



Marketplace Listings Guide

Table of Contents

Guide to updating your listing on the BigCommerce Marketplace

Overview	1
List of fields with requirements and recommendations	1
User workflow for updating fields	5
FAQ	7

Overview

Your listing on the [BigCommerce Marketplace](#) plays a major role in your success. A good listing accomplishes three goals:

1. Shows users how your platform or solution differs from competitive offerings
2. Includes keywords so prospective users can find your listing in searches
3. Sets up clear and accurate user expectations as to your solution's features and functionality

Use this document as a step-by-step guide as you complete your listing to ensure you're meeting each requirement and setting your listing up for success on the BigCommerce Marketplace.

Let's get started!

Tips & Tricks

Prep Your Assets:

- Company Logos - see images required and sizes on page X
- Screenshots and Video content
- Case Studies

Marketplace Search & Indexing

Listing Name, along with your Summary and Category, are the primary fields indexed for searching within the Marketplace.

List of fields

Partner Name

List the name of your **company**, as you want it to be attributed on the detail page.

Partner Website

Provide the URL for your homepage so users can get familiar with you.

Support Email

If applicable, list your support team's email address here. This information will be visible on your listing detail page. If not provided, this option will not be displayed.

Support Website

If applicable, list the URL for your support portal, ticketing system, documentation portal, or other support resource here. Your public detail page will include a button for users to “Get Support,” which will take them to this URL in a new tab. If not provided, the button will not be displayed on your detail page.

Partner ID

When you're ready to submit your listing for review, you will need to enter your Partner ID for your Technology Partner account. This field is not required to create, save, or edit a Draft prior to submission.

Listing Name

This is the name of the **solution** as it will appear in the Marketplace. Your listing name should be a concise title for easy identification and should not include additional taglines or descriptors. This field, along with your Summary and Category, are the primary fields indexed for searching within the Marketplace, so your name should be as precise as possible.

Note: If your solution is a connector to a specific third party service, make sure to include **both the name of the third party service and your company name** (Ex: “Marketplace by BigCommerce” or “ERP by BigCommerce”), with the name of the third party service larger and above the company name.

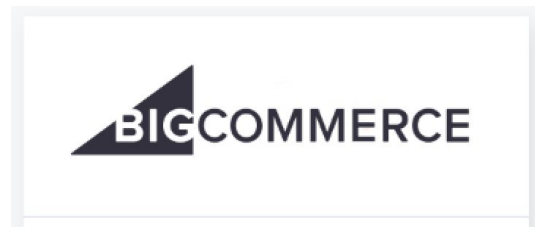


Example of service + company name

Required Images

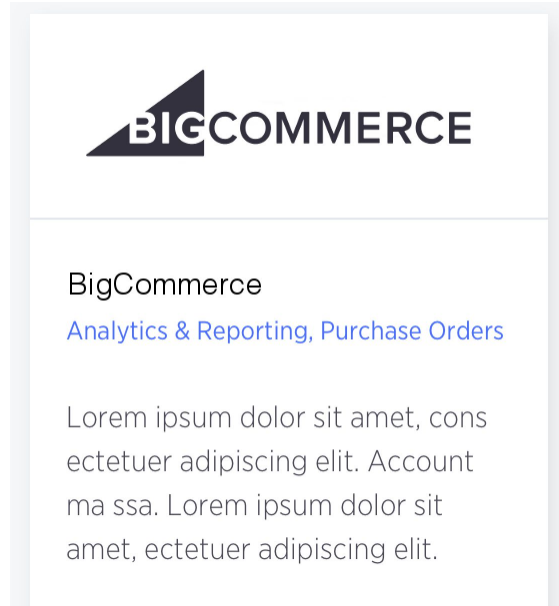
Primary Logo

Upload the logo you want to be used for your listing in categories and search results within the Marketplace. This image **requires a solid white background or transparent png** with your **brand logo** in the foreground. No additional text or icons should be used for your primary logo. *Size: 175x65px or larger, maintaining this aspect ratio*



Summary

Add a short tagline for your listing that will appear on your card in categories and search results within the Marketplace. This piece of text should concisely describe your solution's purpose and value and should use keywords where appropriate for search indexing. *128 characters max*



Price

Fill out the pricing information on your app to avoid it being listed as “Free” unless it is completely free. You can specify that your app is Upfront Free, a Monthly Fee, or a Monthly Fee + One-Time Fee. A Free Trial option is available for Monthly Fee price plans as well. If your pricing does not fit one of these predefined models, select “Custom.” If your solution is not free in perpetuity, select “Custom” or choose the model that best reflects your pricing structure.

