

如何编辑网站内容

目录

- 如何添加产品
- 产品内容编辑思路

如何添加产品

一、添加产品要求：

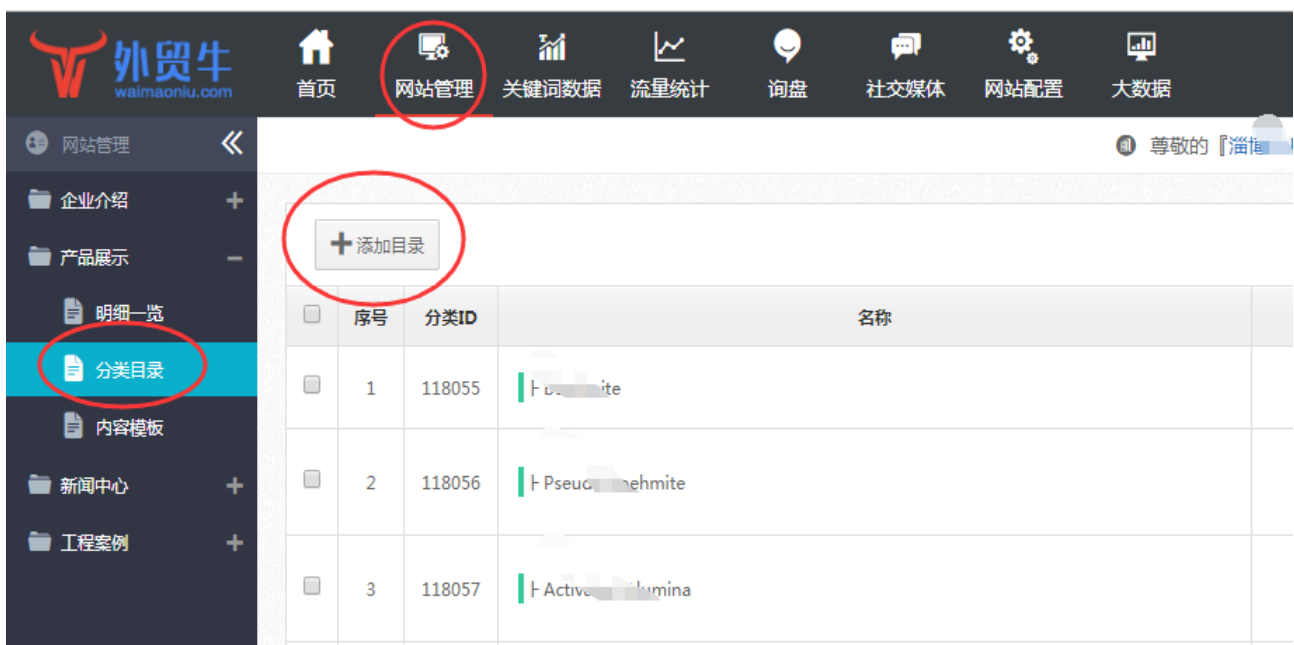
1. 图片+680 个字符以上的文字"图文并茂最佳。同时，在描述中合理的带入产品关键词，1-3 个。
2. 文字内容需保持原创性，相似度太高的页面，**Google 有可能会判定为抄袭，影响网站权重**，是不利于搜索引擎优化的。

什么叫原创性？

- A. **相似度最好不超过 30%**；
- B. 文字内容不能与自己的原英文外贸网站或别人的网站一样；
- C. 即使用不同的产品名称创建不同的页面发布同一个产品内容,也是不允许的。

二、操作流程

1. 如果想添加的产品所属的分类原站上没有，则需先添加，
添加分类的路径：网站管理-产品展示-分类目录-添加目录



2. 新分类编辑方式：

点击“**添加目录**”，进入以下页面。在“名称”中添加分类名，**分类访问名与名称一致**；

选择主营产品；

填写**分类的相关词**：例如：标题是粉红色的英国丁香花，产品相关词可以写：粉红色的丁香花，英国的丁香花，红色丁香花，粉红丁香花；

最后点击“**保存**”即可添加一个分类。

图片跟描述根据每个网站风格是否网站会有显示再进行相应的增加填写。

钻石牛：主分类5-15个，产品数200-500个，特殊产品数最低120个。

父类 添加一级分类时，此处无需选择分类

=====

名称 不能选择泛词做分类，会导致流量不精准，不建议没有热度的词做分类，建议40到60个字符，超出不利于SEO优化

主营产品类目 == 关键词，如：笔记本电脑 搜索 **保持一致**

分类访问名 分类访问名可以和标题一致。(使用简单明了的英文作为文章访问名，更利于搜索引擎收录；推荐8个单词内，如 usb-flash-drive)

