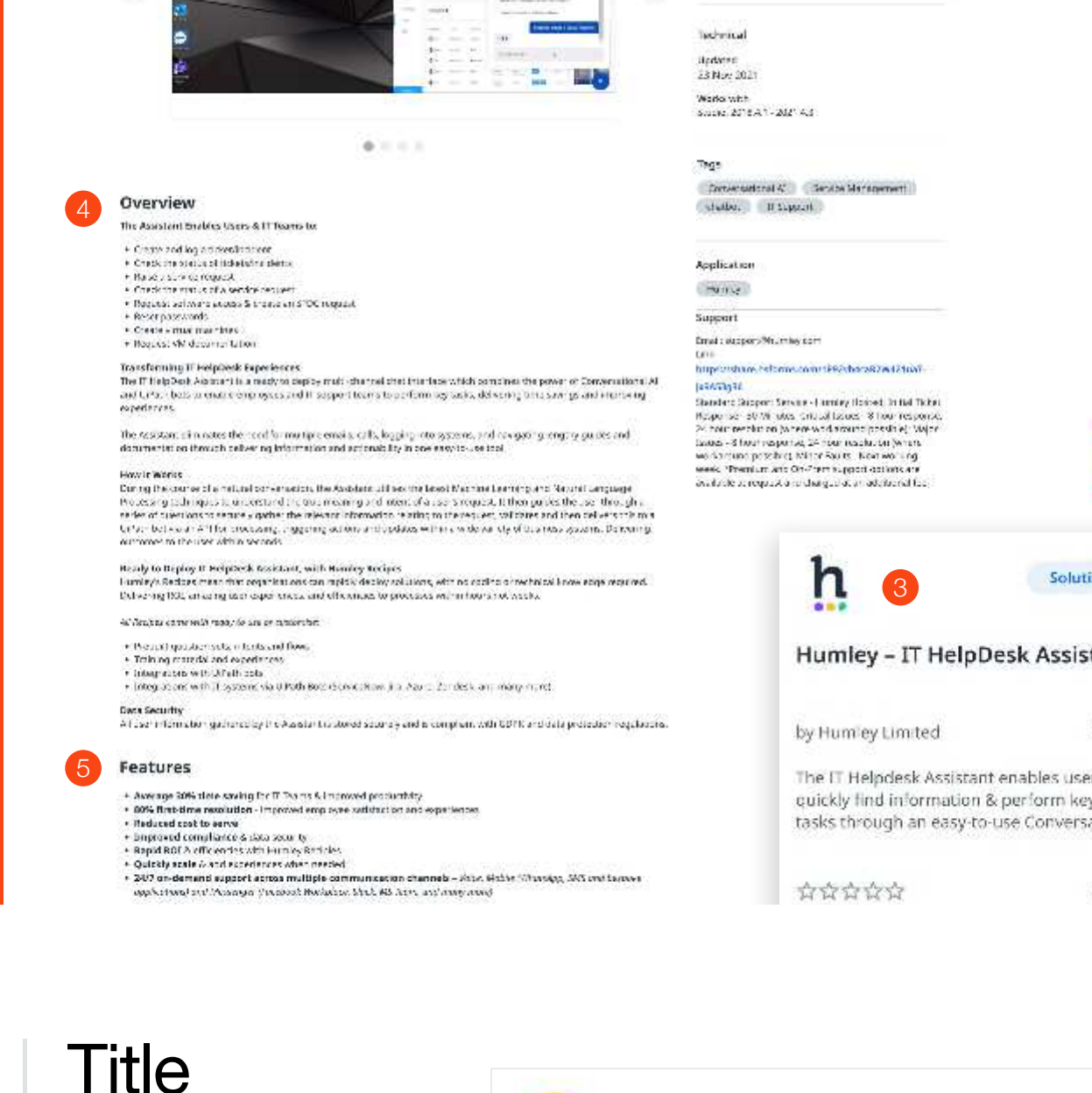
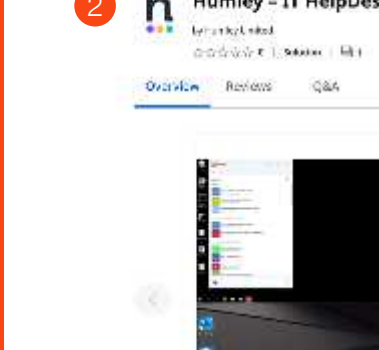
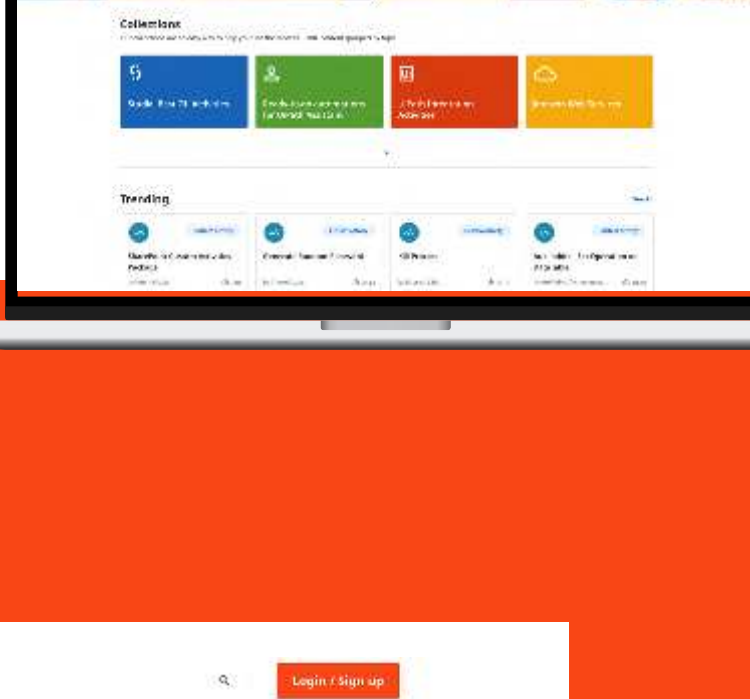


