UPDATE YOUR ONLINE PRODUCT PROFILE

HOW TO UPDATE YOUR PRODUCT PAGE ON AUSTRALIANMADE.COM.AU

UPDATING YOUR

PRODUCT PROFILE

1 Log in to your licensee account

Please enter your username and password to access your account.

Username
Username

Password
Password

Login

2 Scroll down to the **'Online profile'** section on the dashboard and click on the **'Update online profile'** button.

Online profile

Manage your complimentary online product and business listings on the Australian Made website. Add images, logos and product information, as well as links to retailers, ecommerce sites and social media platforms.

Update online profile   Advertise on our website

3 Scroll down to the product you'd like to update and click the **'Edit'** button. This will open the **'Manage your product page'**, which is a preview of your product listing.

4 Here you can add product images and videos, a product description, 'where to buy' information and update relevant search terms and categories.
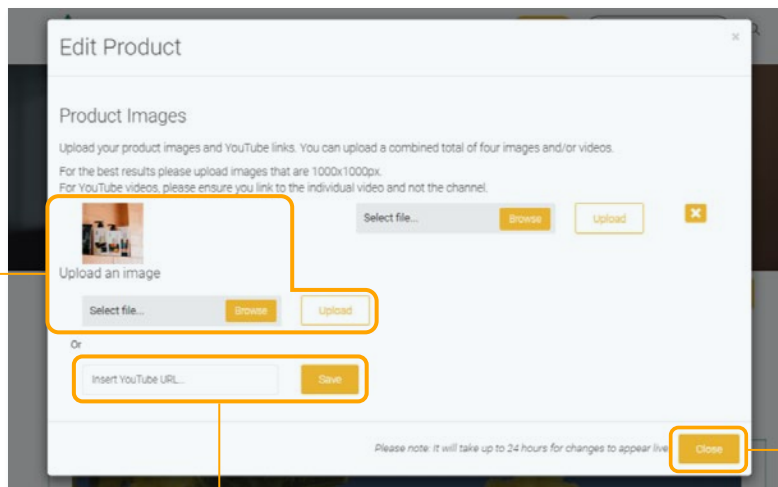
PRODUCT IMAGES AND VIDEOS

1 On the appropriate **'Manage your product'** page, click on the **'Product images'** section. This will open a pop-up window where you can upload your product images (1000x1000px) and/or YouTube links.

2 To upload an image, click on the yellow **'Browse'** button to select your file. Once selected, hit the **'Upload'** button to save it to your page. Images need to be uploaded individually. Up to 4 images or videos can be uploaded per product.

Please note: The first image loaded will be used as header. This is a template format and cannot be changed.


3 To upload a video, copy and paste the appropriate YouTube link into the **'Insert YouTube URL'** box and click save.

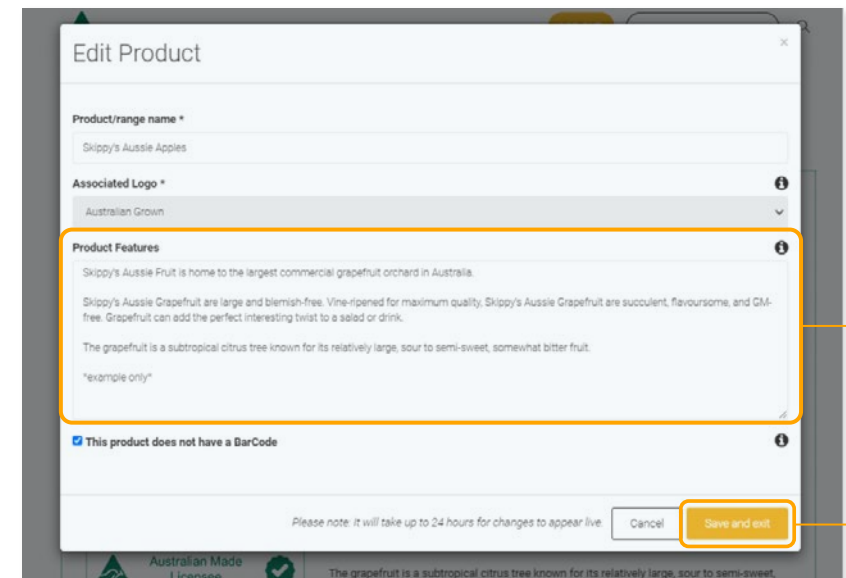**Please note:** YouTube videos will appear as the YouTube icon.

