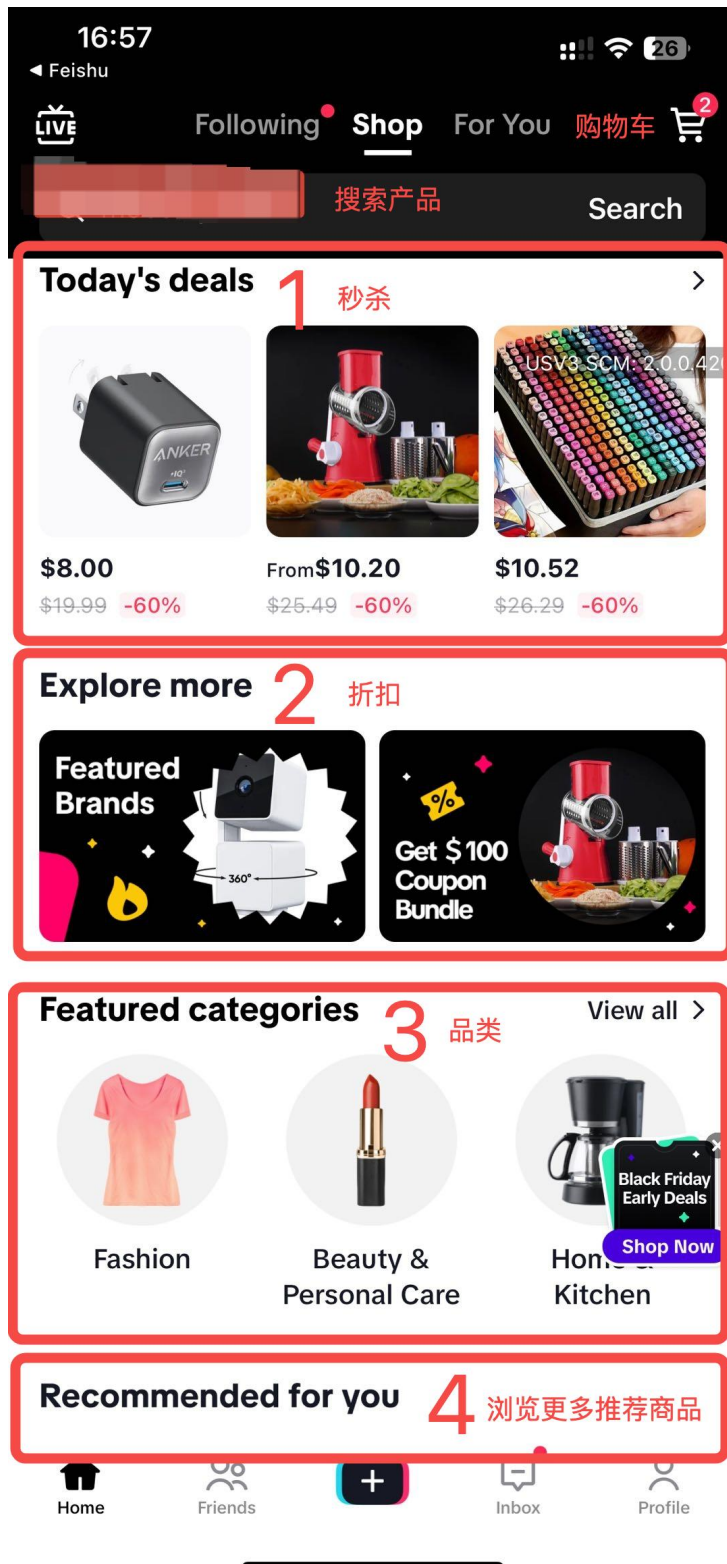


# 美区 TikTok 店铺教程—6.TikTok Shop Tab（商城）

## TikTok Shop Tab(商城)是什么？

Shop Tab 是 TikTok 站内的货架场，商家可以在其中展示和销售产品。Shop Tab 可直接从 TikTok 的主屏幕访问，让用户可以轻松发现品牌和产品、浏览可购物内容、查看促销活动并直接在 TikTok 中进行购买。商城提供无缝的购物体验，帮助卖家接触到高意向的购物者，为生意提供增长的确定性。

商品无需进行额外操作，只要商品正常发布后，就会进入商城。需注意，商品需要符合基本的通用指标才能被搜索/推荐



## 商城的好处是什么？

- 额外曝光：除直播、短视频、橱窗的第4个曝光入口
- 个性化购物推荐：触达高潜、高意向的购物者

- 推动销量增长的新机会
- 商城爆品有额外的商品补贴:

