A Brief Analysis of Product Display Skills on Alibaba.com

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Abstract. Cross-border e-commerce is an inevitable trend of economic globalization. Alibaba.com is currently the most-used platform for foreign trader salesperson in China and is one of the important channels for suppliers to develop buyers. Displaying new product information is the base of e-commerce. Only high-quality product display information can rank on the top position in the popular searching system. Displaying products information is the most crucial step in getting an inquiry, too. Foreign buyers will also pay close attention to the details of the product information description, if the information of product is not clear, it is likely to lose an order from the potential buyers, or increase time, human sources, cost to continue the inquiry. This paper mainly explores the product displaying skills according to the current raking rules to upgrade the quality of product information and receive clients inquires. All this is for helping enterprises open the international trade market efficiently on Alibaba.com.

Keywords: Alibaba.com, product display, skills.

1. Introduction

Alibaba.com is a costly B2B platform, a plenty of domestic enterprises will sacrifice a lot on it to perform themselves. As for the fervent competition, however, not all investment gain. If you were to overlook the advantages of the product, the reason why some have lost money is because the foreign trade clerk lacked product display skills. This leads to poor sales performance, and possibly even losing money. Thus, being proficient in product display skills is pivotal for a good foreign trade clerk when using Alibaba.com.

The giant platform has its regulation for assessing product's ranking position, and only those that displays in a good way can enjoy the prior displaying place, which will be easier found by buyers. As for product display skills, it is demanding for foreign trade clerk, he not only need to command some English knowledge to set product name and description but various display skills. Armed with such tactics, the product can win in the competition, which draw clients' focus, thus realize the goal of getting inquires and sale the goods. Hopefully through this research, the foreign trade clerks have skills to follow when they sale product on Alibaba.com, therefore, their companies can elevate the product ranking on the platform, increase click rate and order percentage for more commercial chances.

2. Sections of Product Display

After the buyer found the product that matches his or her preferences through searching the platform, he needs to further understand the product or other business details. The product display is a way for the supplier to display the details of these products for the buyer. Finally, the buyer will select the products from several companies and make inquiries. Before display a new product, the trade clerk needs to know various product attributes, such as material, color, weight, size and so on. The product information should be truly and accurately reflected in the product name, he can add related modified words in the product name, to better match the buyer's searching keywords with the perfect keywords and attributes and other way.

On Ali has a product display template, which provides a product display format for operator. The format makes it available for trade clerks to form the product webpage by fulfilling the template with related pictures and videos. The product display template has seven sections: category, product name, keywords, attributes, main photo, details packaging and shipping and other information.

2.1 Category Selecting

The first step in displaying a product is to choose the category that fits the product, which is one of the most fundamental requirements for displaying a product and is also an important factor in Ali's system ranking. The considerable products in Ali, in order to facilitate buyers to accurately search for the target product, are classified into different categories. Only placed in the right category, the product will be found by more buyers who eager to make a deal.

Category is assorting the piles of different products together. Each product has its own category, if it is sorted to the wrong category that the buyer will not find the product displayed by the trade clerk.

2.2 Product Name Settings

After selecting the right category, the trade clerk can fill in the basic information of the product. As picture shown below, first is to set the product name, which is the core of product displaying. The setting of the product name requires much more skills.

Setting the product name need to refer to the buyer's search habits, preferences and English grammar knowledge. Also filling the product name must use and inserted with the keywords. When buyers are sourcing the target product, they will input the related keywords. A product has many keywords, the wider the keywords cover, the higher the product exposure is. High-quality product name is the key to reach the top of natural ranking.

2.3 Attributes and Image Processing

Product attributes include system attributes and custom attributes. The description of product attribute not only is the extraction of features and parameters, but also the important basis for buyers to select your goods. The buyers can quickly find the desired product by choosing the product's attributes. Foreign trade clerks need to accurately fill in the system attributes and custom attributes. Besides, a clear and beautiful product picture can attract buyers to continue to browse product information, and better understand the appearance characteristics of goods, which may lead to buyer's click and inquiry action.