App Icon

This icon will be used for lists on the Marketplace homepage, as well as the tray icon in the control panel menu once your application is installed in a BigCommerce store. This icon should be a **brand logo in a square box** and have a **transparent background** if the logo does not fill the full square.

Size: 200x200px size or larger, maintaining this aspect ratio



Category

Select one category for your listing. Take a look at the live Marketplace for an idea of where solutions are currently assigned to help decide the right category. The category selection will also be a search attribute for your listing. BigCommerce will review your category assignment and may re-categorize your listing prior to launch.

1 category max

Description

Provide a more in-depth value proposition for your listing, including how your solution works, why your solution stands out in its category, and why a merchant should choose you over other competitors. Avoid using fluff or buzzwords, as this field will not be indexed for search.

200 words max recommended

About the app

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Videos

Include videos that highlight the purpose and value of your solution. Select the video hosting platform (YouTube or Vimeo) and enter the video ID.

Videos +

✖

Best Practices

YouTube:

Turn off ads for any videos you've already uploaded.

1. Sign in to YouTube.
2. In the top right, click your account icon > **Creator Studio**.
3. On the left, select **Video Manager**.
4. Select the video(s) where you want to turn ads off.

5. Click **Actions > More actions > Monetization**.
6. Select **Off**.
7. Click **Submit**.

Vimeo

Per Vimeo's guidelines, businesses may not use Basic or Plus accounts to host videos. If you want to upload commercial videos, you must use Vimeo PRO or Business. Commercial content includes:

- Videos promoting or representing a for-profit business or brand
- Videos containing any form of advertising
- Videos hosted on behalf of a business (i.e., uploaded to Vimeo and embedded on your company's website)
- Product demos and tutorials

Note: Ads appear to viewers based on *their* level of Vimeo membership - not yours. Basic and non-logged in viewers may see ad banners below the video player.

Case Studies

These can either be "Thought Leadership" case studies and/or traditional case studies that demonstrate how BigCommerce merchants have benefited from using your solution with their business. Use the **+** icon to add a case study, and the **x** icon to remove.

4 case studies max

Note: Case studies that include competitor platforms are not allowed and will be removed. Partners will repurpose general case studies, remove competitor platform mentions, and republish the asset accordingly.

Features

Use these fields to enumerate the major features your platform or solution has to offer. Include a brief title for each feature, and a description of the feature to accompany it. The feature title will be search indexed in the Marketplace, so be specific with your feature names and include major functions potential users will search for. Use the **+** icon to add a feature, and the **x** icon to remove. Utilize the rich text editing of these fields to bold, underline, or italicize copy as needed.

5 features max

App features

App feature

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Privacy Policy

Please include a link to your company's privacy policy. This requirement is in place due to **legal liability** and is **non-optional**.

Terms of Service

Please include a link to your company's terms of service.. This requirement is in place due to **legal liability** and is **non-optional**.

International Optimization

Please add the countries for which your solution is optimized and those which your solution does not currently support.

NOTE: This feature will not currently be utilized in the immediate relaunch of the Marketplace, but will be a part of planned internationalization updates.

Help Guides

We now ask that you include links to your solution's user installation guide (PDF, support articles, etc.) and standard user guide for prospective users to review before installation. If you do not submit links, this field will not be displayed on your listing detail page, however we highly recommend including these with your submission.

Screenshots

Add screenshots of your solution’s functionality or user interface as it appears when integrated with BigCommerce so users know what to expect.

4 screenshots max; 1280x720px or larger, maintaining this aspect ratio

Alternate Logo

When your solution is featured on the Marketplace, this alternative logo will be used. The logo should be a **solid color background** with your **brand logo** in the foreground. The logo should be primarily white, with accent colors as needed.

