

Image & Listing Guide

Wellbeing Marketplace



Get Visible, Be Their Solution!

You are on the Wellbeing Umbrella Marketplace for two main reasons: to increase your business visibility and to help reach more of the right people who need what you offer.

It is important to us too, that you get the best outcomes on the Wellbeing Umbrella Marketplace, so we have created this **Image and Copy guide** for the site. The focus of this guide is to help ensure your listings gain maximum visibility, attract the right customers and encourage potential customers to reach out to purchase.

By following the guidance and simply actioning the steps given, you will be returned in more searches and increase your chance of inspiring customers to take action.

These action steps are;

1. Use Appealing Imagery
2. Use Of On-Page SEO
3. Share The Benefits Of Product/Service
4. Use Long Structured Copy On Listings
5. Categorise Listings Correctly

We'll expand on these areas further over the next few pages.

Let's get started!



Look After Yourself Journal

£7.99



The Wellbeing Gem

1. Use Appealing Imagery

Images Speak Louder Than Words

The photography you use on your listings can make the difference between potential customers reaching out and purchasing your wellness support, or not.

Customers decide whether or not they want to purchase or book from you based on how they feel when they first look at your featured listing image.

Before people even read your listing title or copy, they see your featured image. The listing image is what draws them in to want to learn more. That's why it is **ESSENTIAL** that you use photos/images that are pleasing on the eye and in keep with our [image policy](#).

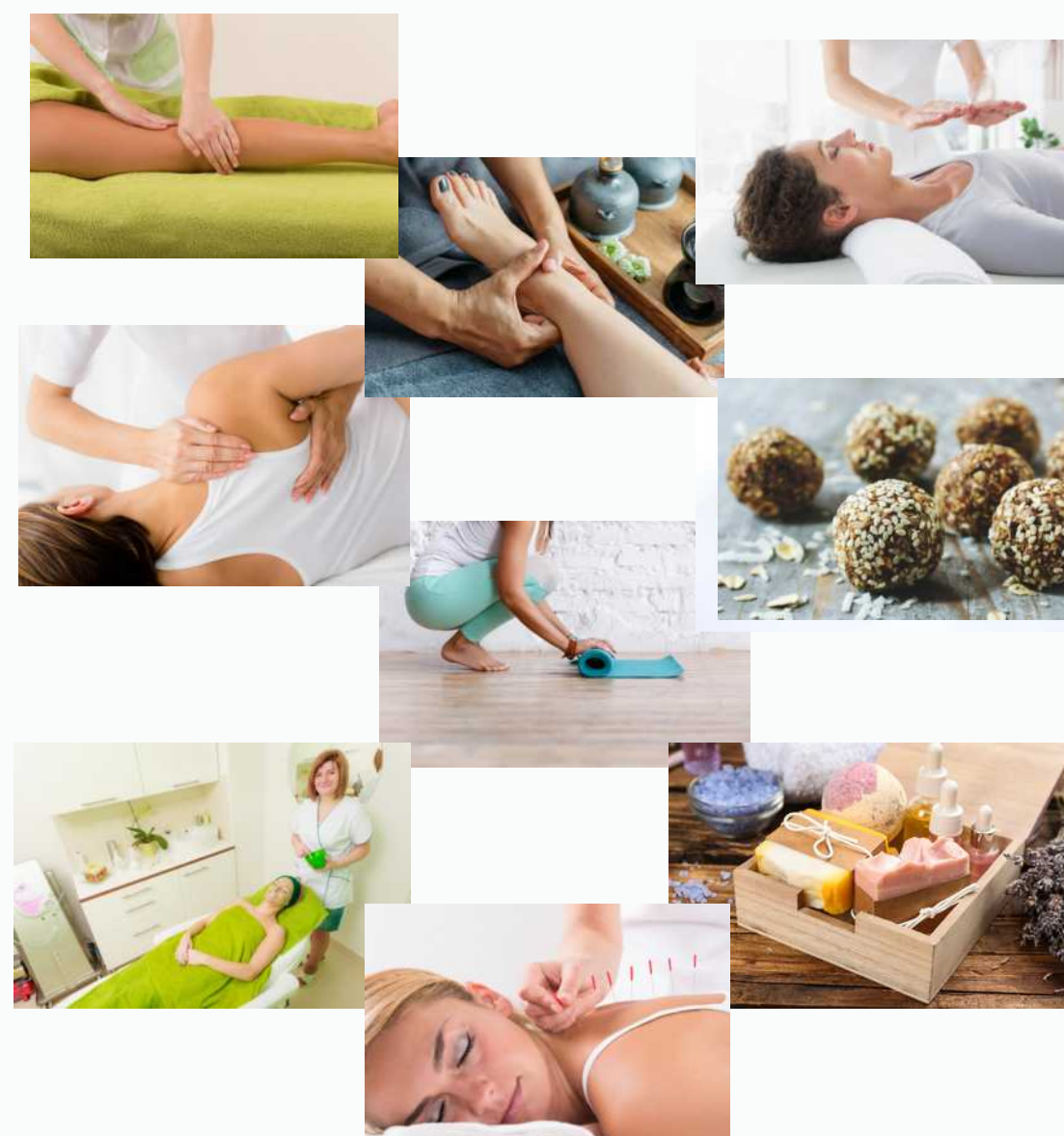


Image Fundamentals

- Use high quality image resolution
- Make sure your image layout/size is 800 x 600 pixels
- Use good/sufficient lighting – natural or external, ensure no harsh shadows or reflections.
- Use in focus images, have no distractions and keep props to a minimum.
- Use images with no distractions – this means plain and neutral backgrounds
- Use your own images - stock images are not recommended, as they are not a true representation of your service/product. Plus if you want to stand out, it's highly likely someone else will be using them too, making your product/service less unique!