分类相关词

5-15个分类，分类词需有流量。原因：
1. 分类页面权重高，相对产品页和别名页更容易排名。因此按产品实际情况多分类，增加更多有流量的词。
2. 根据客户询盘着陆页分析，分类页客户询盘留言效率更高。

图片 

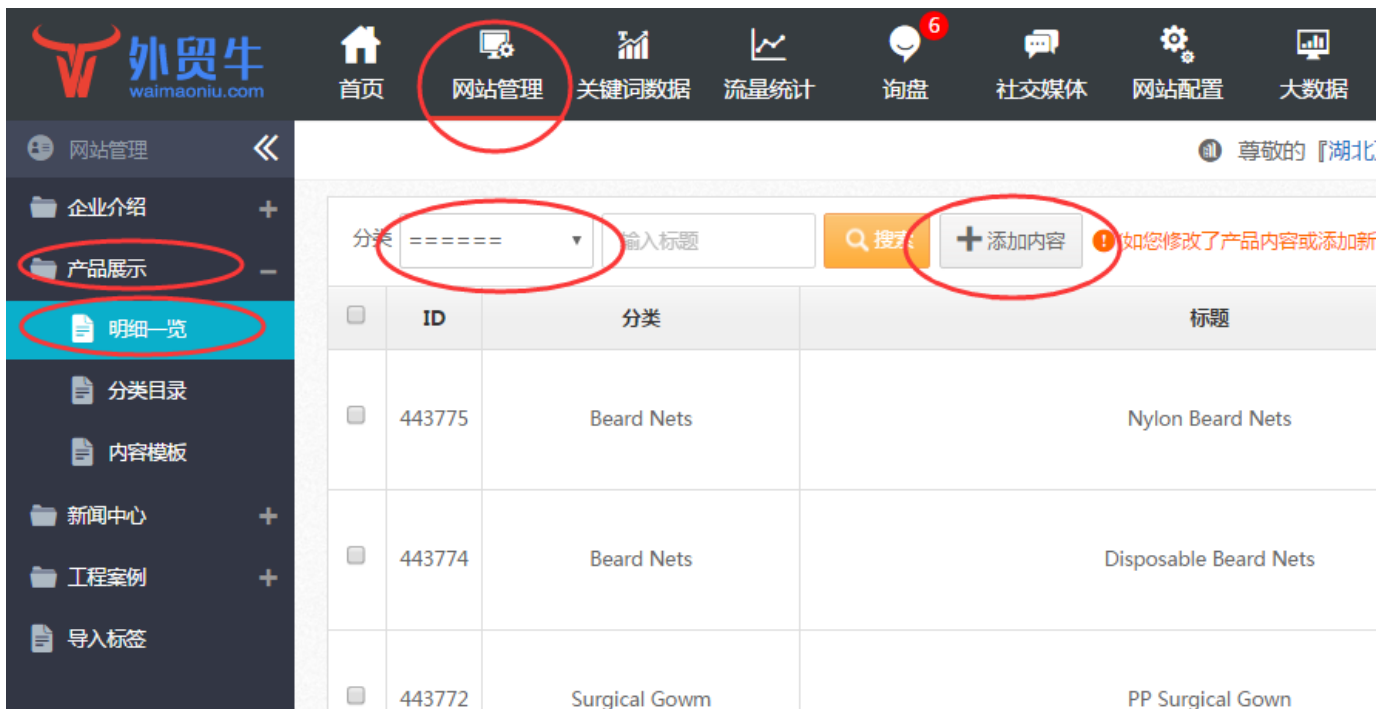
描述

排序号 (数字越大排在越前)

保存 返回

3. 若是在网站原有的分类上添加产品，则直接从这一步开始：

添加产品路径：网站管理-产品展示-明细一览，选择“分类”后，点击“添加内容”