A Guide to an Ideal UiPath Marketplace Listing

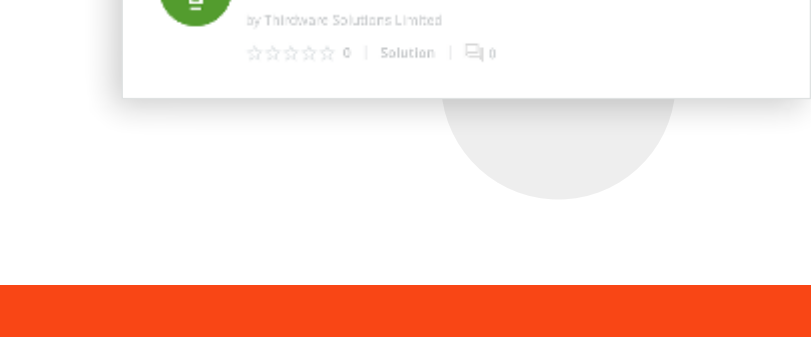
Hello, UiPath Marketplace Partner. We designed this guide to help you submit the high-quality, pro-looking listing that will bring you more business opportunities. Here you can check the best practices on how to describe your listing and make it appealing for potential customers.

Note: Below you'll find illustrative examples with short text explanations. The full step-by-step guide is available [here](#).



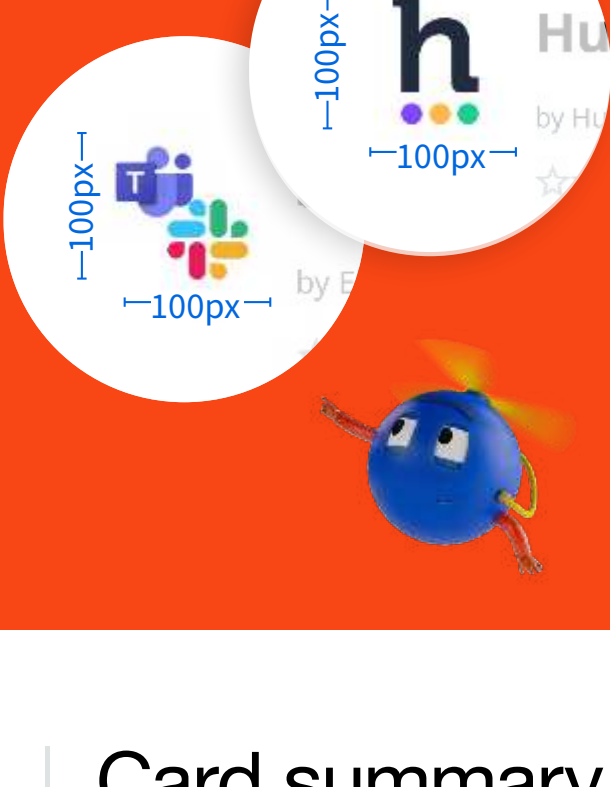
1 | Title

The title of the Marketplace listing is as important as the subject for the email. Make sure it's catchy and to the point. When crafting your title, try to stick to the following structure: {Capability} for {Software/System}. If applicable, use specific attributes that identify the listing's purpose, e.g., converter, analyzer, validator, etc. Don't use special symbols as well as abbreviations, generic, or made-up words.