Online Customers Know What They Want

A study by Big Commerce, found that nearly 80% of online shoppers want lifestyle photographs/imagery. Lifestyle type imagery are photos that aim to help customers make a connection between your product/service and the lifestyle or brand status they wish to achieve/experience.

When choosing your featured/primary listing image (the first image seen by customers on the marketplace or your store) choose the desired outcome or feeling your customers are aiming to achieve when searching for your product/service, as this will help to encourage them to purchase. These are called lifestyle images.



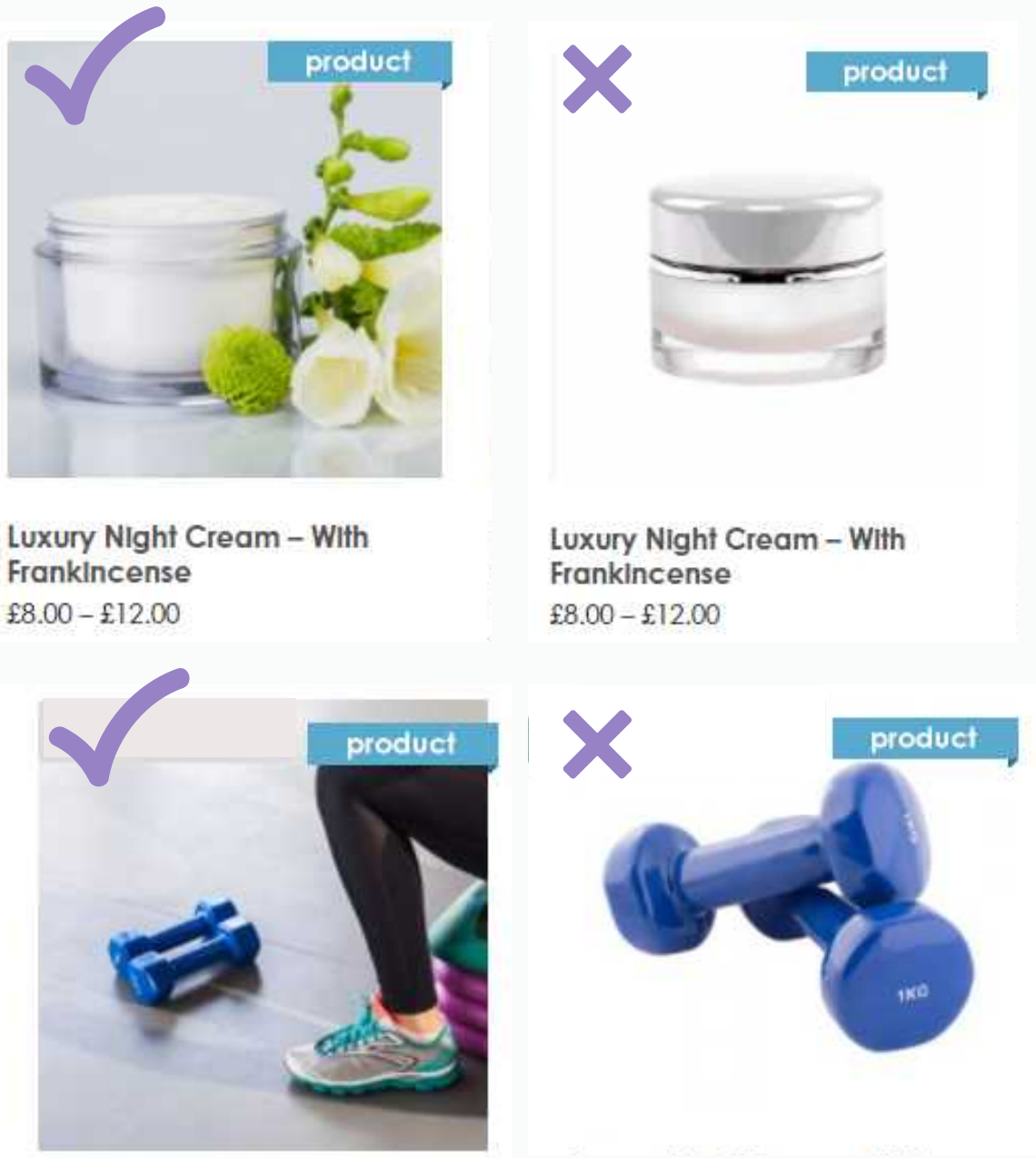
Lifestyle Image Examples

Example: Selling night cream or exercise dumb-bells

- ✗ **Refrain from:** Using a non-lifestyle photo/image of the actual dumbbell or night cream product as a featured/primary listing image.
- ✓ **Do:** Use an image that helps to portray the lifestyle or brand status a customer desires, who may wish to purchase these.

A lifestyle type image with props also helps to demonstrate other aspects, including scale and where your product/service can be utilised.

