

Lowe's Product Title

The Lowe's Product Title is the official name given to a product. It serves as a key identifier, and helps customers quickly understand what a product is. A well-crafted product title is concise yet informative, uses relevant keywords for searchability, and boosts search rankings.

This document outlines how to prepare your product data to match with Lowe's best practices.

How Data Pulls Into The Title:

Product titles are created on Lowes.com using two attributes -- "Brand" and "Product Title".



If your product has a brand, the name will always come first--*Do not enter the brand into the product description field, or it will show up twice*

Product Title Formatting:

Although not required, for optimal product search capabilities on the Lowes.com website and SEO, Lowe's recommends formatting your product titles based on this document.

1. Using the "Lowe's Title Formulas by Cat." tab, select the category of the item you'll be listing. For this example, we'll use "Accent Cabinets"
2. Next, in the product title field, enter all of the specifications of your product in the order listed in the guide

Example:

Category Name	F2	F3	F4	F5	F6	F7
Accent Cabinets	Width	"W"	Number of Doors	"-Door"	Manufacturer Color/Finish	"Accent Cabinet"

Arrows indicate the mapping from the table fields to the product title components:

- F2 (Width) points to '31.5-in W'
- F3 ("W") points to 'W'
- F4 (Number of Doors) points to '2-Door'
- F5 ("-Door") points to 'Door'
- F6 (Manufacturer Color/Finish) points to 'White Accent'
- F7 ("Accent Cabinet") points to 'Cabinet'

Clihome 31.5-in W 2-Door White Accent Cabinet

Item #2417475 | Model #CW-HW57279BN

Product Title:

31.5-in W 2-Door White Accent Cabinet

Where the Attributes Are Stored:

All product attributes will live inside Mirakl. Here's an example of a product's attributes in Mirakl:

The screenshot displays the Mirakl product management interface for a product titled "2PCS Polished 26 in. W x 60 in. Modern Rectangular Tempered Glass Wall Mirror". The interface includes a navigation bar with "Products", "Edit", "Delete", "Accept", and "Reject" buttons. The product details are organized into several sections:

- Product Data Sheets:** Shows "Master" and "A to Z Products LLC" as sources, both with "Valid data" status.
- Product Information:** A table-like view showing:
 - Category:** Home Decor / Mirror & Mirror Accessories / Mirrors
 - Brand:** LOVMOR
 - Product...:** Unique_Barcode_ID: 840334323778
 - Catalogs:** Lowes Injected Catalog
 - Authorized...:** No restrictions
 - Status:** New (with a "Not sync..." warning)
- Product Details:** A section with a red border containing:
 - TITLE:** 2PCS Polished 26 in. W x 60 in. Modern Rectangular Tempered Glass Wall Mirror
 - BRAND:** LOVMOR
 - CATEGORY:** Home Decor / Mirror & Mirror Accessories / Mirrors
 - UNIQUE_BARCODE_ID:** 840334323778
- Image Gallery:** A large image of the mirror with a vertical gallery of smaller images on the right side.

How to Avoid Product Validation Errors:

1. Do not enter the Brand as part of the Product Title; this will lead to duplication of Brand names in the displayed Product Title.
2. Product Titles have a maximum character length of 250.
3. The following characters cannot be used: `^[^\n~!@$^&* _?""|""{}<>\"™@%,\r]*$`

