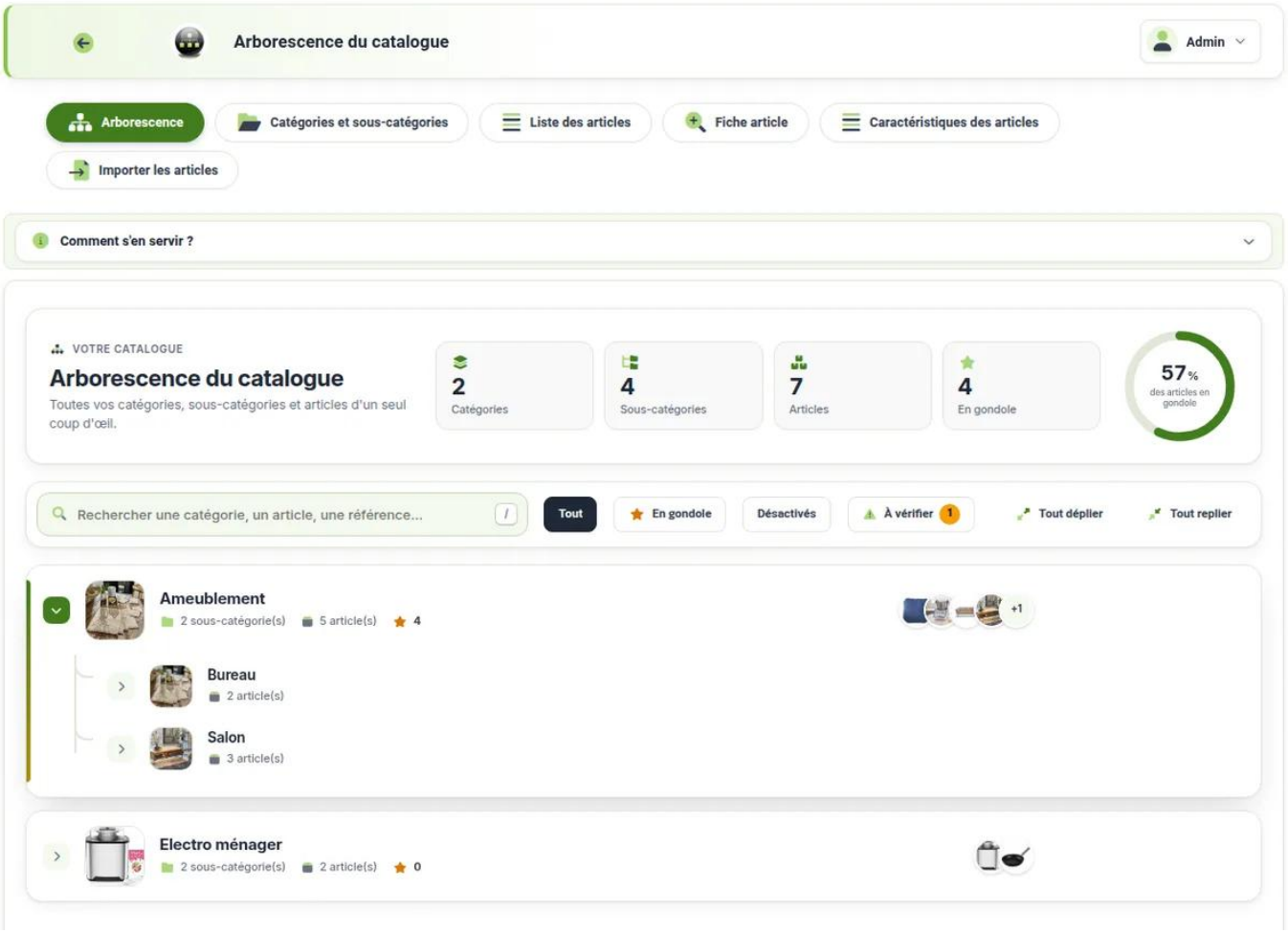
Catalogue Management

How do I manage product categories?

From the “Catalog” menu, you create your categories and subcategories in a few clicks. An assistant asks you for the category name, image and description, for each language of your shop.

Two ways to do it

- In the “Tree view” tab, right-click and choose “Add a category”. You see your whole catalogue as a tree, which is the clearest view.
- In the “Categories and subcategories” tab, click “Add”.



Note: in the back office, a category is also called a family. They are the same thing, don’t worry.

