

BEST PRACTICE GUIDE



# CREATING THE PERFECT PRODUCT PAGE

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Start with Data

2024

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# INTRODUCTION

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A product page is the page on an e-commerce website or channel which tells you everything you need to know about a product. It should provide useful, relevant and correct information about what the product offers and the benefit it offers you. When a customer lands, they may browse various category pages and then click onto a particular product listing page. Their decision determines whether you make a sale or not.

A visitor cannot feel, touch, try, taste, or wear products before buying them, so the design and content of that page helps to make a purchase more likely. The presentation and completeness of your data will determine whether a customer purchases from you or a competitor. The processes and technology you use to support your product data will determine this effectiveness of this optimisation.

## **Why you need to get the product page right**

It's about e-commerce glue. Your initial aim is to increase the stickiness factor for your product page. That is, the metric which measures the volume of visitors who are highly engaged with the product. If they are highly engaged, the chances are they will buy the product and return again and again.

## **Elements of a perfect product page**

There are best practices for designing compelling product detail pages. Visitors select and reject products on product pages according to the information which is available about the item(s). Industry experts, Baymard highlight the fact that "64% of e-commerce sites impede users' ability to compare the product in their list due to inconsistencies in the listed product attributes." Product information is crucial in how it can influence visitor decision-making and acts as the driver for creating compelling product detail pages.

We cover in this guide the best practices for creating the perfect product page. Their relative importance depends on the industry and target audience. For instance, displaying product ratings might be less relevant for clothing, but it could be a strong influencer for computers, high-priced (or valued) items, as well as complex products.

# 10 BEST PRACTICES FOR A PERFECT PRODUCT PAGE

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1 **MINDFUL AND INFORMATIVE PRODUCT CONTENT**

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# MINDFUL AND INFORMATIVE PRODUCT CONTENT

## Craft compelling product descriptions that captivate customers, communicate value, and convert them into buyers

An excellent product description creates an excellent impression. It can communicate value, enthuse excited, and convert them from visitors to buyers very quickly. A high-converting description doesn't just read well – it provides complete, accurate, and trustworthy information. Quality content on product pages can increase sales by up to 78% (Shopify)

### Descriptions

When you consider product attributes and descriptions, bear in mind that the more information you include, the more useful. You need more than the basics (height, length, width, weigh), because to be persuasive, customers want to know:

- ? what material it is made from
- ? how to use, maintain and store it.
- ? where it came from (manufacturing, materials source)
- ? is it ethically sourced and sustainable
- ? does it comply with credible standards of quality and safety

Using insights from unstructured data like customer reviews and comments enables you to discover more about the information a customer expects from a given product display. Cover all your bases as a default, and the chances of a conversion become much better.

Quality content on product pages  
can increase sales by

# 78%

(Shopify)

## Titles

The product title is the first thing a potential buyer sees before he decides to click on your product. You may label your SKU in one way in your ERP, but it isn't a PIM system, where you can give due attention to creating meaningful product titles - use these in your product detail pages because your PIM guarantees not only consistent and high-quality product data across channels but contains the correct data you need to provide a relevant, useful and unambiguous product title.

In terms of style and tone here are some tips:

### Make it descriptive:

you need to convince the buyer they found what they are looking for and you need to show google which keywords are relevant for your product

### Use Verbs:

far more compelling than flowery adjectives.

### Speak directly to your target:

where suitable, write from their viewpoint especially if it's a product which addresses a pain point.

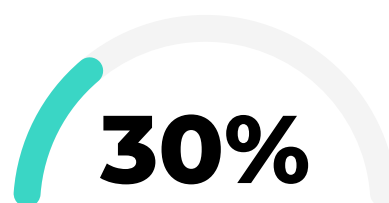
### Most important information first:

Sometimes, product titles get cut-off, depending on whether your searchers are browsing on a desktop or mobile phone

### Easily digestible and quick to read:

short or broken sentences, not long and multi-clause ones.