4 When you are finished, click the yellow **'Close'** button. Changes will appear within 24 hours.

PRODUCT DESCRIPTION

1 On the appropriate **'Manage your product'** page, click on the **'Content'** section. This will open a pop-up window where you can edit your product description.
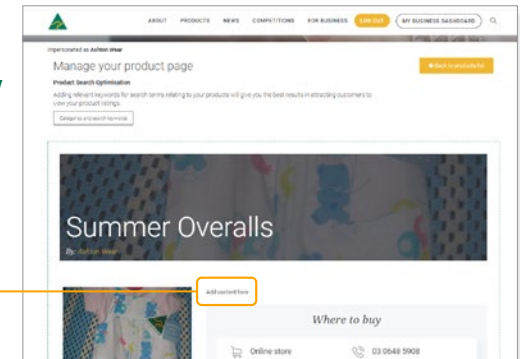
2 Click in the **Product Features'** section and type a description of your product. We've found a few short sentences work best.
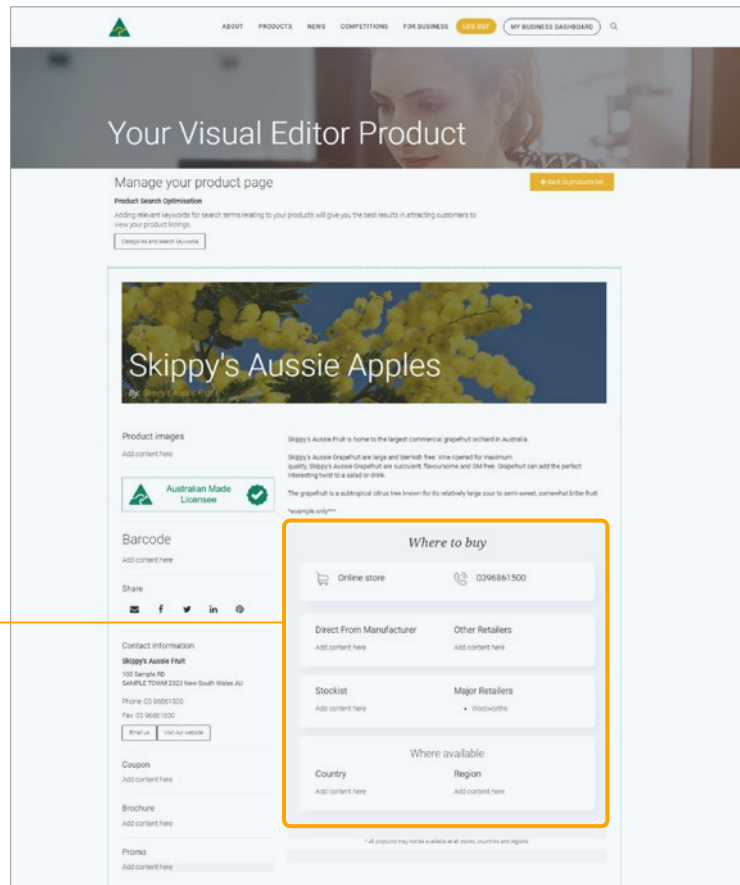

3 When you are finished, click the yellow **'Save and exit'** button. Changes will appear within 24 hours.

Please note: the Product Name and Associated Logo will need to be approved by AMCL's Compliance team before changes are updated. If your product has changed, you must submit it as a new product on the account.

'WHERE TO BUY' INFORMATION

1 On the appropriate **'Manage your product page'**, scroll down to the '**Where to buy section'** and click on the information you'd like to update. This will open a pop-up window.

