step to driving sales and making the most of this platform. A well-optimized listing boosts SEO, increases visibility, and helps you stand out. But the work doesn't stop there.

Keep an eye on your listings regularly to ensure they stay updated, in stock, and competitive. If your product gets outperformed by competitors, don't get discouraged. Just analyze, adjust, and keep improving.

And, the best part, you can utilize software tools like LitCommerce to help you manage your stock effectively, preventing overselling when selling across multiple channels like your website and TikTok. Our tool also allows you to quickly import products from Shopify, Squarespace, WooCommerce, and more, then list them on your TikTok channel with ease.

Stay proactive, experiment with strategies, and most importantly, keep going. Success on TikTok Shop takes time, but with the right approach, you'll get there.

Good luck, and happy selling! ”



Kevin Nguyen

CEO of LitCommerce



**Thanks
for Reading!**

The background is a dark navy blue. In the top right corner, there is a large teal circle. A teal arc, part of this circle, curves across the upper middle of the page. To the left of this arc, there are three small symbols: a teal 'C' shape, a white 'C' shape, and a grey '+' shape. In the bottom left corner, there is a large pink arc. In the bottom right area, there is a small pink '+' shape and a small grey dot.