4. 开始进行产品详情页编辑：

- ① 填写“标题”与“文章访问名”，两个一致;
- ② 产品相关词：填写5个此产品相关的词，相关词不可过长，最好不超过50个字符。
- ③ 当产品相关词中有特殊符号&、/时，请手动替换为“空格”。
- ④ 发布一个产品推荐客户5个产品相关词全部填写，填写的词数量越多，产品推广曝光机会越大，尽量不要与其它产品相关词重复。此处的标题、产品相关词必须是与产品息息相关的词，同时也会被纳入词库，都会尽量去优化，有一定的机率会被抓取，请认真填写
- ⑤ 填写通用属性
- ⑥ 增加产品图片：点击“图片”对应的“+”按钮，上传产品主图建议产品图片大小为500X500像素以上，图片文件大小控制在200K以内上传，主图需要提供3-6张
- ⑦ 产品亮点：第一行出现产品词最佳，文字内容编辑三段内最佳，描述总长度控制在300个单词内，产品亮点与其它产品亮点无重复，原创度越高，效果越好，编写内容可以为：产品全称、产品概述、主要功能、产品特点、功能特性、重点突出新的变化、产品先进性、使用场景、产品或服务解决用户问题以及产品或服务面向的用户等相关内容。

*分类

Product

*标题

Plum Bottle

一个标题只能放一个产品词，名称建议包含分类名，长度建议50个字符以内

保持一致

*文章访问名

plum bottle

文章访问名建议直接复制标题，更利于搜索引擎收录；推荐8个单词内，如 big-power-led-lights-p30

*产品相关词

Conductivity bottle

Perfume bottle

Balloon bottle

Beverage bottle

Storage jar

产品数越多（最高不超过套餐规定数量），seo优化获取流量更大。而布局有流量的词，排名引流效果最佳。

属性:

品牌 DeLong

产地 zibo

出货时间 2-3 Months

供应能力 20000 pieces per month

*图片:



1.建议图片使用高清，尺寸500-800px，长宽比例一致，文件大小在200KB内。 2.请至少上传3张图片，一张主视图（第一

*产品亮点

[查看参考范例>>](#)

- (1) 可以从应用场景、合作案例、研发技术、生产实力、销售量、库存量等多种角度展开描述，语言精简，通顺连贯。
 (2) 建议分为2-3段进行填写，每段带有1-3个产品相关词；建议每段字符数控制在150-200个字符数，建议全文400个字符

1. Le... glass, exquisite and... slucent.
2. Install the... enhance the sealing performance.
3. Large bottle... easy to take.
4. Durable faucet with built-in... blocking.

5. 在**编辑框**中编辑产品内容及图片，可增加**超链接**或者添加视频等功能，**视频**需要先上传YouTube然后把链接点击添加到如下指定区域。

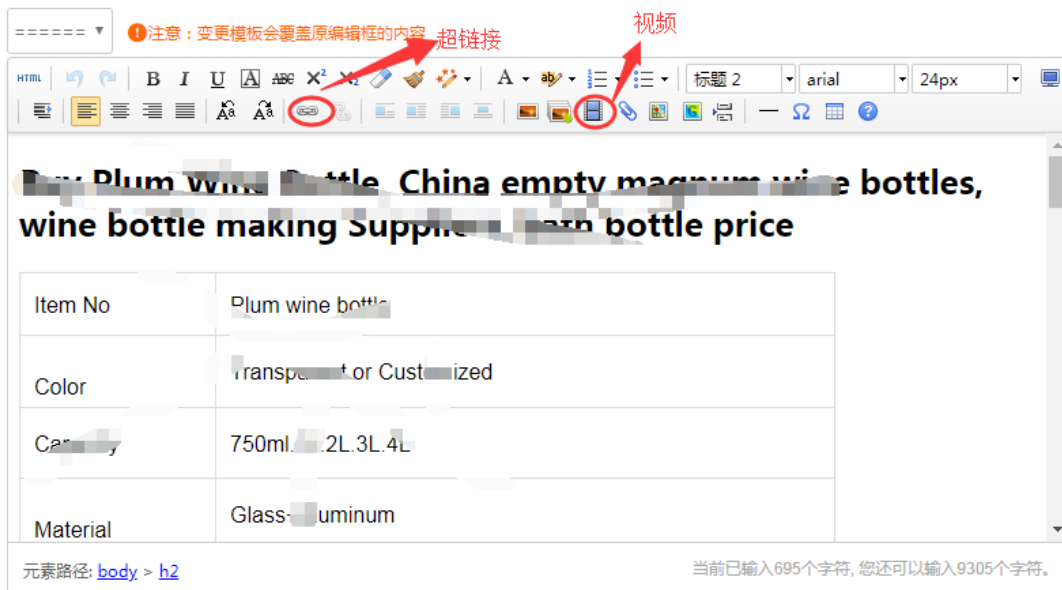
* 内容: [查看参考范例>>](#)

