

# Product Categories And Tags

Use categories and tags to make it easier for your customers to find what they are looking for.

What's the difference between categories and tags?

A category is for a high-level grouping of related products. For example, if you sell clothes, you might create categories for "Men's", "Women's" and "Children's" clothes.

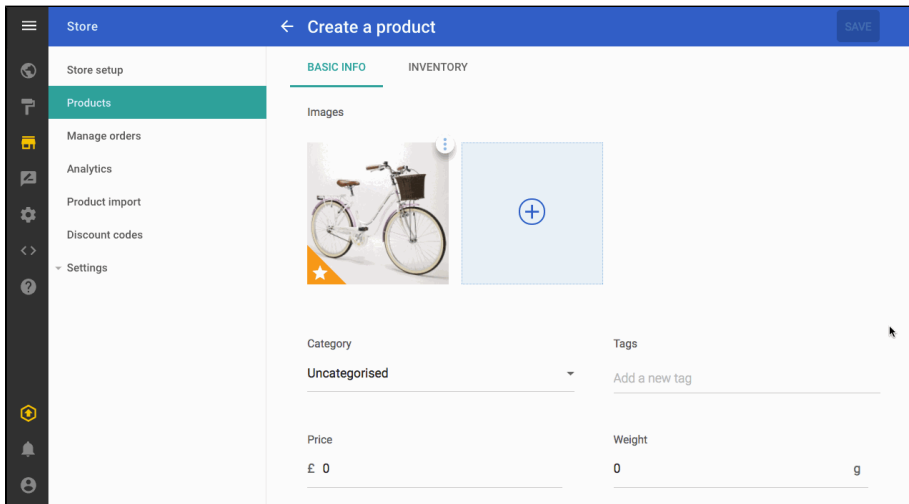
A tag makes a product easier to find by adding words that a visitor to your site might use when searching. For example, someone searching for a shirt might type "Shirt", "Tshirt", "Tee Shirt", "T-shirt".

A product can only have one category but it can have any number of tags.

Products that are tagged can be shown as a single group of products on any page on your site using Featured products.

## Categories

On the product page, scroll down until you see the Category field. Select Add new... from the dropdown menu and type a category name.

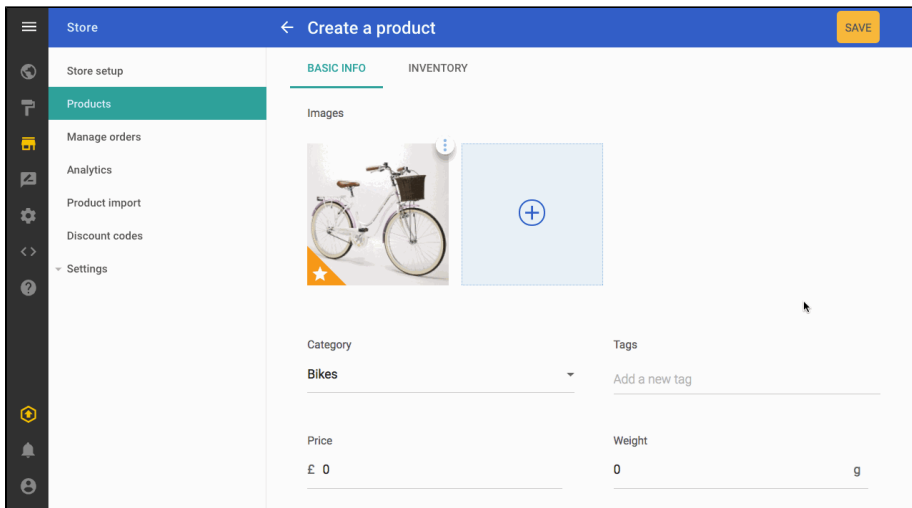


Adding a product category

There is no limit to the number of categories you can add, but each product can only have one category.

## Tags

In the Tag field, type the name of a tag and hit Enter on your keyboard



Adding product tags

Click on the X icon to remove a tag