Remember you have an additional listing image gallery, where you can use non-lifestyle images of the actual product should you wish.



Which images seem more visually appealing and would encourage you to click on a listing to learn more?

Image Gallery Recommendations

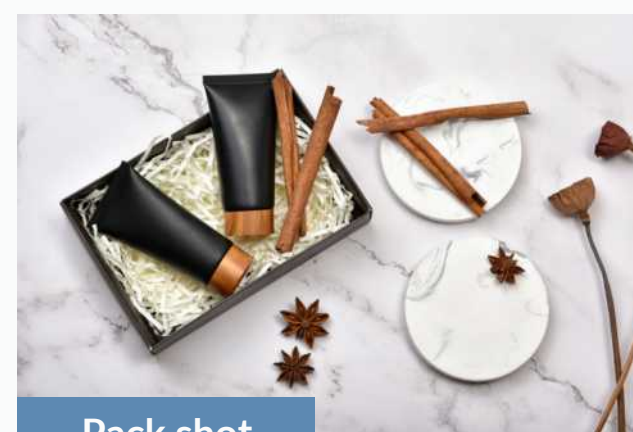
Use your image gallery to give customers more information visually and answer any questions they may have. e.g. colour, texture, size (or idea of scale), any matching items, equipment used, who you are, therapy room etc. You can even use the gallery to share sizing info, FAQ's, different angles, a coupon code, how to use info and how to join your email list!

Product Based Gallery

Pack shot – an image of your product within/next to package box (usually your featured image)

Single shot – an image of product(s) alone out of its packaging

Texture/lifestyle shot – this where you will show the actual contents of product and in use



Pack shot



Single shot



Texture shot



Lifestyle shot

Service Based Gallery

Portrait/head shot – professional images of yourself as the service provider or providing the service

Location shot – showcasing the overview of your practice/room and space

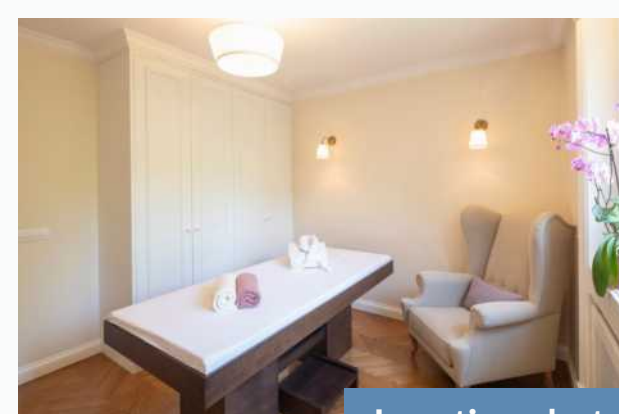
Close up/lifestyle – close up/lifestyle images of you providing your service and close up of any specific tools you may use



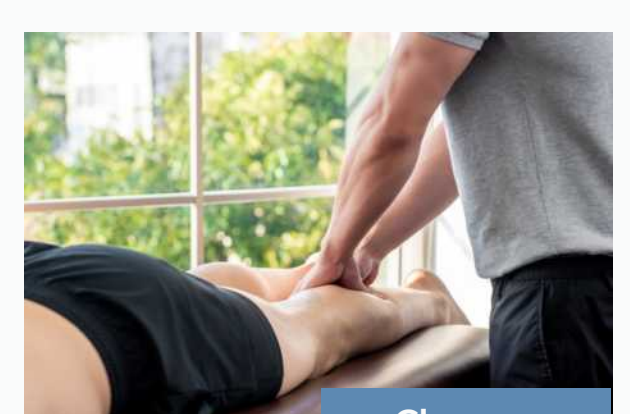
Portrait



Portrait



Location shot



Close up



Equipment

Before you upload any listing images to the Wellbeing Umbrella Marketplace name them with your keywords to help increase your SEO. More about SEO next!

Appealing Imagery Checklist

Keep & Use For Reference

- ☐ Make sure your images are of the highest resolution and quality – at least 600 x 800 pixels in size
- ☐ Use good/sufficient lighting – natural or external, ensure no harsh shadows or reflections.
- ☐ Use in focus images & have no distractions
- ☐ Use images with white or neutral backgrounds
- ☐ Make sure your product/service fills at least 80% of the image frame
- ☐ Use your own images - stock images are not recommended, as they are not a true representation of your service/product.
- ☐ Use props to help demonstrate scale, but keep their use to a minimum to avoid detracting from what you're actually selling
- ☐ Use the image gallery to give customers more information visually and answer any FAQ's
- ☐ Ensure you have all necessary rights, full permission, and licenses to use the images
- ☐ Aim for your featured/primary image to be a 'lifestyle' to help customers make a connection between your product/service and the lifestyle or brand status they wish to achieve/experience.

Keywords Continued . . .

You can use a tool as simple as a google search bar to discover your keywords.

Once you have them make sure you use your primary keyword in your listing title. Make sure the title best describes your product/service in a way the customer understands – using titles that only mean something to you, won't help potential customers!

e.g. **Physiotherapy For Back Pain Relief | York Area**

Your primary keyword and secondary words also need to be used within your listing copy. 10% use of keywords in your copy is more than enough, too much keyword use and the search engines won't favour you well. Ensure you use your keywords naturally and that they make sense and are readable!