- (1) 文章中建议使用相关关键词，次数不少5次，平均分布于文字页面。
- (2) 文章中的代词全部替换为关键词，即可以用使用具体名称的坚决不用 It 这类词。
- (3) 文章每段不超过500个字符，超过进行分段，全文建议最低1000个字符数以上。
- (4) 文章保证原创，切勿直接从网络摘抄，网站内页面相似度不能超过30%。
- (5) 图文搭配效果更好，还可以给上传的图片，大小再100KB以内做一些说明，要求至少3张图片。

注意：变更模板会覆盖原编辑框的内容

超链接

视频



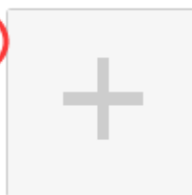
Item No	Plum wine bottle
Color	Transparent or Customized
Capacity	750ml, 1.2L, 3L, 4L
Material	Glass, Aluminum

元素路径: [body](#) > [h2](#) 当前已输入695个字符, 您还可以输入9305个字符。

6. **附件**控制在20M以内。(支持式:.rar .zip .pdf .doc .docx. xls .xlsx)；产品上首页**推荐**或**热门**区需选择勾选；若需要对产品进行**排序**，则在排序号里输入数字，数字越大，排得越前面，；然后点击最下方的“保存”即成功添加产品；

3. 拍摄详细产品视频更有利于转化。

附件:



1. 附件名称请以英文命名，并且说明该附件的内容。
2. 添加附件有利于提升转化，客户下载附件将会留下邮箱。
3. 附件格式支持RAR、ZIP、PDF、DOC、DOCX、XLE、XLSX，小于20M。

标识/启用 是否推荐？ 是否热门？ 是否启用？

排序号 (数字越大排在越前)

