

VMware Marketplace

Listing Style Guide

Best Formatting Practices

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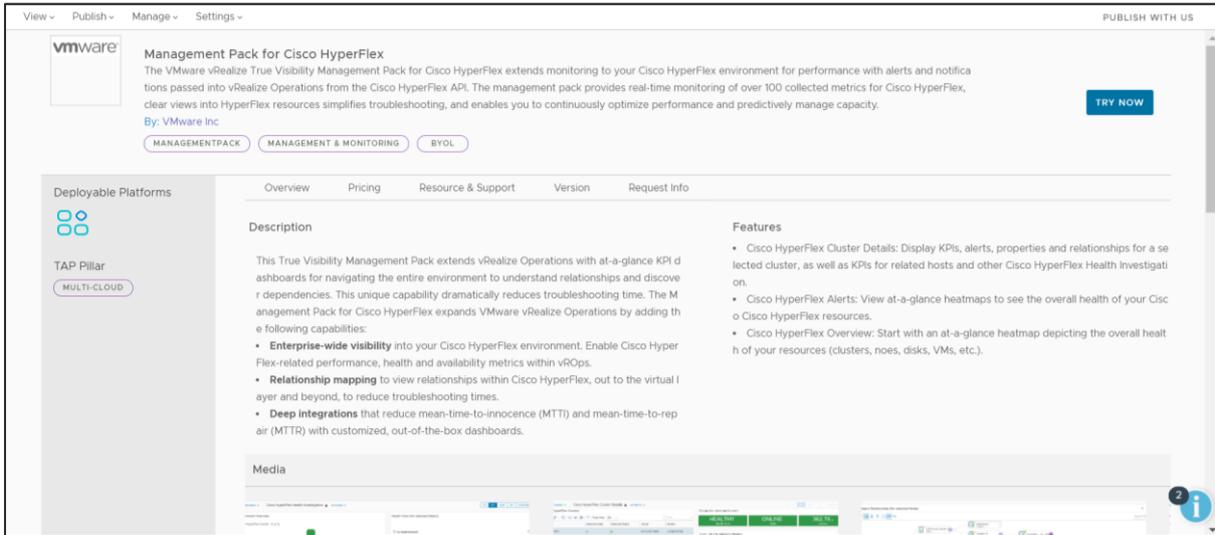
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Introduction

Use this style guide to create clear, concise, and consistent solutions that provide an attractive experience for customers on the VMware Marketplace.

This guide is intended to be a walk-through of some formatting recommendations and requirements while publishing your solutions to the VMware Marketplace. For more information on the types of listings, please refer to our Program Guide [here](#). For in-depth publisher documentation, please refer to our Docs [here](#).

Below is an example of a List-Only solution on the VMware Marketplace.



Style Guide Tips

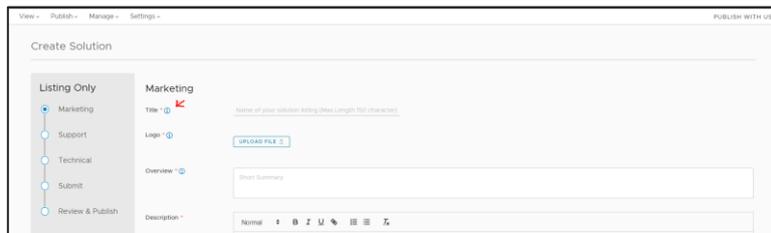
Note: This document only covers formatting recommendations for the common sections across both List-Only and Distributable (including BYOL) solutions. For more details on filling out the other sections in BYOL solutions, please refer to our Documentation.



Marketing Section

Add a Solution Title

Type the name of the solution.



Do:

- Keep a concise Title under 150 characters but include critical information
- Capitalize the first letter of each word in the Title

- Use numerals (4 instead of four)
- Use standard text; special characters will NOT appear in the Title
- Use the English name of the solution