Here's An Example:

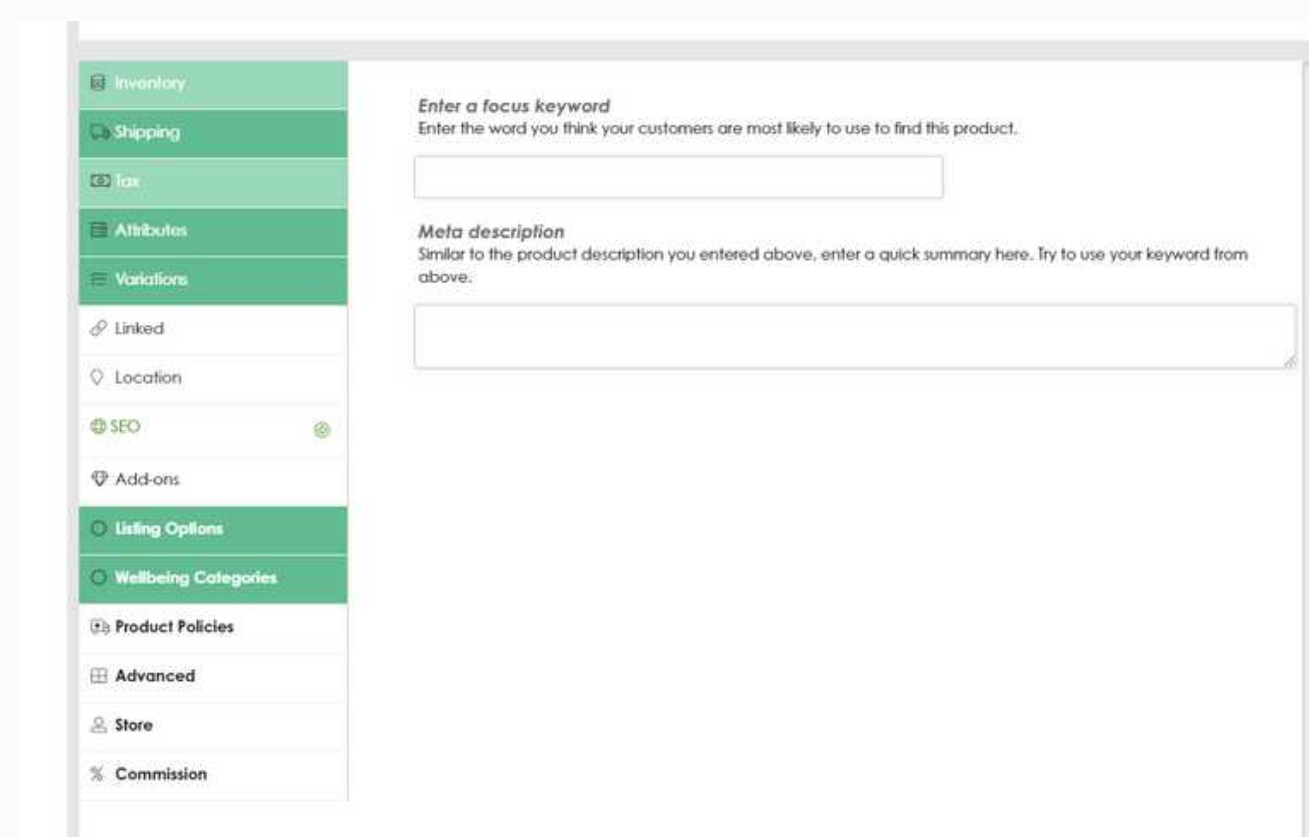
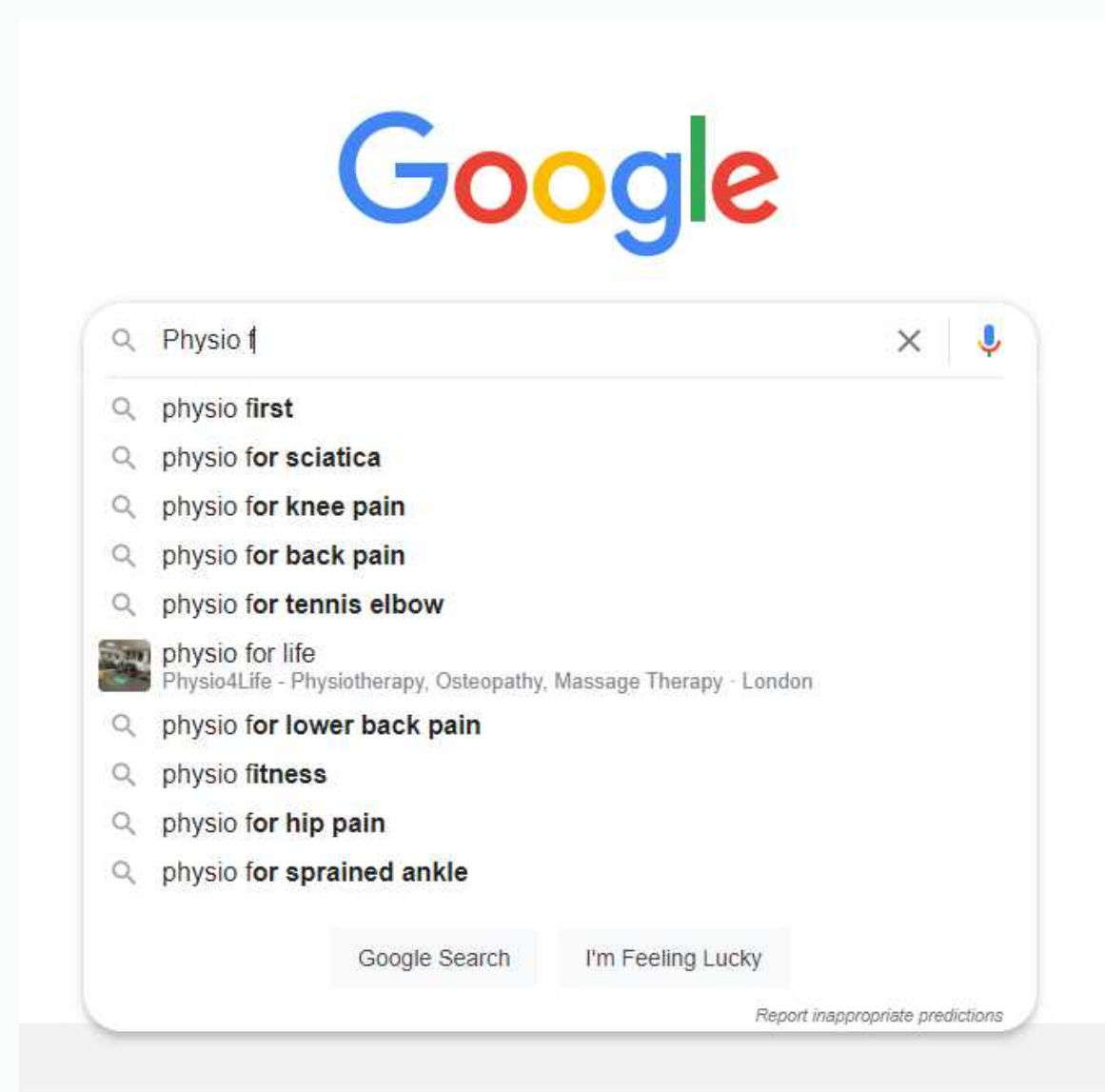
*In need of **Physiotherapy for back pain relief in the York area?***