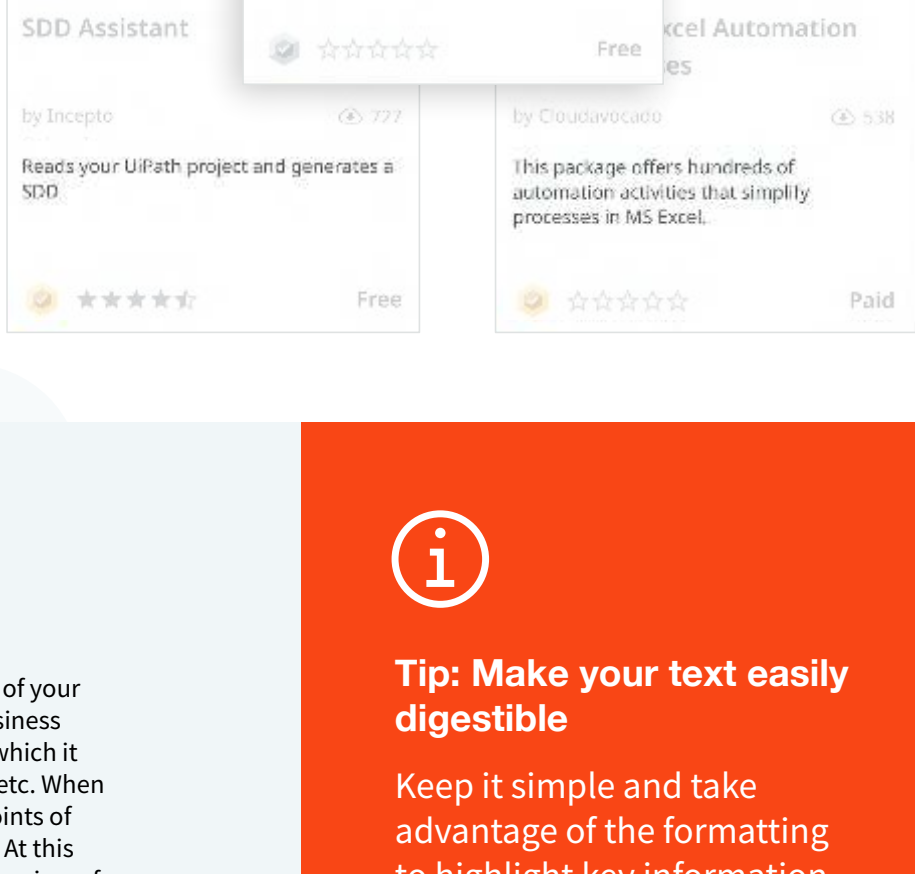
2 | Icon/logo

This is a tiny custom image that is visible on your listing card and listing page. It should represent the main idea of your listing and contain simple symbols. On this spot, you can also add your company logo. If you don't add the listing icon, the default image will be applied.
Image dimensions:
100X100



3 | Card summary

In the Card summary, please provide a succinct overview of your listing's capability. Try to keep it short (1-2 sentences) and simple (so that even your non-technical friend understands). While drafting a summary, please keep in mind your target audience and make sure the language you use is familiar to them. Avoid adding too many technical details at this point. Use 200 characters max.