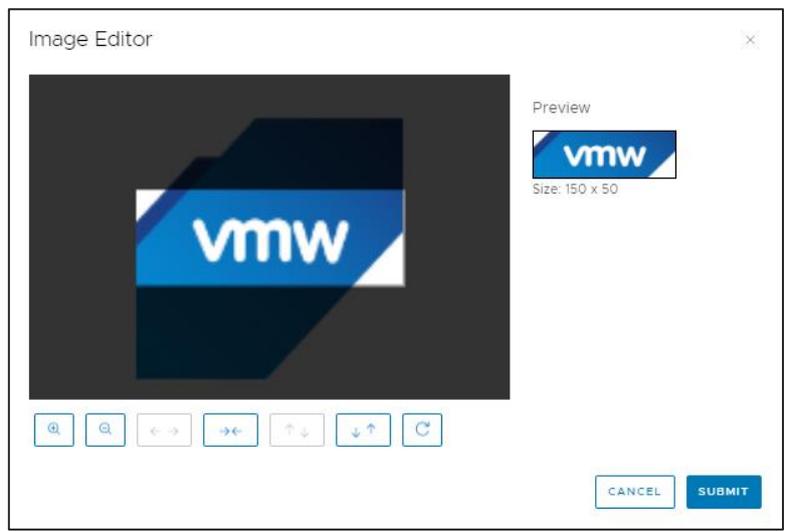
Do NOT:

- Capitalize conjunctions (and, or, for), articles (the, a, an), or prepositions with fewer than five letters (in, on, over, with)
- Include price and quantity of the solution
- Use ALL CAPS
- Include information about yourself or your company
- Include promotional messages or subjective commentary such as “Discount” or “Best Seller”

Preferred: Sample ACME Solution
Acceptable: Sample ACME solution
Not acceptable: SAMPLE ACME SOLUTION

Add a logo

The logo file should fit within the parameters of 200x200 pixels. Use the magnifying glasses at the bottom left to resize the logo. Use the same company logo for multiple listings.



Do:

- Use an image with white background
- Use an image that shows the entire solution and has the solution occupy at least 80 percent of the image area
- Use an image only of what the customer will receive

Do NOT:

- Include borders, watermarks, text, or other decorations
- Include colored backgrounds or lifestyle pictures

- Include drawings or sketches of the solution
- Include accessories or additional solutions not included in the offer
- Include image placeholders, such as “no image available” text
- Include promotional text, such as “Discount” or “Best Seller”

Add an Overview

In this area, include two to four sentences that give a concise description of the solution.

Do:

- Include the solution’s function and how it integrates with VMware products

Do NOT:

- Include detailed information such as features, use-cases, and highlights. These details will go in the Description section.
- Include information about the company details: e-mail address, website URL, company-specific information



Add a Description

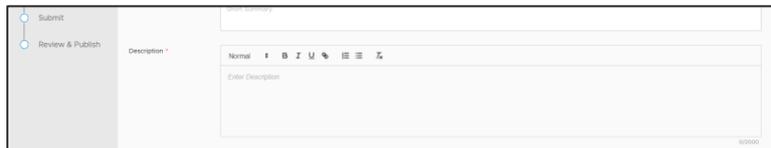
In this area, include at least four sentences that give a detailed view of the solution.

Do:

- Include different copy from the Summary section
- Include detailed information about solution features, attributes, use-cases, warranty, support, and so on
- Add bulleted Highlights that summarizes the key elements of your solution to customers

Do NOT:

- Include messaging around competitors or their solutions, promotional language, or pricing



Add an Appropriate Redirect URL

This link will appear as the “Try Now” button on your solution (see example List-only Solution at the start of the guide). Therefore:

Do:

- Include https:// to make the link active
- Ensure that this is the right link for VMware customers to reach

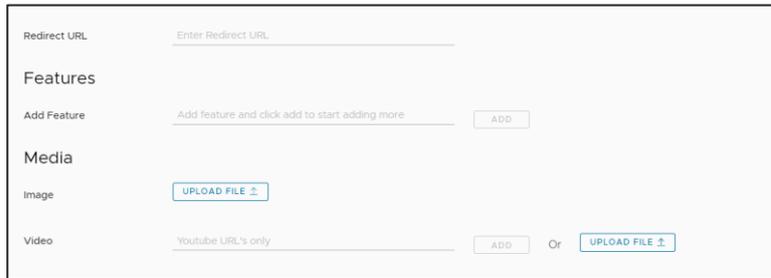
Do NOT:

- Link to your generic landing page
- Link to a page associated with another cloud platform

A screenshot of a form field labeled "Redirect URL". It contains a text input field with the placeholder text "Enter Redirect URL".