Product attributes are also the most concerned product features and parameters of buyers, which reflecting the integrity of product information. The trade clerks need to complete the options arranged by the platform, and display products in a multi-dimensional way; a good attribute requires precise information to facilitate the buyer to source accurately.

Product attributes are divided into system attributes and custom attributes. For the system attributes, they need to be filled completely and accurately according to the characteristics; for custom attributes, they mainly filled in product features, uses, export markets, related certification, etc.

3. Product Display Skills

The quality of the product information affects the product's ranking on Alibaba.com, and it also affects whether the buyer will exert interest in the product and decide to send an inquiry or not. The followings focus on the skills that how to optimize product display in some sections from the aspect of natural ranking, hoping that is conducive to product ranking.

3.1 Title Formulation

Product name is the core of the whole display. the first matching point when buyer sourcing his goods, the key to natural ranking, also render key information more available to buyers. The name should not be set too long, it should include the product title, model, key features, and characteristics. To formulate the name requires searching and sorting out the key words, and distinguish various forms of key words. The trade clerk should set the key word as the center, and use grammar knowledge to arrange an appropriate order, hoping the name can help the product stand out among the mass search results and finally attract buyers to click. Foreign trade clerks should follow the formula title as: A good title = C + (xxxx) B + (xxxx) A, Where C and B are hot keywords, A is the

core keyword, and between C and B where are suggested to filled with four different modified attribute words.

3.1.1 Searching Keyword

There are many ways to search keywords, the following are more commonly used: inputting the key words in the product search page; clicking on the foreground drop-down search box; getting from top10. You can also use other search engines, such as Google that you can search for other hot keywords. They can reflect the buyers' purchasing needs and search habits.

3.1.2 Morphology Apply in Product Name

When the operator input keywords, some keywords have various forms. Alibaba.com is an intelligent search engine, so for some keywords with different forms will be unified, for example: Singular and plural nouns: downlight, downlights, downlighting; Possessive noun: men, man`s, men's; Adjective form: custom, customized; Word case: Downlight, downlight. Similarly, there are some words that will not be unified, such as: Downlight, down lights; jewelry, jewelery, jewellry, jewelery; glass, glasses; print, printing; window, windows; tshirt, t shirt, t-shirt.

It is recommended to select popular keywords commonly used by buyers. When filling in keywords, the system will treat them as the same product despite different uppercase and lowercase.

3.2 Cover All Display Sections with Keyword

According to the known ranking rules of the system, if you cover too many key words, misuse keywords, the product ranking will be affected in the search matching efficacy, and even be treated as cheating. Cheating can greatly affect the buyer's experience as he searching on Alibaba.com, and undermine the market order and fair competition environment. These will be severely punished by the platform.

Throughout the product display process, the keywords can be properly set in the following aspects to reinforce the matching bond between the seller's and buyer's keywords. The most commonly used sections are: product name; three keywords; customized product attributes; name of one product picture; product information.

3.3 Product Detail Information

The picturesque description can be easily understood by others than anything else, for visual intuition is vital, say, from the buyer's point of view, it is the product picture that catches his eyes in the face of the huge search results. An excellent product images will exert a certain impact on the buyer's vision.

There are six main pictures the staff needs to choose from. The first one can be displayed in the research result list, four others for showcasing and displaying the product details, the last one should be attached with business card. The image style should be remained consistent. It means it is necessary to have similar background color, same size and consistent definition of these photos.

Demanding and requirements in choosing main pictures: for underlining the main theme of the picture, square picture shape is more favored; high-definition, over 1000 * 1000px; specific-features highlighting; concise background, pure color background preferred; multi-image display, including positive, side and material and other pictures.

3.4 Setting CTA

The purpose of advertising on Alibaba.com is to tap customers and attract them to click. However, it is not possible for customers to skim all the products one by one. There are many methods to attract clients, such as: combine different keyword, showcase displaying, fixed ranking displaying, top ranking booth displaying, and using the diverging landing page, RFQ, visitor marketing, etc.

