EcomEye

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FREE GUIDE

Which lines go in your spec table, per product type

One wrong "waterproof" on 80 products can mean returns. Fill the lines for your type of product, and leave out what you can't prove.

1. Start every table with these

EU law asks for these facts in an online offer to buyers in the EU. An offer needs more than this list. Table far below the order button? Show these higher up too.

Line	When, and how to write it
Type and model	Every product. Add the model or type number on the product or its pack, not the seller's item number: "Midi dress, model LD-204".
Warning	Any warning or safety information that belongs to the product, such as a toy's minimum age or a cosmetic's precautions. Exact text, in the language the country asks for.
Material	Textile products: every fibre with its share, largest first: "68% viscose, 28% polyester, 4% elastane". Not required for, among others, toys, textile parts of shoes, travel goods, animal clothing and oven gloves.
Functions	Goods with digital elements, such as built-in software or an app.
Repair	Any product: the reparability score, if there is one. If not, and the maker tells you: spare parts, their cost and repair limits.

That a model number counts is our reading of the law.

No proof, no line

Never "N/A". In its product detail field, Google disapproves products with unconfirmed values. No proof for a main fact, like what a garment is made of? Don't publish yet.

2. Then the lines of your product type

Skip what doesn't apply. Same labels, units and order on every product of a type. Dimensions in one line, axes named. After translating, check numbers, units and fibres.

Type	Shoppers look for it	Google gives it as an example	Our suggestion
Clothing	Material, care. Fit: runs small or big, if your returns show it.	Features, what's included.	Lining, closure, cut.
Shoes	Material. Fit: runs small or big, if your returns show it.	What's included.	Closure, heel height, width, care. Water resistance, if proven.
Bags	Dimensions.	Features, what's included.	Material, what fits inside, capacity, strap, closure, weight, care.
Jewelry	-	Finish, shape, what's included.	Dimensions, material, stone, closure, weight, care.
Home and kitchen	Dimensions, also per part. Material, care. What's included. What it works with.	Power, capacity, weight, assembly, shape, finish.	Maximum load.
Gadgets	Works with. The specs that decide. Water resistance, if proven. Dimensions. What's included.	Battery life, connection, power.	Weight, material.
Beauty	Ingredients. Shade in words, with undertone.	How to use, shelf life, scent, what's included.	Content, skin type as the maker states it. Material of tools.
Toys	Dimensions.	What's included, assembly, theme.	Material, batteries, care.
Pets	-	Features, power, what's included.	Animal and size, dimensions, material, care, closure, maximum load.

Google's examples are for its optional product detail field. Our order. Children's clothes: see clothing. Occasion, sport, activity: optional.

3. Keep these out of the table

What	Where it goes
Colour, size, measurements	Options and the size chart. Beauty: shade in the table too.
Energy label of a light source	Near the price (EU law).
Charger pictogram and charging label	Close to the price (EU law), for wire-charged phones, tablets, cameras, headphones, headsets, consoles, speakers, e-readers, keyboards, mice, navigation, earbuds and laptops.
Marks and claims without proof	Nowhere. EU law bans quality marks without permission. A court or authority can ask for evidence of a claim.
Price, shipping, delivery date	Out of the description and product detail you send to Google.

Two finished tables

Midi dress		Earbuds	
Type and model	Midi dress, model LD-204	**Type and model**	Wireless earbuds, model X12
Material	68% viscose, 28% polyester, 4% elastane	**Warning**	Long listening at high volume can damage your hearing
Lining	100% polyester	**Functions**	Music, calls
Care	Wash at 30 °C	**Works with**	Bluetooth phones, laptops
Fit	Runs small	**Water resistance**	IPX4: splashes, not for swimming
Features	2 side pockets	**Case W x H x D**	62 x 48 x 25 mm (2.4 x 1.9 x 1.0 in)
What's included	1 dress, 1 belt	**What's included**	2 earbuds, case, USB-C cable
Closure	Zip at the back	**Battery life**	6 hours per charge, 24 with case

Invented examples. Copy the lines, not the facts: use the warning that comes with your product.

View full research here:
ecom-eye.com/research/specification-table

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Not legal advice. Based on EU law, Google's help pages and research, read on 24 and 25 Nov 2026.