

Premium Content

Differentiating your online presence with custom content.

- Product & Category Descriptions
- Articles
- Blog Posts
- Q&A and How To's



OVERVIEW

Online purchasing has been increasing at remarkable rates year-over-year, and search engines demand unique, relevant content to guide consumers to the items they are searching for.

To remain competitive, retailers must produce unique, informative, and engaging content for each of their products that must also be search engine discoverable and earn its ranking in the top ten organic search results.

This requires retailers to have the resources, such as marketing writers and editors, and the expertise to adequately produce the required content.

SOLUTION

CNET Content Solutions, the online content leader for over a decade, offers Premium Content to assist retailers in staying visible in a crowded online world. Premium Content offered by CNET Content Solutions provides high quality, cost-effective content at scale that is tailored to your brand, your story, and your voice. Now, retailers can have unique product descriptions, custom category descriptions, landing pages, blog posts, articles, and Q & A and How-To segments that are keyword-enriched and discoverable by search engines.

FEATURES

- Unique quality content written in your brand's voice and style
- Keyword enriched
- Integrated with CNET DataSource™, CNET Content Solutions' comprehensive product data, powering hundreds of online retailers globally
- 100% managed service

BENEFITS

- Improve your content marketing strategy with a more specific brand message
- Better SEO and more traffic to your site
- CNET is a "one-stop-shop" providing product data specs and unique merchandising content
- Lower cost than in-house teams, with no overhead

We enhance product pages by optimizing the industry recommended attributes with unique, relevant, search phrase enriched quality content.

- **Optimized Meta “Title”**
60 characters max

- **Optimized Meta “Description”**
160 characters max



- **Optimized Product Title**
formula based or ad hoc

- **Optimized Product Description & Features**
150-300 words – your story, brand and style

- **Optimized Image Alt Tags**
5-15 words – search engine readability

CNET Content Solutions is the world's leading independent source of product information.

With detailed content in 34 markets on over 12 million technology products in 23 languages, CNET Content Solutions converts shoppers into buyers by providing product information and creating solutions that empower businesses to improve their customer experience and bottom line. Customers include CDW, Computacenter, Dabs.com, Dell, Hewlett-Packard, Insight, Microsoft, OfficeMax, PC World Business, and Tech Data.

AMERICAS/ ASIA PACIFIC
+ 1.877.276.5560 toll-free

EUROPE
+ 41.21.943.03.55

www.cnetcontentsolutions.com
CCSales@CBSi.com

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