保存

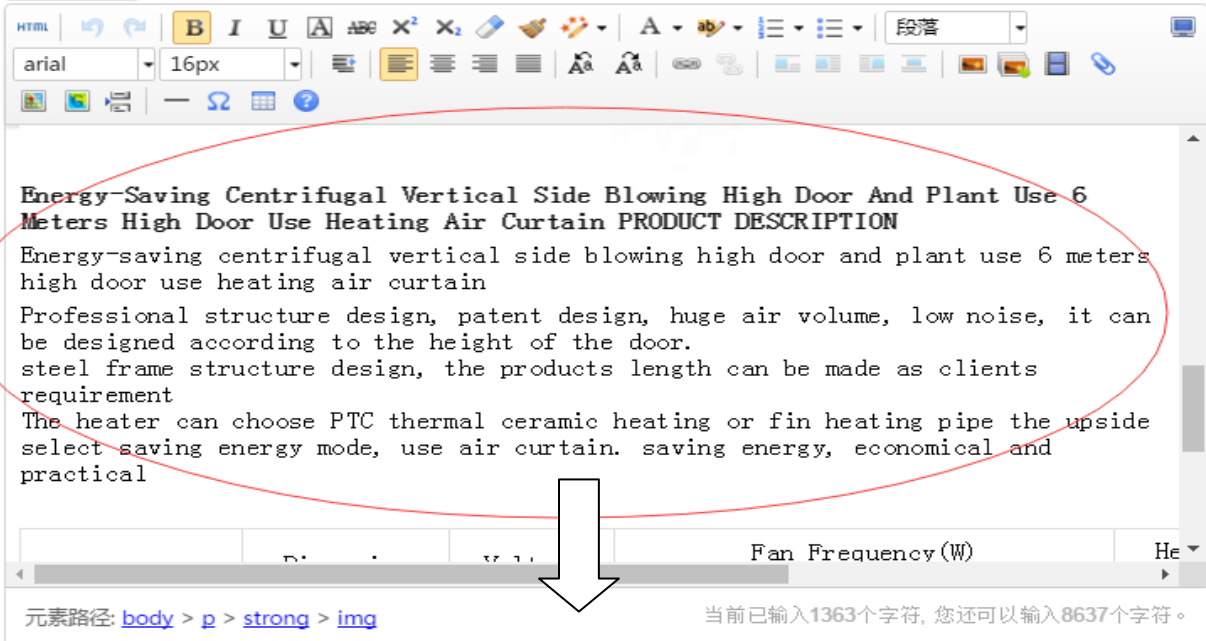
返回

产品内容编辑思路

1. 产品**图片清晰明了**图片**尺寸大小统一**。
2. **产品标题**（关键词）一个标题只能放一个产品词，符合谷歌和买家搜索习惯，适当添加修饰词有助于采购商点击了解查看。产品标题，具有描述性的短句（50个字符内）。关键词不包含/、-、_、&、and、or、（）、[]、{}等字段，特殊产品需用除外。如果型号词不是国际通用的，只属于公司自己的叫法或编号，这样是不允许的，建议做个参数表格放在产品介绍或属性里。
3. **产品亮点**第一行出现产品词最佳，文字内容编辑三段内最佳，描述总长度控制在300个单词内，产品亮点与其它产品亮点无重复，原创度越高，效果越好，编写内容可以为：产品全称、产品概述、主要功能、产品特点、功能特性、重点突出新的变化、产品先进性、使用场景、产品或服务解决用户问题以及产品或服务面向的用户等相关内容。

4.产品介绍详情编辑:

内容: ===== ! 注意: 变更模板会覆盖原编辑框的内容



Energy-Saving Centrifugal Vertical Side Blowing High Door And Plant Use 6 Meters High Door Use Heating Air Curtain **PRODUCT DESCRIPTION**
Energy-saving centrifugal vertical side blowing high door and plant use 6 meters high door use heating air curtain
Professional structure design, patent design, huge air volume, low noise, it can be designed according to the height of the door.
steel frame structure design, the products length can be made as clients requirement
The heater can choose PTC thermal ceramic heating or fin heating pipe the upside select saving energy mode, use air curtain. saving energy, economical and practical

Fan Frequency (W)	He

元素路径: body > p > strong > img 当前已输入1363个字符, 您还可以输入8637个字符。

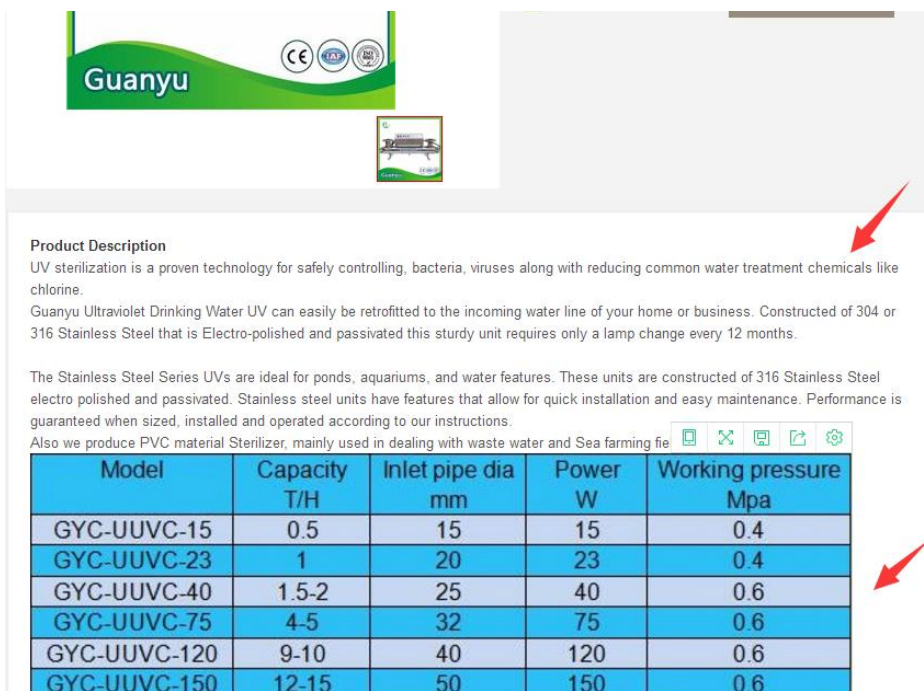
保存为模板

A .产品描述，原创文字，短句子，多段落，至少出现1~5次产品词，第一段穿插产品词，并加粗，超过三行应分段落产品介绍段落与段落之间插入产品相关图片（3段+3张图结合最佳，优先放文字，再搭配图片）