*If it's preventing you from doing your normal daily activities its time to get it looked at. **Physiotherapy** is a great way to rid yourself of unwanted **back problems**! It could be as simple as a few tight muscles that need loosening with a gentle course of **Physio treatment** to get doing the things you love again and once took for granted. Here's what we offer during your appointment with us to help you get back on track.*

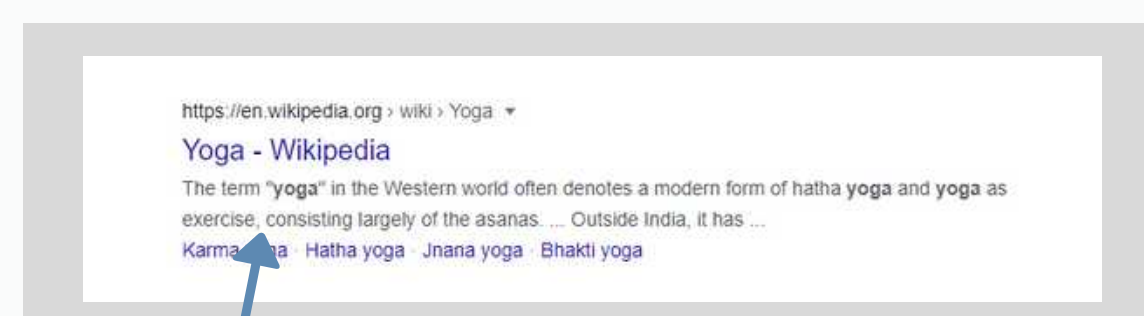
Listing SEO Tab

If you want to rank higher in search results and get eyes on your listing, make sure you also take the time to complete the '**SEO tab**' on your listing that asks you to input your product/service's 'keyword' and 'Meta description'. We've already discussed keywords, so you'll know what to add here!

A **meta description** is the snippet of text that describes your listing page and its content. It's the first thing people see in a search, along with your listing title, when they enter a keyword into a search engine. **Try keep it under 120 characters**, the less the better and make sure your primary keyword is at the beginning.



Listing SEO Tab



Meta description as displayed on internet

3. Share The Benefits Of Product/Service

Convince Customers Your Product/Service Can Help

Writing appealing and powerful copy that encourages a customer to purchase or book is an art! Your copy needs to convince the customer that your product or service can help solve their problem or make their life better in some way. Along with this, it also needs to encompass your keywords (we discussed this in section two) **to help attract the right people and increase traffic to your listing.**

Address Their Concerns

To convince customers to reach out for your services/products, your copy needs to address the concerns they have (e.g. the reason they are searching for a solution). They generally are not bothered about your product/service's features (e.g. functionality such as a remote control for a flameless candle) until they believe they have found a solution, they are more interested in how it can help them. So if all you talk about is what your product **'does'** and not how it can **'be of value or benefit'** to them - they'll click off and continue their search.

To help ensure your copy connects with the right customer and encourages them to take action, Copy Writer Claire Taylor (from Raspberry Flamingo Copywriting) has shared an exercise to help you focus your listings on what your ideal customer(s) will benefit from on each of your product/services, so that you can ensure it's covered in your listing copy. See the next page.