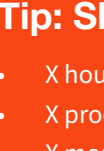
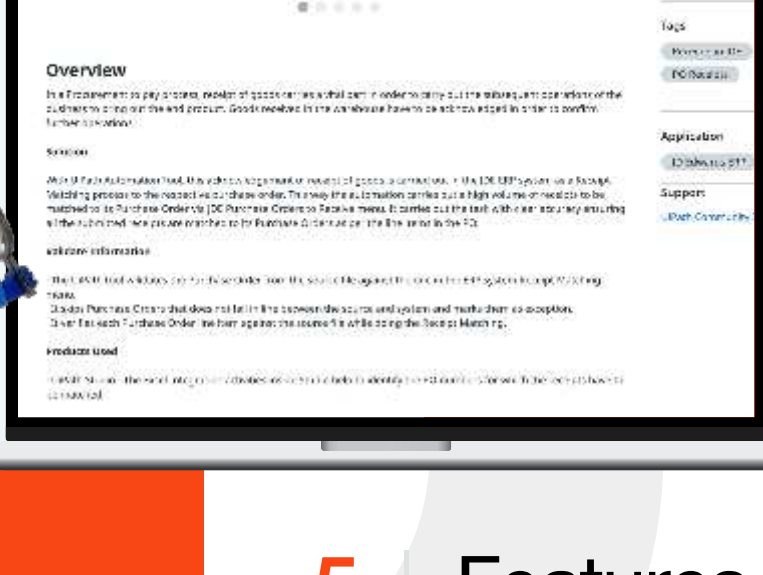


4 | Overview

Think of the Overview as the extended version of your listing's summary. Make sure to specify the business challenge(s) your listing solves, use case(s) in which it will be helpful, the audience it is intended for, etc. When writing the Overview, keep in mind the pain points of your target audience and try addressing them. At this point, it also makes sense to provide a brief overview of the components your listing consists of.



Tip: Make your text easily digestible
Keep it simple and take advantage of the formatting to highlight key information (bulleted list, numbered headers, etc.)

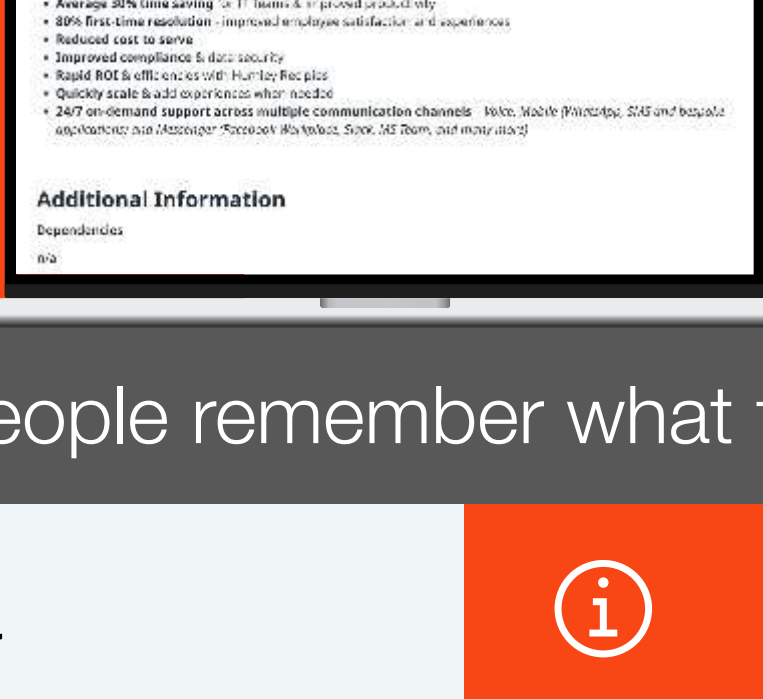


Tip: Share relevant stats

- X hours/days/months saved
- X processes/automated
- X money saved per month/year/department
- X% ROI increase
- X% cost reduction, etc.

5 | Features

In this section, we recommend outlining how your potential customer will benefit from your listing. Think about customers' pain points and outline how your listing helps solve them. If the listing is paid, try to be even more specific and provide strong and relevant data.



