

2026 Marketplace Title Rules: Amazon

One page per marketplace. Rules as published by each marketplace, checked October 17, 2026.

ListRubric

Amazon rules

Field	Rule
Title length	75 characters or less including spaces, every category except media, since July 27, 2026. Longer titles can be replaced by an Amazon AI suggestion; brand owners get 14 days to review in Review Listing Changes.
Title characters	No ! \$? _ { } ^ ~ unless part of the brand name.
Repeated words	No word more than twice, apart from prepositions, articles and conjunctions.
Promo language	No promotional phrases such as "free shipping" or "best seller", and no ALL CAPS words.
Item Highlights	Up to 125 characters, searchable, shown next to the title. Put materials, specs and uses here instead of the title.
Bullet points	Usually 5 bullets (some categories allow more). Amazon guidance flags bullets with emoji, special symbols, promo claims and keyword stuffing.
Backend search terms	249 bytes or less in the Generic Keyword field. Over the limit and the whole field is ignored. Bytes, not characters: accented letters take 2+ bytes.
Main image	Pure white background (RGB 255, 255, 255), product fills about 85% of the frame, 1000 px or more on the longest side so zoom works.

Fast check: paste your listing at listrubric.com and every rule on this page is checked automatically.

Sources (checked October 17, 2026): Amazon Seller Central announcement: Updates to improve your product titles begin on July 27: <https://sellercentral.amazon.com/seller-forums/discussions/t/145b6d0f-999c-4555-896c-c694bda2e470>; Amazon Seller Central announcement: New product title requirements effective January 21, 2025: <https://sellercentral.amazon.com/seller-forums/discussions/t/b2b15728-0d43-453e-974f-59eb63f73059>; Amazon Seller Central help: Use search terms effectively: <https://sellercentral.amazon.com/help/hub/reference/external/G23501>; Seller Central forum: Generic keyword field length (249 bytes): <https://sellercentral.amazon.com/seller-forums/discussions/t/d73f6ef2-6a10-4ae5-b2bf-140066b8b299>; Amazon Seller Central help: Product image requirements: <https://sellercentral.amazon.com/help/hub/reference/external/G1881>

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2026 Marketplace Title Rules: Walmart.com

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Walmart.com rules

Field	Rule
Title length	Up to 150 characters. Walmart's listing quality guide recommends 50 to 75.
Title content	Brand plus product type plus key attributes (size, count, color where relevant). Proper capitalization.
Not allowed in titles	ALL CAPS, special characters, promotional claims ("free shipping", "best-selling"), retailer names, URLs, repeated keywords.
Key features	3 to 10 per listing (copy standards: 4 to 10), 5 to 80 characters each, start with a capital letter or number, no ending punctuation, no emoji or HTML.
Description	Paragraph form, at least 150 words recommended for content score.
Images	Main image on a seamless white background; 1500 px or more on the longest side is recommended for zoom.

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Sources (checked October 17, 2026): Walmart Marketplace Learn: Product Detail Page overview: <https://marketplacelearn.walmart.com/guides/item%20setup/Item%20content,%20imagery,%20and%20media/Product-Deta>; Walmart Content Standards: Universal copy standards (PDF): <https://azure-na-assets.contentstack.com/v3/assets/blta7903c6b840b702d/blt21ec2a067d2dc0cd/6a42bf0441c29acaf66>; Walmart Marketplace: Listing quality optimization guide (PDF): https://marketplace.walmart.com/wp-content/uploads/2020/09/WMP_listing_quality_optimization_guide.pdf

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2026 Marketplace Title Rules: TikTok Shop

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TikTok Shop rules

Field	Rule
Title length	25 to 200 characters; TikTok recommends 80 or fewer.
Title content	Brand, product type, key features and quantity, in title case.
Not allowed in titles	Emoji, special characters, promotions ("sale", "discount", "free shipping"), other platform names, seller names, URLs, subjective claims ("best", "#1") and size or color variants (use variations).
Description	Explain what it is, who it is for and what is in the box. No contact details or off-platform links.
Images	Clear main image of the product itself. No watermarks, borders or promotional text overlays.

Fast check: paste your listing at listrubric.com and every rule on this page is checked automatically.

Sources (checked October 17, 2026): TikTok Shop Academy: Product Listing, What You Need to Know: https://seller-us.tiktok.com/university/essay?knowledge_id=7073362639816491&lang=en; TikTok Shop Academy: Product Listing Policy: https://seller-us.tiktok.com/university/essay?knowledge_id=3196690250417921&lang=en; TikTok Shop Academy: Product Detail Pages and Listing Quality Guidelines: https://seller-us.tiktok.com/university/essay?knowledge_id=481891871868714&lang=en

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2026 Marketplace Title Rules: Shopify

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ListRubric

Shopify rules

Field	Rule
SEO title	Up to 70 characters; 60 or fewer recommended to avoid truncation in search results.
Meta description	Field accepts 320 characters; Shopify recommends about 160. Google may rewrite or shorten it. Put the important part in the first 120 characters.
Product title (on page)	Write for shoppers first: product type, key attribute, brand. Keep it consistent with the SEO title.
URL handle	Short, lowercase, words separated by hyphens.
Image alt text	Describe the image plainly for screen readers and image search.

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Sources (checked October 17, 2026): Shopify Help Center: Adding keywords for SEO to your Shopify store: <https://help.shopify.com/en/manual/promoting-marketing/seo/adding-keywords>; Shopify blog: How to write meta descriptions: <https://www.shopify.com/blog/how-to-write-meta-descriptions>; Google Search Central: Control your snippets in search results: <https://developers.google.com/search/docs/appearance/snippets>

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