- B .产品核心功能作用，产品摘要，提炼产品的核心卖点（1-3个）
- C .产品规格大小参数（可用表格形式编辑）
- D .产品功能应用案例图文并茂有助于买家了解（插入产品应用案例图片1~2张）
- E .工厂展示，公司证书，奖项，团队实力，客户好评，第三方见证和专家鉴定，客户合照照片，展会优质照片，欧美国家产品出口认证,社会责任(任选1~6张)
- F .产品功能技术特点优势，技术专利（可1.2.3.4进行表达方便浏览）
- G .产品售后服务，封装方式等（1.2.3.4进行表达）
- H .产品相关问题（FAQ）解决买家购买前的疑问

（如有每个产品可以共同使用的点，比如总共10点可以分为每个产品页面2-3点或修改成不同单词不同语序相同意思的伪原创句子，这样可以有效的避免重复度）

产品介绍详情编辑案例参考



Product Description
 UV sterilization is a proven technology for safely controlling, bacteria, viruses along with reducing common water treatment chemicals like chlorine.
 Guanyu Ultraviolet Drinking Water UV can easily be retrofitted to the incoming water line of your home or business. Constructed of 304 or 316 Stainless Steel that is Electro-polished and passivated this sturdy unit requires only a lamp change every 12 months.

The Stainless Steel Series UVs are ideal for ponds, aquariums, and water features. These units are constructed of 316 Stainless Steel electro polished and passivated. Stainless steel units have features that allow for quick installation and easy maintenance. Performance is guaranteed when sized, installed and operated according to our instructions.

Also we produce PVC material Sterilizer, mainly used in dealing with waste water and Sea farming fie

Model	Capacity T/H	Inlet pipe dia mm	Power W	Working pressure Mpa
GYC-UUVC-15	0.5	15	15	0.4
GYC-UUVC-23	1	20	23	0.4
GYC-UUVC-40	1.5-2	25	40	0.6
GYC-UUVC-75	4-5	32	75	0.6
GYC-UUVC-120	9-10	40	120	0.6
GYC-UUVC-150	12-15	50	150	0.6

A产品描述，原创文字，短句子，多段落，至少出现1~3次产品词，第一段穿插产品词，并加粗，超过三行应分段落产品介绍段落与段落之间插入产品相关图片（3段+3张图结合最佳，优先放文字，再搭配图片）

C产品规格大小参数（可用表格形式编辑）

GYC-UUVC-1650	220-250	250	1650	1.0
GYC-UUVC-1800	280-300	250	1800	1.0
GYC-UUVC-2400	350-400	250	2400	1.0
GYC-UUVC-3000	460-500	250	3000	1.0
GYC-UUVC-4200	600-650	300	4200	1.0
GYC-UUVC-6000	800-900	350	6000	1.0

Working Principle

Ultraviolet or "UV" is a type of energy found in the electromagnetic spectrum, lying between x-rays and visible light. Although we cannot see UV light or rays, we are exposed to them every time we step out into the sun. In fact, UV light is responsible for causing sunburns.

UV Water Purification systems use special lamps that emit UV light of a particular wavelength that have the ability, based on their length, to disrupt the DNA of micro-organisms. These UV light waves are also referred to as the Germicidal Spectrum or Frequency. The frequency used in killing micro-organisms is 254 nanometers (nm). As water passes through a UV water treatment system, living organisms in water are exposed to UV light which attacks the genetic code of the microorganism and rearranges the DNA /RNA, eliminating the microorganism's ability to function and reproduce. If a microorganism can no longer reproduce, it cannot replicate, therefore it cannot infect other organisms with which it has contact. This process of exposing water to UV light is simple but effective, destroying 99.99 percent of harmful microorganisms without adding any chemicals to water.