Home / Products / Look After Yourself Journal



Discovering The Benefits Of Your Product/Service

Use the table and instructions below to get clear on which customer you're targeting for each of your product/services, what each of your target customers problem are and how your service/product can benefit them. Once you've done the exercise use the information to write your copy in a way that is more appropriate for the people you're targeting and the right people buying!

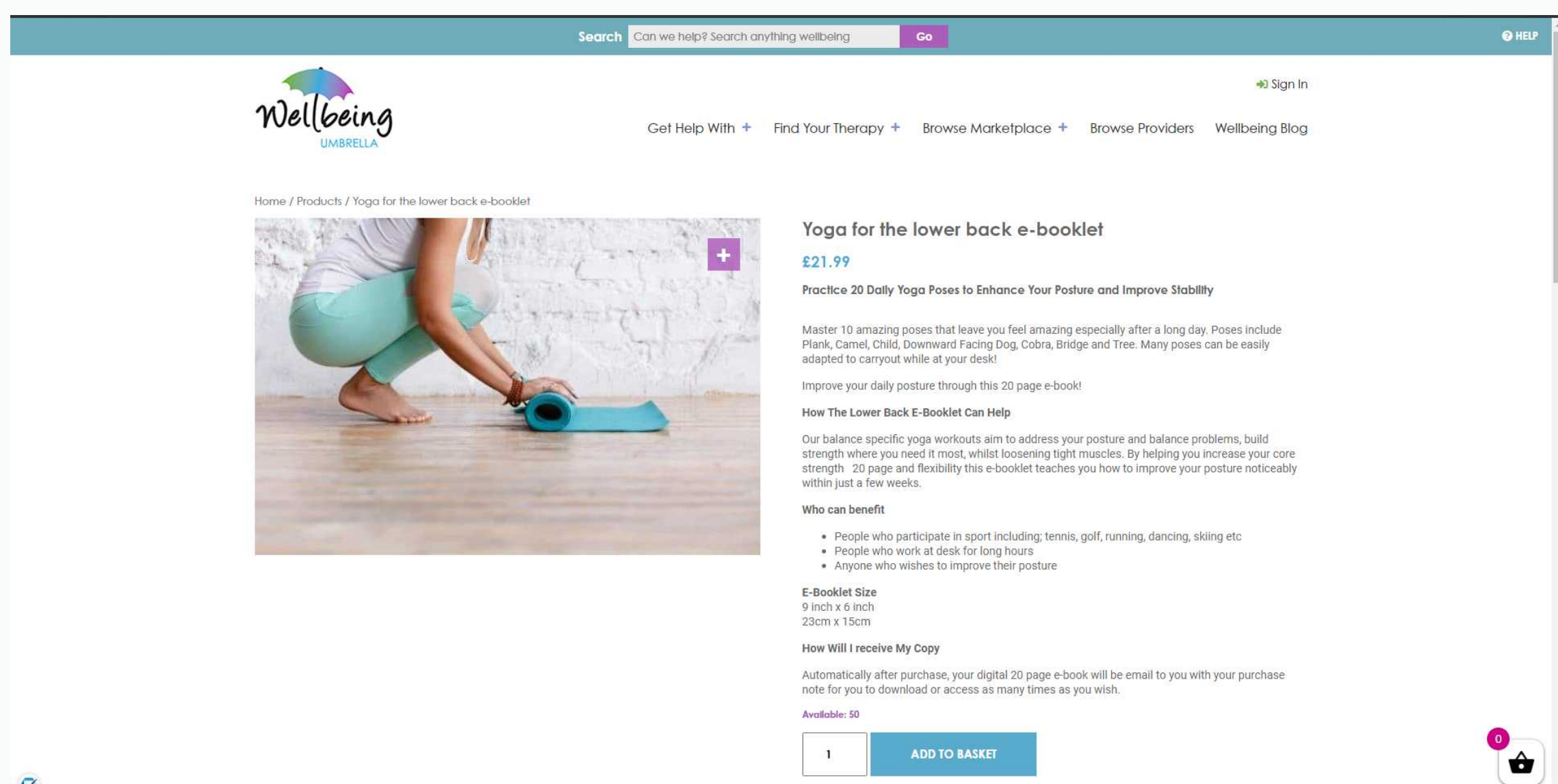
- 1. **Product/Service & its features** - Make a list of each of the products and services you’re going to list on the marketplace and its features.
- 2. **Target Customer** - For each product/service listed, get clear on which target customer you have in mind to sell this to. Describe them - who are they? This might be your best customer - record why?
- 3. **Problems/Pain points** - For each target customer get clear on what problems they are experiencing to need to purchase your product/ service e.g. back pain, stress, anxiety, dry skin. Also jot down what the knock on effect the problem is having on their life (physically and emotionally), what they have possibly tried before and what might happen if they don't solve their problem.
- 4. **Benefits** - this is the important bit, based upon who your target customer is and their problems/pain points, list the ways your product/services solves their problem and makes their life better. Also look at each feature and jot down its value. e.g. Feature: remote control flameless candle and Benefit: safety, convenience and doesn't produce smoke

Product/Service & features	Target Customer	Problems/Pain points	Benefits/Outcomes

4. Use Long Structured Copy On Listings

Search Engines Love Copy Length

Length is important when it comes to your on-page SEO, a few sentences to describe a product/service is unfortunately not enough. Both for the search engines and in the interest of potential customers!