### Deals频道曝光

**Today's deals**  
**UP TO 30% OFF**

24% off on orders over \$5 Claim 11% off on orders over \$5

**Top Sale**

- Lenovo TH30 Wireless Bluetooth Earphone, Over-ear: \$249.99 (was \$299.99, -17%)
- PS5 Console: \$449.99 (was \$499.99, -10%)
- Crocs Unisex-Adult Classic Clogs: \$54.45 (was \$99.00, -45%)

For you Beauty Home, Garden & Pets Fashion

### 商城 搜索曝光机会

Case Iphone 框词 Search

- sale tengah tahun
- racun tiktok shop
- Happy hour mid year sale

Suggested searches

- Case Iphone
- Casing Hp
- Masker Isi 50 Pcs
- Jilbab 100 Dapat 7 Pcs
- Parfum
- Kemeja Cewek
- Baju Set Outfit Hijab
- Daster Murah
- Celana Kulot Jeans
- Tas Selempang

猜搜词

### 商城 推荐曝光机会

Recommended for you

Summer sale Clothing, Shoes & Jewelry

- Product name Product name Product name... \$96.00 (was \$120.00) 4.5 8.9K sold
- Product name Product name Product name... \$96.00 8.9K sold
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### 商城活动会场(周促资源)

Happy Weekend UP TO 70% OFF

50% off No min. spend, max \$20 off Valid 7 days after claiming

**Top Sale**

- Women's 4 Outfits... \$9.99
- VEYES 72 Pieces of Cluster DIY... \$12.99
- TYMO IONIC PLUS-Hair... \$69.99
- TYMO AIRFLOW-Hair Straightener... \$69.99
- TYMO AIRHYPE LTE-Hair Dryer \$99.99
- PlayStation 5 Disk Console \$479.99

### 弹窗

50% off New customer coupons Expires in 59 days

Claim

### 商城活动Banner

march 23th #playstation5 is coming!

# 如何提高商品在商城的曝光？

## 通用化指标

商城是额外的流量曝光入口，越优质的商品，获得越多流量倾斜。

- 选品：选择已经在亚马逊/独立站/其他电商平台上较好销售的商品
- 定价：设置有竞争力的价格
- 商品信息：完善、优质的商品信息

### 商品通用化指标：

1. 满足 GNE 治理指标：无 IPR 侵权问题/文化禁忌/禁限售问题，满足 ONRR、LDR、SFCR 等基本水位线
2. 库存充足
3. 商品头图高清、无牛皮癣、画风符合欧美市场
4. 标题详细清晰，最好>10 字
5. 主图数量≥5 张
6. 商品详情页描述清楚、图文并存，分段合理且文本≥500 字符（如有尺码，需有详细的服饰尺码表）

### 主推商品指标：

1. 有历史销量的商品
2. 是 Amazon TOP 100K 商品（系统自动识别 UPC code+头图+标题）
3. 有比价优势，价格不高于站外

## 优化商品详情页

正面案例：

🔊 Get 30% off on Black Friday!  
On all orders, up to \$20 off



Hot deals 🔥 on sale

Sweet furniture Criss Cross Chair - Armless Desk Chair No Wheels Cross L...

**\$65.09** ~~\$99.99~~

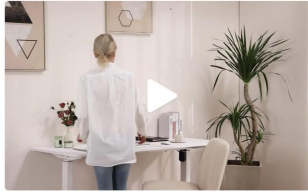
Promote this product

Specification: Please select

Add to cart

Buy now

Video



Description

- **[Larger Seat Width]** If you like to sit cross-legged on the office chair, if you are looking for a wide desk chair, this office chair with a width of 26 inches is exactly designed for you.
- **[Comfortable Cushion]** High density sponge-filled cushion and backrest will give you the feeling of sitting on the sofa, very comfortable and not easily deformed. This office chair no wheels and has an ergonomic structure designed for sedentary people, even if you need to work in the chair for up to 10 hours, you do not feel tired and have muscle pain.
- **[Sturdy Structure]** The cross-structured metal base is very sturdy and can support up to 300 pounds. This desk chair no wheels also has a non-slip bottom design, which can protect your floor in all aspects.

Promote this product with an adjustable seat height, this cross legged office chair allows you to

Add to cart

Buy now

**Larger Seat Size**  
Wide cushion allows you to relax in a larger space

**Comfortable Cushion**  
High density sponge-filled cushion and backrest will give you the feeling of sitting on the sofa, very comfortable and not easily deformed.

**Sturdy Structure**  
The cross-structured metal base is very sturdy and can support up to 300 pounds. This desk chair no wheels also has a non-slip bottom design, which can protect your floor in all aspects.

**Armless for Space-Saving**

**Promote this product**

Add to cart

Buy now