Include Features and Media for your Solution

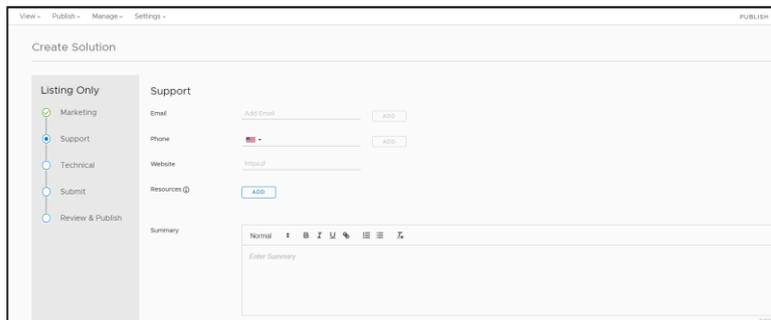
Include at least one image file of the solution that is not the company logo (**required**). Images can include diagrams, solution images, etc. Multiple images will be collated in a carousel format. You can also include videos through a file upload or a YouTube link. These are not required but highly recommended in order to present the best possible version of your solution to our customers.

A screenshot of the "Features" and "Media" sections of the form. The "Features" section has a text input field with the placeholder "Add feature and click add to start adding more" and an "ADD" button. The "Media" section has an "Image" subsection with an "UPLOAD FILE" button and a "Video" subsection with a text input field for "Youtube URL's only", an "ADD" button, and an "Or" label followed by an "UPLOAD FILE" button.

Support

Add Customer Support Information to Support and Resources

Add an email, phone number, or website URL. Complete at least one contact field to proceed. You can also add additional details in the Summary section if needed.

A screenshot of the "Support" section in the "Create Solution" form. It includes fields for "Email" (with an "ADD" button), "Phone" (with a country code dropdown and an "ADD" button), "Website" (with a text input field), and "Resources" (with an "ADD" button). Below these is a "Summary" section with a rich text editor and a text input field for "Enter Summary".

Technical

Information in this section is utilized to make it easier for our customers to filter, search for and ultimately discover your solution within our catalog. Provide as much technical detail as you can in order to make your solution stand out!

Add Form Factor, Category and Other Details

Choose the appropriate form factor for your solution. Note, you will not be uploading an asset in the List-only solution, but your solution will show up under this form factor within our filters.

Form Factor *

Blueprints
 Containers
 Content Packs
 Management Packs
 Kubernetes
 Others
 Plug-in

Professional Services
 SaaS
 Virtual Machines

Select the appropriate category and sub-category that best fits your solution. These categories are derived from industry-standard groupings of software solutions, as well as one category to capture our hardware solutions. At this time, we allow only one Category + Sub-category detail per solution.

Additionally, also fill out the relevant OS details and the VMware Technology Alliance Program (TAP) Franchise (both optional).

Category *

Sub-Category *

Operating System

TAP Franchise ⓘ

Add Technical Compatibility

Input the technical compatibility for your solution across any VMware products.

VMware Product	Certification	VMware Ready	Partner Ready	Action
No data available.				

Compatibility

Compatible With

Program * VMware Ready Partner Ready None

CANCEL ADD

Do:

- Add compatibility details for as many VMware products as relevant for your solution
- Add VMware Ready / Partner Ready details if your solution has gone through those programs for that compatibility (e.g. Compatible with vSAN, certified as VMware Ready for vSAN)
- Mark as None if that particular compatibility has not gone through the Partner Ready / VMware Ready programs

Do NOT:

- Select VMware Ready or Partner Ready unless the solution has gone through those certifications

Best Formatting Practices

Keep these in mind while publishing your solution on the VMware Marketplace:

- Use correct grammar, punctuation, and complete sentences
- Capitalize the first letter of each word for a new sentence
- Use numerals (4 instead of four)
- Use only standard text, special characters will not appear in the listing
- Do not add additional spaces between paragraph
- Do not capitalize conjunctions (and, or, for), articles (the, a, an), or prepositions with fewer than five letters (in, on, over, with)
- Do not use ALL CAPS or bold text or highlighted text
- Do not include promotional messages or subjective commentary such as “Discount” or “Best Seller”

Additional Recommendations for Tanzu Listings

Please ensure that the following brand name terminologies are used:

Former Product Names	New Product Names	Acronyms
Pivotal Application Service	VMware Tanzu Application Service	TAS
PAS for K8s	VMware Tanzu Application Service	TAS
Pivotal Container Service/VMware Enterprise PKS	VMware Tanzu Kubernetes Grid Integrated Edition	TKGI
Pivotal Build Service	VMware Tanzu Build Service	
Wavefront by VMware	VMware Tanzu Observability by Wavefront	
<i>Tanzu products already at VMware</i>	VMware Tanzu Application Catalog	TAC
	VMware Tanzu Mission Control	TMC
	VMware Tanzu Kubernetes Grid	TKG

