

# 02

## Products and Catalogue

Odoo 19 Enterprise - eCommerce

Your eCommerce product catalogue is driven by your Odoo product records.

### 1 Publish a product to the shop

[Website](#) [Shop](#) (select product) [Publish](#)

Any product in your Odoo catalogue can be published to the online shop. Open the product, go to the Sales tab, and enable the Can be Sold and Published checkboxes. Or publish directly from the website editor - toggle the Unpublished button to Published. Control which products appear by category, availability, or custom filters.

#### ECOMMERCE PRODUCT SETTINGS

<b>Sales Price *</b>	Price shown on the shop. Can be different from internal price.
<b>Product Images</b>	Multiple images shown in the product gallery. First image is the main image.
<b>Description for Customers</b>	Public product description shown on the shop page.
<b>Product Category</b>	Shop category - used for navigation filters on the shop.
<b>Variants</b>	Size, colour, or other variants. Each variant can have its own price and stock.

### 2 Product page customisation

[Website](#) [Shop](#) (select product) [Edit](#)

Each product page is editable using the website builder. Add text sections, images, videos, or specifications below the main product block. Use the ribbon feature to add badges like "New", "Sale", or "Best Seller". Add related products at the bottom to encourage upsells.

**SEO for products -** Each product page has SEO settings - set the page title, meta description, and URL. Use the customer's search language, not your internal product codes. A product titled "A4 80gsm Office Paper 500 sheets" performs better in search than "PAPER-A4-80G-500".