B产品核心功能作用，产品摘要，提炼产品的核心卖点（1-

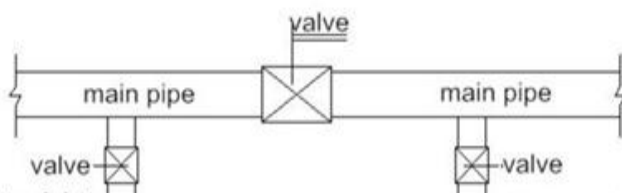
A段落与段落之间插入产品相关图片（3段+3张图结合最佳，优先放文字，再搭配图片）



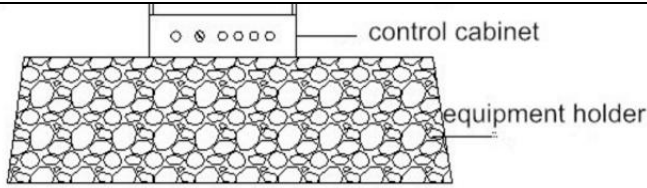
- Adopting high efficiency UV-C (LL or LH) lamp
Guanyu UV sterilizer adopts world's leading low pressure and high strength UV tube, whose service life is above 10000 hours.
- Adopting high light transmittance high purity quartz drive pipe which ensure UV rays penetration rate above 90%.
- Adopting world advanced constant and high strength UV special ballast ensure the whole system operate normally in a complex condition.
- Adopting high quality stainless steel (304 or 316) Reactor inner wall is special polished to improve sterilization effect.

Installation

One of the advantages of our UV water treatment products is easy to installation. The UV sterilization custom can be installation by our customers with a simple installation diagram.



A段落与段落之间插入产品相关图片（3段+3张图结合最佳，优先放文字，再搭配图片）



Range of application

Guanyu UV sterilizers for medical facilities, pharmaceutical production, municipal reclaimed water, aquaculture and drinking water. We also produce a full range of units for residential and commercial aquariums, swimming pools and ponds. As an innovator in the industry, our designs result in a maximized UV dosage allowing for equipment with a smaller footprint that efficient!



A段落与段落之间插入产品相关图片（3段+3张图结合最佳，优先放文字，再搭配图片）

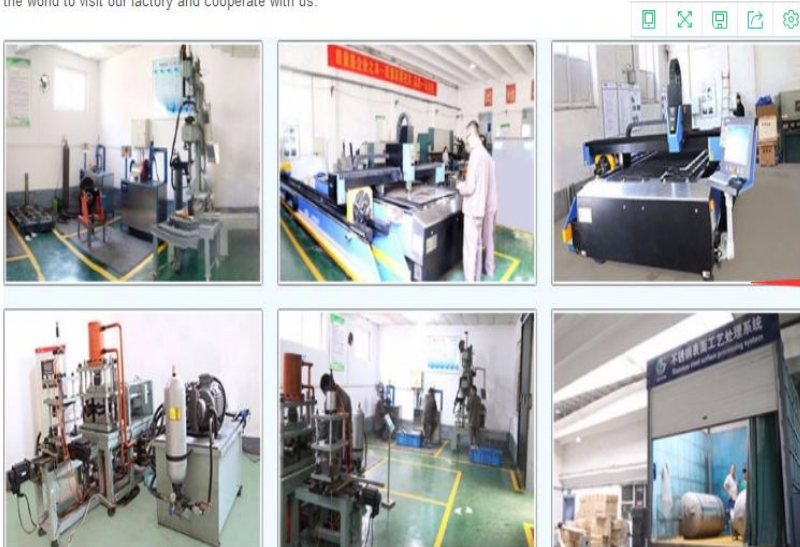
Our Factory

Hebei Guanyu Environmental Protection Equipment Co.,Ltd was founded in 2006 and located in Shijiazhuang city, Hebei province, China. Guanyu is a high-tech enterprise that specialized in Manufacture, Technology research&development, Project design&construct and Import&export activity. We are reliable and professional Water treatment equipment manufacturer, provide OEM / ODM services.

Our Factory

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The main products include: Water sterilizer equipment, water distillation system, ozone generator equipment and other kinds of water treatment equipment. Our products sale very well in the world market because of the good quality and service. Welcome customers all over the world to visit our factory and cooperate with us.