6 | Media

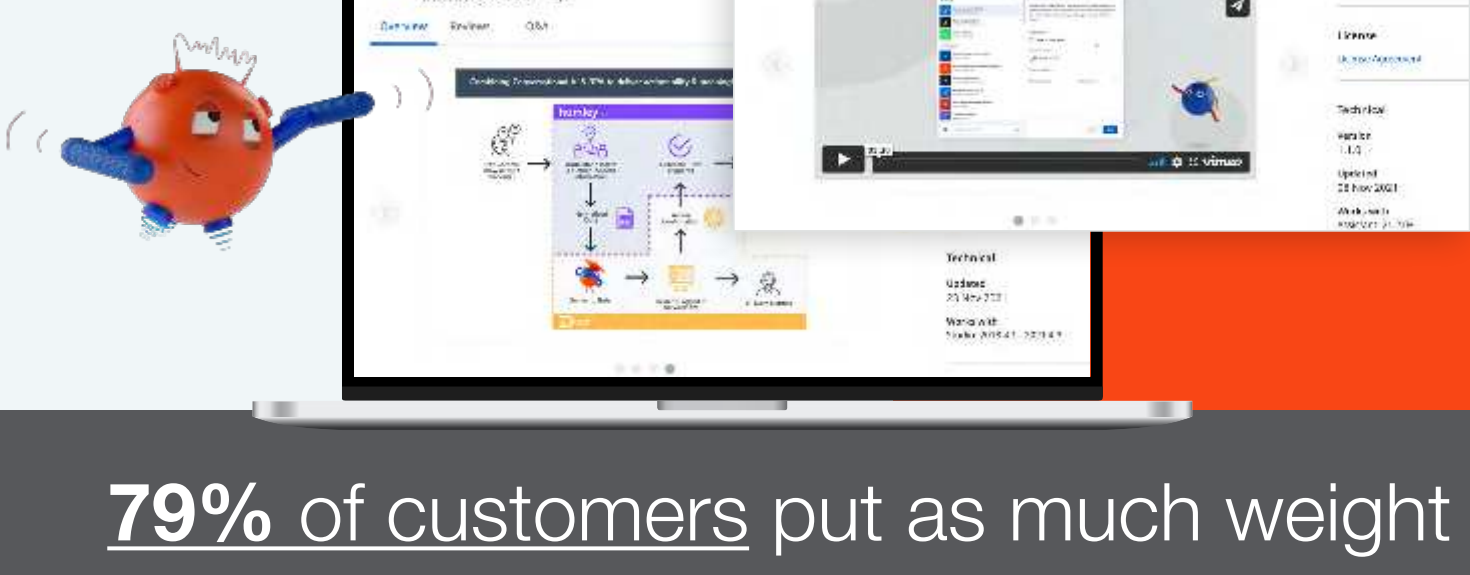
Interestingly, 80% of people remember what they see, compared to 20% of what they read, and 10% of what they hear. Make sure you add only relevant visuals to your listing page. The images should reinforce your listing's value, be visually appealing, and informative. Avoid adding any stock images.

Image specifications:
Maximum size: 5 MB per image
Maximum number: 5 images
File types: gif, .jpg, .png, .svg, .webp



Tip: Add a video/demo

This helps your audience better understand the value of your listing and showcases your brand.



79% of customers put as much weight on online reviews as they do on personal recommendations.



Tip: Collect testimonials

Ask customers who have used your app before it was published on UiPath Marketplace to leave a review on your listing page

7 | Reviews

Encourage your customers to leave a review to add credibility and help your Marketplace listing stand out.



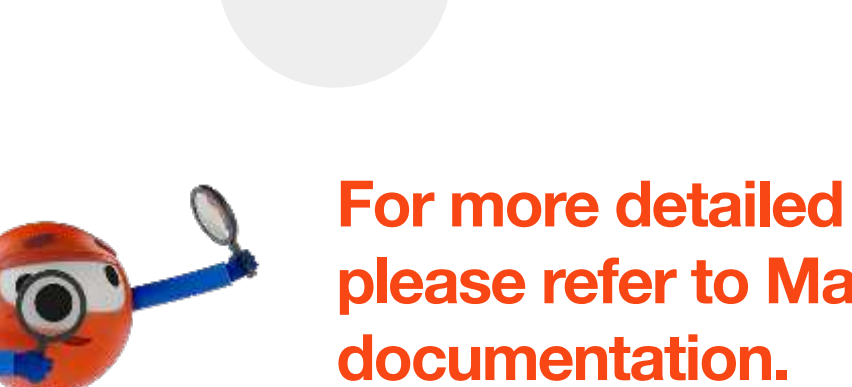
8 | Documentation

Help your user get on board as smoothly as possible by adding necessary usage and/or implementation guides to the listing. Ideally, input the link to the website where you are hosting your documentation. This way, it's easy to maintain and update regularly. Alternatively, you can attach a user guide in PDF format.



Tip: Please use this template.

Try to add as many how-to's as possible and use screenshots for guidance where appropriate.



For more detailed guidance, please refer to Marketplace documentation.

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