Let's be honest if you write reams and reams on a listing page just to make SEO happy – you'll send a customer to sleep or worst make them click off.

To help make your listing copy longer, digestible and encourage customers to read, use **bullet points** and **headers** to help structure, and break up the copy on your listing.

Remember to use your primary and secondary keywords within your headers and copy.

How The Lower Back E-Booklet Can Help

Our balance specific yoga workouts aim to address your posture and balance problems, build strength where you need it most, whilst loosening tight muscles. By helping you increase your core strength 20 page and flexibility this e-booklet teaches you how to improve your posture noticeably within just a few weeks.

Who can benefit

- People who participate in sport including: tennis, golf, running, dancing, skiing etc
- People who work at desk for long hours
- Anyone who wishes to improve their posture

E-Booklet Size

9 inch x 6 inch
23cm x 15cm

How Will I receive My Copy

Automatically after purchase, your digital 20 page e-book will be email to you with your purchase note for you to download or access as many times as you wish.

Available: 50

Here's some suggested examples you may wish to use to structure your listing;

1. 'Suitable for' – make clear or list who your product/service is beneficial for, this will help your ideal audience identify themselves quickly.

e.g.

- *Stressed out mums.*
- *Under 25's*
- *Women going through menopause.*

2. 'Not suitable for' - make clear or list who your product/service is not suitable beneficial for, this will again help weed out your ideal audience further!

e.g.

- *Women who are pregnant*
- *Anyone who has a heart condition*
- *Anyone is who doesn't have 2 hours a week to commit to their wellbeing*
- *Anyone who wants a quick fix*

3. 'Benefits' – share/list the benefits of your product/service, explain what outcomes they will experience if they use/purchase it.

e.g.

- *Relief of back pain*
- *Stress reduction*
- *Improved sleep*
- *Yoga pants that don't fall down*

4. 'How will your product/service be delivered' – explain how your product or service will be delivered.

e.g.

- *In person*
- *Via Zoom call*
- *How will a product be despatched?*
- *Tickets sent*

5. 'Additional information' – this is where you share all the features relevant to your listing.

e.g.

- *Type of material*
- *Sizes*
- *Dimensions*
- *Where it's made*
- *Ingredients*

6. 'What happens next' – take your customer on the after-purchase journey and explain how the after-sale process works.

e.g.

- *If they purchase today, will they get their download the same day?*
- *How long does it take until you despatch?*
- *Will they get a marketplace email to confirm this?*
- *Do you send shipping tracking information?*
- *Will they get a reminder about an upcoming event?*
- *If they purchase an appointment today without a booking system, will you arrange an appointment time with them? What are your days and times of working?*

5. Categorise Listings Correctly

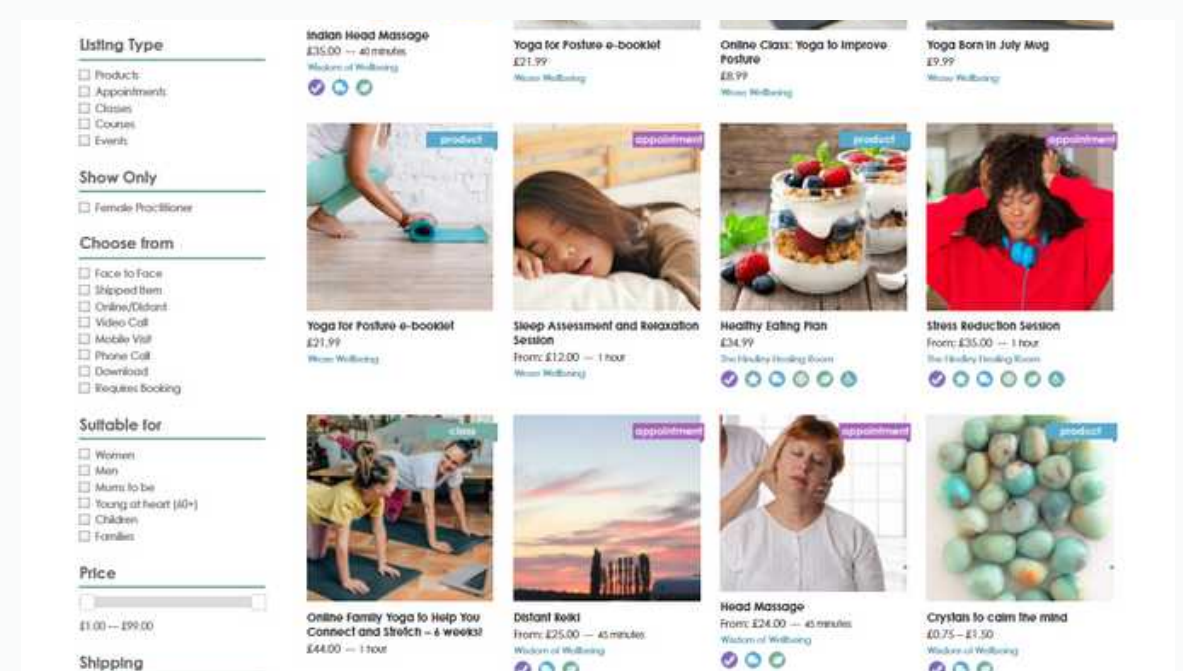
Selecting The Right Listing Options

When listing a product or service on the Wellbeing Marketplace you'll need to choose 'listing types' and 'listing options' categories that best reflect what you are selling.