E工厂展示
F产品功能技术特点优势，技术专利（可1.2.3.4进行表达方便浏览）

Patent Certificate

We are a reliable and professional supplier and our products sale very well in the world market. Factory established strict quality management system, flexible business model, the quality of products strictly prohibited unqualified products into the market.

PATENT CERTIFICATE



Patent Certificate

We are a reliable and professional supplier and our products sale very well in the world market. Factory established strict quality management system, flexible business model, the quality of products strictly prohibited unqualified products into the market.



Packing & Delivery

Carton case or Wooden case as your request, export standard package.

F产品功能技术特点优势，技术专利（可1.2.3.4进行表达方便浏览）

E工厂展示，公司证书，奖项，团队实力，客户好评，第三方见证和专家鉴定，客户合照，展会优质照片，欧美国家产品出口认证，社会责任(任选1~6张)

PACKAGE & CUSTOMERS



Our Team

Guanyu Environmental Corp., LTD. has been in the manufacturing business for over 11 years.

Production Team

Research&Development Team

Sales Team

Service & Applications Team

We're one of the leading manufacturer of UV Sterilizer and other water equipment in China. If you need service, applications support, tooling or help finding the right machine for your business, get in touch. Over the years we've served customers needs ranging from housing estate, factories and universities, to the highly specialized requirements medical and consumer goods.

G产品服务，封装方式等（1.2.3.4进行表达）

E团队实力

OUR TEAM



E工厂展示, 公司证书, 奖项, 团队实力, 客户好评, 第三方见证和专家鉴定, 客户合照片, 展会优质照片, 欧美国家产品出口认证, 社会责任(任选1~6张)

WHY CHOOSE US?



Customized Products



Quality Guarantee



Timely Delivery



Good Credit

Packing & Delivery

- The furnace is nude packed but duly fixed inside the container.
- The nearest sea port is Shanghai port which is the largest and most convenient port over China.
- The delivery time is 45-120 days after receipt of down payment.
- The furnace is usually loaded into normal containers (20GP or 40GP) or flat racks.
- Usually machine is packed with wooden case and standard export carton, plywood carton or as your requirement.

G产品售后服务，封装方式等（1.2.3.4进行表达）

Our Services

- Reply your inquiry within 48 working hours
- Experienced engineer instruct and sales communicate with you in fluent English.
- Exclusive and unique solution can be provided to our customer by our well-trained and professional engineers and staff.
- More contact with users, communicate with each other, to ensure that the manufacturing products meet the needs of customers.
- Production: strict quality standard, to produce machine and induction coils.
- Installation on site and commissioning in the condition of cold and hot, to ensure the normal use.
- Tracking goods shipping and provide bill of lading, invoice, packing list and other documents what you need
- Provide install and technology instruction by sending drawings, email, or telephone, video.
- If you need, will arrange one engineer to your place, instruct install machine and training operators.
- Responsible for free training of technology, service and operation personnel's theory, maintenance and operation skills, to make users use production right and expertly. Training is in the section of device debugging and test run.
- After equipment final acceptance, quality guarantee period is for 12 months, the supplier replace and repair for free when the damage is caused by production and materials during the warranty period. To the damage out of warranty period, the supplier should give preferential service and the supply of parts (only accept costs), and provide lifelong offer after-sale service.

FAQ

1. What's your MOQ?

At present we haven't strict policy for this, so welcome orders with any quantity

2. What information should the our provide to get an accurate quotation from you?

The customer should provide the working temperature, temperature rising speed, energy medium (gas or electricity), effective size of the furnace, drawings, pictures, industrial voltage, etc.

3. You are a green hand on Alibaba, how can I trust your company and machine?

Our factory have been in Heat treatment equipment for around 20 years, just entering alibaba for ads. And our machine have exported to East Asia, South Asia, the middle East Asia, Africa etc. areas and have a good feedback with no complaints.

4. If there are broken of your machine and spare parts, what should I do?

In case of any failure occurred in the warranty, damaged parts to be replaced shall be offered free of charge. we providelifelong tracing service, supply equipment parts and relevant maintenance at favorable prices, and give user technical guidance free of charge.

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