Size: 259x158px or larger, maintaining this aspect ratio

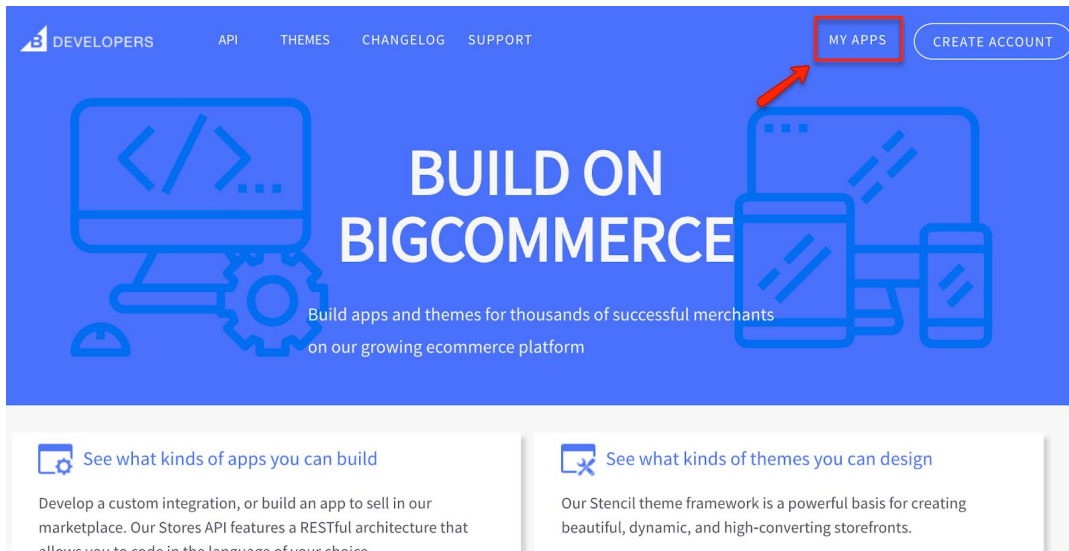


Note: If your solution is a connector to a specific third party service, make sure to include **both the name of the third party service and your company name** (Ex: “Marketplace by BigCommerce” or “ERP by BigCommerce”), with the name of the third party service larger and above the company name.

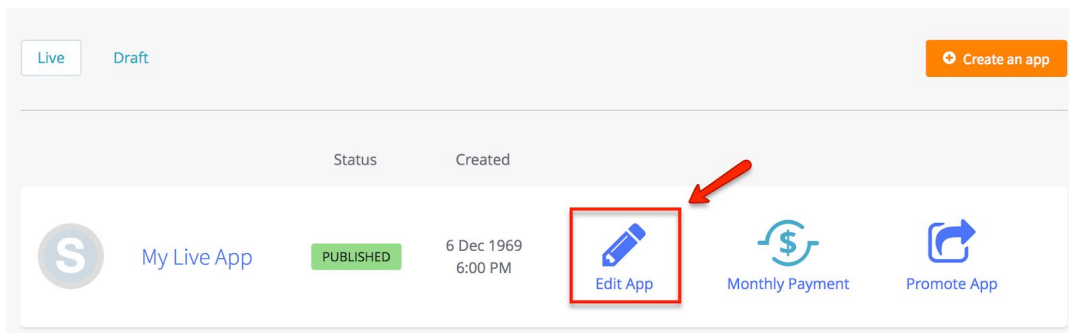


User workflow for updating your Listing

1. Navigate to the [Developer Portal](#) and click “[My Apps](#)” to log in to your application/listing owner account.



2. Click “Edit App” for the published listing you’re updating.



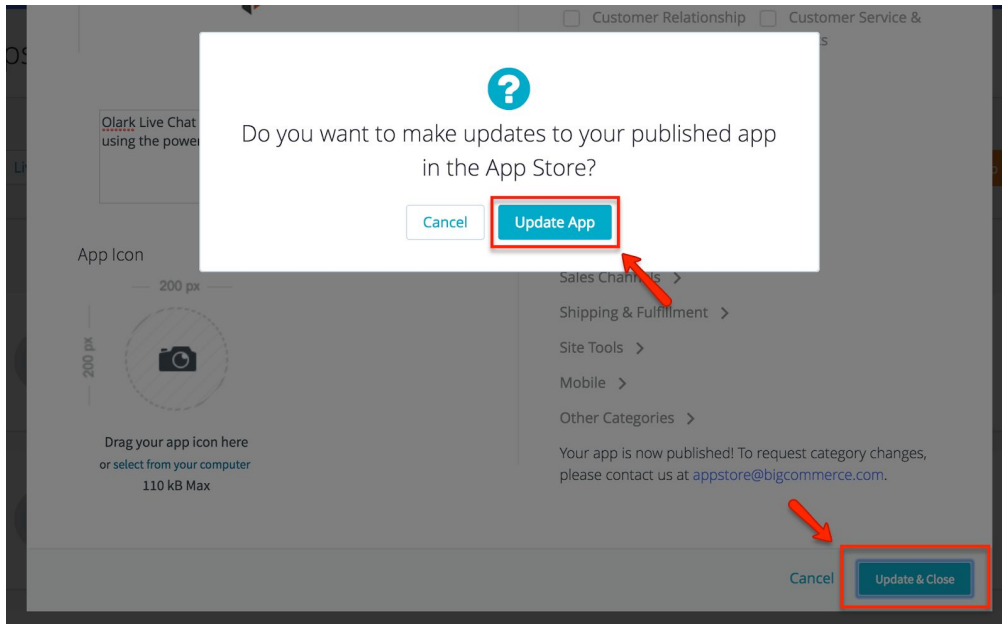
- Update all relevant fields (see above) on Steps 1 & 2 in the Edit listing screen.