Simply put listing categories helps you get found by the right customers on the site and enables them to filter results based on the information you assign to your listing.

Listing Types and Options include:

- The type of listing your are selling (e.g. product, event, class, appointment)
- The type of people you serve (e.g. women, children, animals),
- The way you deliver your services (e.g. online, home-visits, phone call)
- Whether you are a Female Practitioner/Male Practitioner
- Whether your venue is Wheelchair Accessible



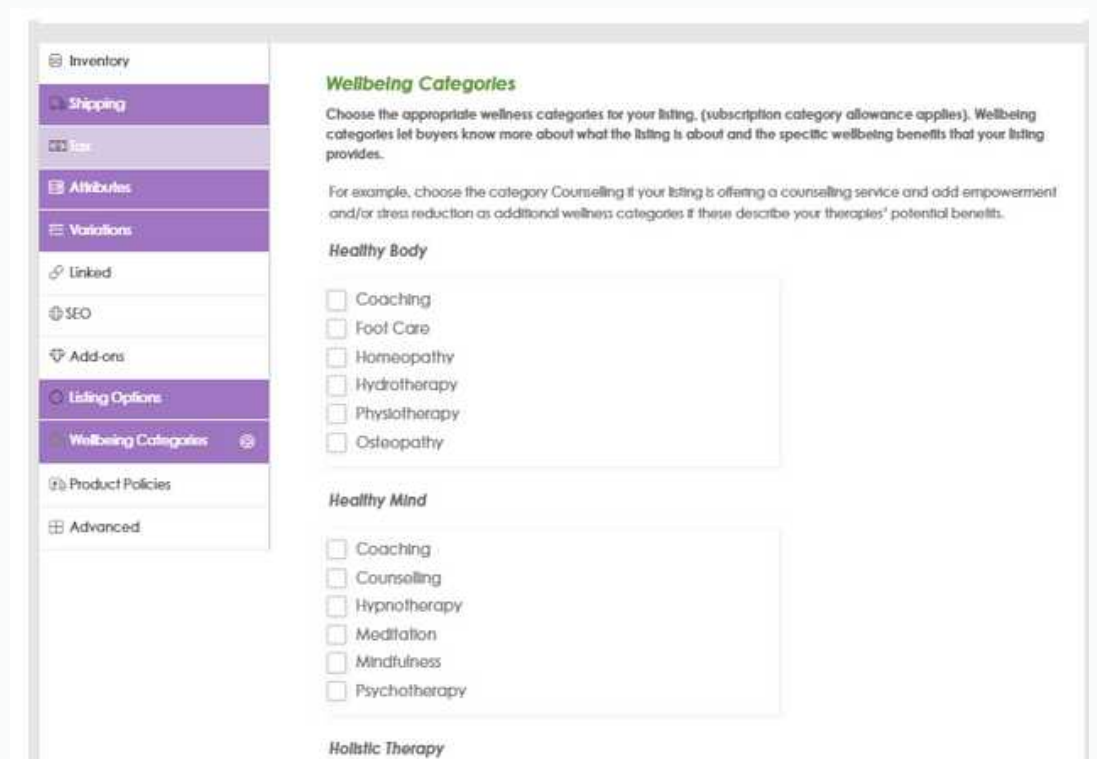
Wellbeing Categories

When listing a product/service on Wellbeing Umbrella Marketplace you need to choose the best wellbeing categories for it to fall under. Customers search through these categories to help find services and products that best meet their needs. In a lot of cases customers may not have heard of your treatment/solution or even know it benefits them. So, it is imperative that you categorise your listing correctly to be found.

Your main aim when choosing wellbeing categories for your listing is to ensure it describes and is a true representation of what you are selling. When choosing categories think of the type of therapy and/or positive outcomes your service/product offers.

For example, choose the category 'Counselling' if your listing is offering counselling services and add 'empowerment' and/or 'stress reduction' as additional categories if these describe your therapies potential benefits.

Please note: Wellbeing category subscription allowance applies.



Optimising Listing Visibility Checklist

Keep & Use For Reference

- ☐ Before writing your copy do you know your keywords for this listing
- ☐ Make sure listing copy shares the benefits of your product/service
- ☐ Use your primary keyword/phrase in the listing title
- ☐ Use keywords within your listing copy
- ☐ Use long copy and structure your listing with the use of headers
- ☐ Complete the SEO tab on listing - ensure you add your primary keyword/phrase there too
- ☐ SEO tab continued: make sure you use your primary keyword/phrase in your meta description - keep it to less than 120 characters
- ☐ Remember to name your images with your keywords/phrase e.g. physiotherapy York, back pain
- ☐ Ensure you use the correct 'listing type' to describe your listing e.g. product, course, appointment
- ☐ Make sure you choose appropriate 'listing options' to describe - who it is for, how you deliver your service/product etc
- ☐ Make sure you choose wellbeing categories that best describe what you are selling and its benefits - refrain from using categories that are not relevant.