Landing pages are pages that show on the platform after potential buyers click on the ads or searching the product. Setting up a logical and reasonable page is important, and both AIDA model and FABE mode are good options for trade staff to design the proper product page.

When the buyer opens a company webpage and finds that there is a marketing module on the opening page, the customer may soon find a product they want to click. This is the module that foreign trade clerk wants to use in order to reach out to the buyer's flow. From the introductory page, if it works, it would mean an increase in the number of page views in a single description page, which meticulously and highly escalates customer's browsing experience. This type of branched CTA set by foreign trade clerks can greatly increase the exposure of all products.

In addition to the above branched CTA, you can also set up the Wangwang CTA (for communication), place order CTA, the distributary CTA and the collection CTA. Collection CTA is product collection button in the product details page, so that after the buyer get interest in the product and then collect it. CTA (Call to Action) is the bondage of interaction with visitors, and is an important way for foreign trade clerks to transform visitors into customers. By setting up the hyperlinks of CTA, the foreign trade workers can effectively improve the conversion rate of the products and promote the marketing performance.

Before applying CTA to the page, there are some tactics should be used to attract buyers, say, using AIDI model, FABE mode, and the position of CTA.

After the foreign trade clerks succeed in attract the customers by setting up the distributary CTA, they also need to use the AIDA sales model to show the characteristics of the products, so that the buyers will be more interested in the products.

Currently Alibaba.com puts the collection and place order button on the top of the page, which is unreasonable. Because it is difficult for buyers to decide to make an enquiry before they fully know about the company and its products, so buyers will first read the detail description of the company before making an offer. Foreign trade workers can set CTA in the following places in order to make up for the shortcoming of the international business platform, collection CTA can be placed between the product advantage and company introduction of the details page, the order CTA can be set up at the end of details page.

All texts and pictures can be hyperlinked to make CTA. They can be set in each position of the product details page as needed. The setting of CTA is achieved through hyperlinks, and the distributary CTA can be linked to the product page directly, and not linked to the online store. All texts and pictures can be hyperlinked to make CTA. They can be set in each position of the product details page as needed. The setting of CTA is achieved through hyperlinks, and the distributary CTA can be linked to the product page directly, and not linked to the online store.

3.5 FABE Mode

After buyers are attracted to continue to the reading, then the trade clerk needs to make something more interesting to the following will show before buyers. Here you need to use the FABE (Features, Advantages, Benefits, Evidence) sales technique.

Features: the product features that can hook buyer's attention. The trade clerk can extract three to five selling features or display the special structure of products, and he'd better insert the first collection CTA under the first selling feature description; Advantages: This is the key to convince customers to cooperate with trade company, the advantage can be better product technology, just price, prestigious brand, or quality enterprise service, etc. The trade clerk can display the most concerned advantage by the buyers which they can attain huge benefits; Benefits: the benefits that buyer will attain if he chooses your products, such as marketing development, price advantage and other benefits; Evidences: showing transaction data and photo that cooperate with other customers can facilitate the purchasing. The trade clerk can also win buyers' favours with displaying the evidences of deals cooperated with regular customers and other famous brands and factories. After displaying the case or data, it is suggested that the enquiry CTA should be inserted to facilitate the buyer to find the inquiry entrance.

4. Conclusion

Firstly, this paper introduces the related knowledge of products displaying on Alibaba.com, and then uses relevant English knowledge to study a few important sections of publishing products, finally, summarizes some practical skills. Although this is not deep enough to discuss the skills of CTA setting, and other methods of making product name on Alibaba.com do not displayed. But beside the above skills can be applied in Alibaba.com, for other B2B, B2C cross-border electronic business platform, they also have a certain reference value. Hopping these skills will be helpful for the foreign trade clerks and foreign trade companies.

The firms use the Alibaba.com to display its product, analyzes the background data, and then releases the best quality product information to the Alibaba.com for inquiries. And the foreign trade personnel manage the foreign trade business through the electronic commerce platform, and use the skills of product display to get orders. Only with the attentive company and the proactive foreign trade staff, can we truly develop an overseas market.

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