The screenshot shows the 'Details' step of a five-step process. The steps are: 1. App Summary, 2. Details, 3. Technical, 4. Review, and 5. Payment & Submission. The 'Details' step is highlighted with a red box. Below the navigation bar, there is a section titled 'Your Profile' with a dropdown arrow. Below this, a message states: 'We'll need a few bits and pieces about you, mostly to smooth the certification process.' There are several input fields: 'Contact name' (partner@bigcommerce.com), 'Partner name' (BigCommerce), 'Partner website' (www.bigcommerce.com), 'Support email' (support@bigcommerce.com), 'Support website' (support.bigcommerce.com), and 'Partner ID' (12345). Below the 'Partner ID' field, there is a note: 'You need a Partner ID to submit your app.' and a link: 'Can't remember your Partner ID? Look it up here.' At the bottom, there is another link: 'Don't have a Partner ID? Apply to be an App Partner here.'

- If you want to preview your changes before saving them, click the “Preview” tab at the top to see an example of what your listing will look like on the redesigned Marketplace.

The screenshot shows the 'Preview' step of a six-step process. The steps are: 1. App Summary, 2. Details, 3. Technical, 4. Review, 5. Preview, and 6. Payment & Submission. The 'Preview' step is highlighted with a red box. Below the navigation bar, there is a section titled 'Preview' with a dropdown arrow. The main content area shows a preview of the app listing on the marketplace. The listing includes a header with the app name 'My BigCommerce App', a star rating of 0 out of 5 stars, and two buttons: 'CONTACT PARTNER' and 'GET THIS APP'. Below the header, there are sections for 'About the app', 'Pricing', and 'Information'. The 'About the app' section contains placeholder text. The 'Pricing' section shows 'Upfront Fee: \$10.00' and 'Recurring Fee: \$30.00/mo.'. The 'Information' section shows 'Documentation: Installation guide' and a 'GET SUPPORT' button. A vertical 'CONTACT US' button is visible on the right side of the preview.

5. Click “Save & Close” and accept the confirmation. *(Note: Your users will not be notified or affected unless changes have been made to the Step 3/Technical settings.)*



6. You're all set! Changes will be live on the [BigCommerce Marketplace](#) within 24 hours.

FAQ

Q: Are all fields required?

A: While not all fields are required to publish edits for your listing, they are all highly recommended. Without filling in all fields, your listing will be missing information that merchants have seen on other listings and expect to see throughout the Marketplace.

Q: When editing my listing, will any details on the Technical tab need to be updated?

A: No. These fields are unchanged and control how users interact with and install your application. Do not change these fields unless you are also making technical updates to how

your application functions. For more information on the Technical settings, see our [Developer Portal documentation](#).

Q: Do I need to update any of my existing listing content?

A: Yes. With the Marketplace redesign, several fields have updated specifications, such as image dimensions and word count. Please review all of the field information in this guide to make sure your content is compatible.

Q: Am I able to preview the changes to my listing before publishing them?

A: Yes! With the updated fields in the Developer Portal, we're also adding the ability to preview how these changes will appear on the BigCommerce Marketplace. You will see the option to preview on a new step after Review when editing your listing.

Q: Is there a Draft status for these changes, or will saving them make them live immediately?

A: Any changes you save will take effect immediately, so make sure you're ready to push them out to the Marketplace before saving.

Q: I've logged in to the Developer Portal, but I don't see my published listing. Where is it?

A: You may be logged in with the wrong account. Each listing can only be owned by one user, so it is likely assigned to another email address. If you're unable to track down the correct owner account for your solution, please reach out to appstore@bigcommerce.com.

Q: I saved my changes, but my listing detail page on BigCommerce.com/Apps has not updated yet. What's the problem?

A: The changes will be effective immediately in your control panel app card, but the updates can take up to 24 hours to appear on the public BigCommerce Marketplace. Feel free to use this as a grace period to make additional edits as needed.

Q: How soon do I need to update these fields?

A: Once these fields are live in the Developer Portal, you should plan to update your listing as soon as possible. While the changes may not be live on the public Marketplace immediately,

your listing should be ready for the updated format ahead of time to take advantage of the redesign!

Q: What happens if I am unable to update my listings before the new Marketplace is live?

A: You will not be able to make use of the new features and layout of the redesign. This means your listing may be missing crucial new components on the detail page and appear outdated compared to other solutions. However at this time we have no plans to remove listings for not being updated.

Need more help with the update process?

Please reach out to appstore@bigcommerce.com for assistance.