Filling Item Traits to Rank Your Product on Bonanza

Item traits assist buyers when they search for listings, for example: if you are looking for "women shoes" you have to enter preferred keywords for shoes on the search bar and you will find results as per your search. Buyers tend to look for the topmost options and consider purchasing from them, they hardly reach the next few search pages.

Buyers shortlist among searched results by looking at their distinct item traits. Products with detailed item traits have a better conversion rate than those without. Therefore the better your written information the better your store will perform in ranking on search engines and the better visibility you will achieve.

Item traits help buyers to get what they are looking for. On bonanza, each category has its own specific item traits. Once you add categories & subcategories you will receive a list of these specified item traits according to the product.

And item traits are as follows:

- Include the condition of New, Used, or Refurbished
- All new items should contain a GTIN (UPC)
- Include color, gender, size, and any other traits that apply to the item
- Products with detailed item traits have a better conversion rate than those without.

On our app, you can add these traits while assigning a profile to products.

The integration app collects these details from Shopify stores and then maps the information with the Bonanza section of item traits;   it waives off the struggle of creating item traits for each product.

Sellers should have as many traits as possible. Extra information helps products be highly ranked and searched which ultimately brings more traffic to your booth.

On bonanza, once you fill in a profile with item traits a copy of it gets saved so that you can easily apply it to other listings using the batch editor. After saving that profile you can apply it when you create a new listing. Through batch editing, you can easily pull up all the listings which fall under the category of saved item traits list.

Lastly, as better your written information the better your store will perform in ranking on search engines and the better visibility you will achieve

Refer to this link to read more:

https://support.bonanza.com/hc/en-us/articles/360010767371-Item-Traits