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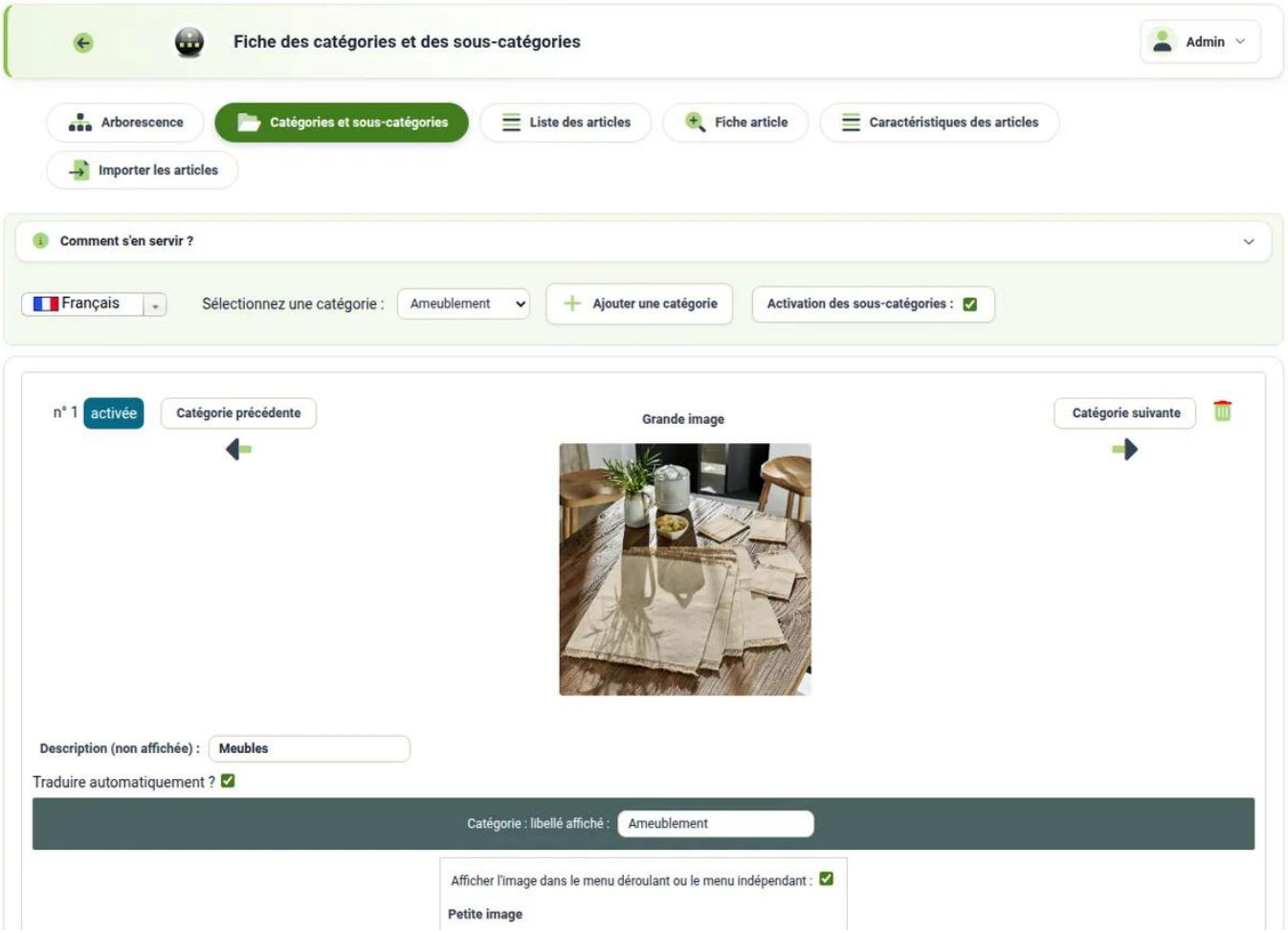

Organising your catalogue well

- **Short, clear names** that your customers understand without thinking: “Bowls and mugs” says more than “Earth collection 2026”.
- **Two levels are usually enough**: a category, then a subcategory. Beyond that, your customers get lost before they reach the product.
- **A description for each category**: a few sentences about what can be found there. It is read by your customers and by search engines.
- **A representative image**: it is used by the home page presentations with blocks or category thumbnails.

An example

A ceramicist can create a “Tableware” category with the subcategories “Plates”, “Bowls” and “Cups”, and a “Decoration” category for vases and lamps. A product finds its place in two clicks, and so does the customer.

There is no limit on the number of categories and products: your catalogue can grow with your business.

To go further: product catalogue management.

See also: How do I add a product?.

Attached files:

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