2 Update accordingly and click the yellow **'Save and exit'** button once finished. Changes will appear within 24 hours.

PRODUCT SEARCH OPTIMISATION

1 At the top of the appropriate Manage your product page there is a **'Product Search Optimisation'** section. Click the **'Categories and search keywords'** button and a pop-up window will open. Here you can select the search categories you'd like your product to appear in and add relevant keywords for product searches.
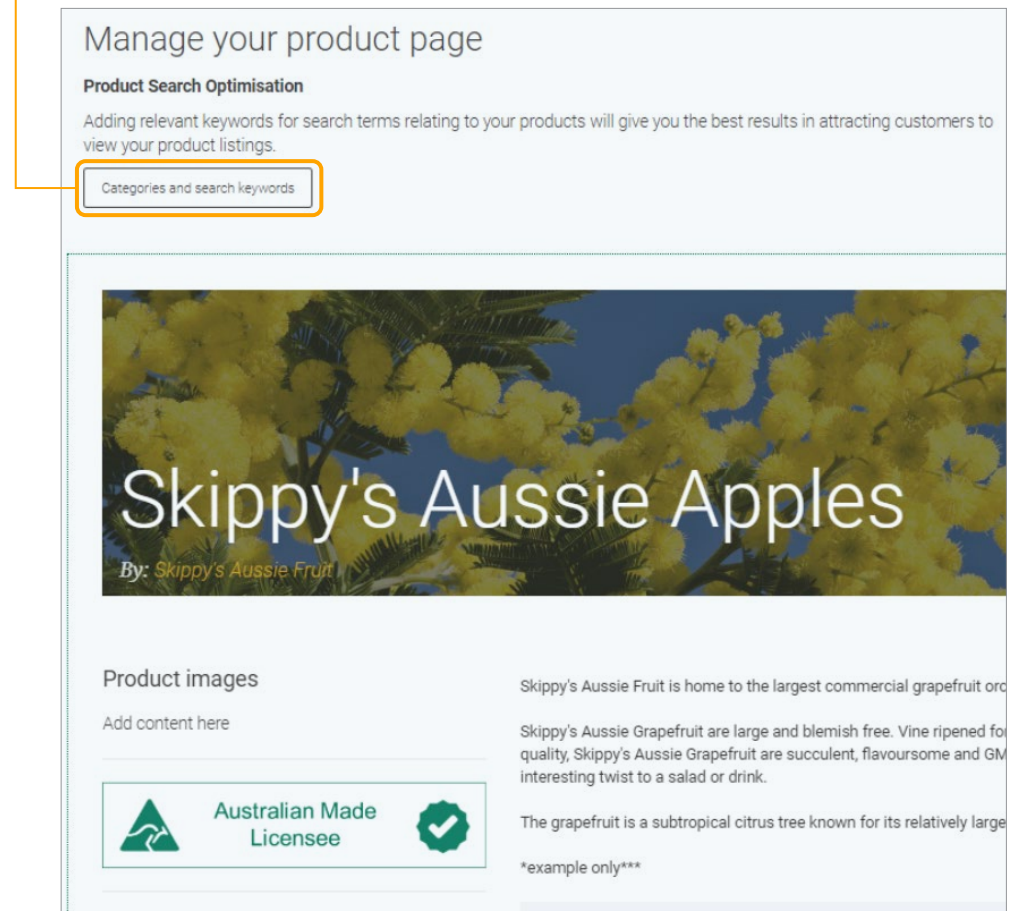
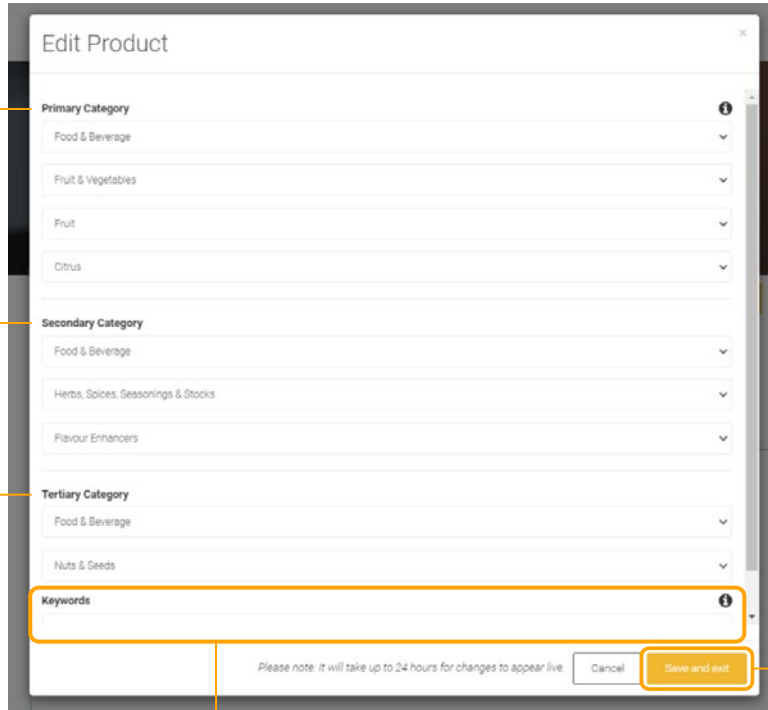**2** To select the appropriate categories your product will appear in, click the dropdown boxes under the **Primary Category**, **Secondary Category** and **Tertiary Category** headings and choose the most appropriate option. Once the category has been selected, you can click on the second dropdown box and choose the sub-category.

Edit Product

Primary Category
Food & Beverage
Fruit & Vegetables
Fruit
Citrus

Secondary Category
Food & Beverage
Herbs, Spices, Seasonings & Stocks
Flavour Enhancers

Tertiary Category
Food & Beverage
Nuts & Seeds

Keywords

Please note: It will take up to 24 hours for changes to appear live.   Cancel   Save and exit

3 To add **keywords** for product searches, scroll down to the Keyword section in the pop-up window and type in relevant search terms. Adding relevant keywords for search terms will ensure your products appear in the appropriate searches and attract more customers to view your listings. Update and click the yellow **'Save and exit'** button.

Please note: keywords will not appear on the page but help with the search function for consumers to find your products.

If you have any difficulties logging in to your account, please call us on **1800 350 520** or email **info@australianmade.com.au**

For queries regarding your invoice or payment, please email **accounts@australianmade.com.au**

FIND OUT MORE AT AUSTRALIANMADE.COM.AU