**Well-crafted product descriptions that convey the value and solve customer pain points can lead to a 30% increase in sales**



Source: BigCommerce

# 2 LAYOUT – USER EXPERIENCE (UX)

**Crafting the perfect product page is both an art and a science, where every element plays a crucial role in guiding and persuading the customer.**

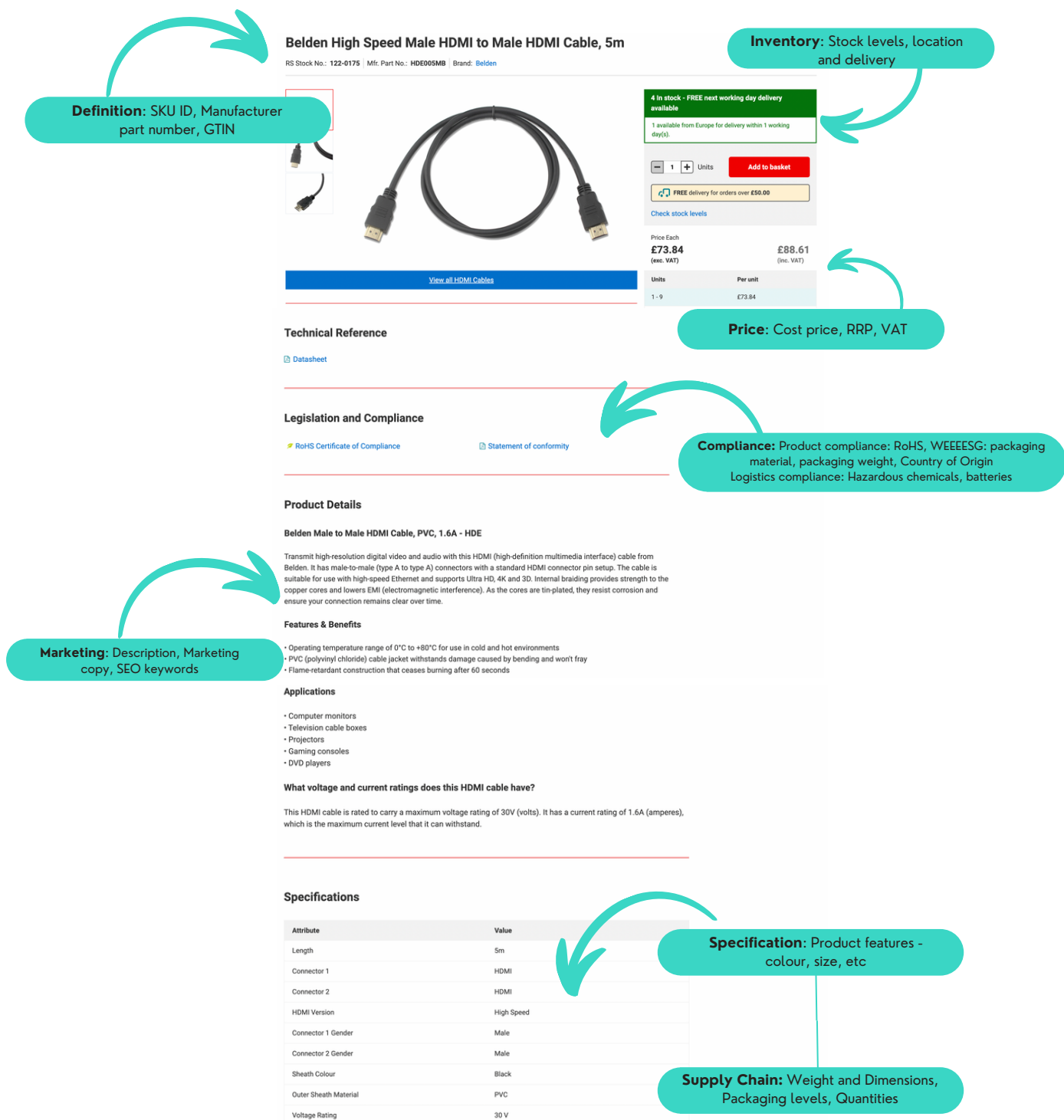
When designing the layout of product listing pages, several key factors contribute to a user-friendly experience. The Baymard Institute's research suggests only 48% of e-commerce sites have decent or good product page UX. A clear and transparent title, coupled with 'breadcrumb' navigation, guides visitors through the site with ease. This feature is particularly beneficial when dealing with a large volume of product variants, as it prevents the need for excessive clicking to return to previous categories. Including an extra category description also boosts SEO. Breadcrumb navigation also helps visitors to intuitively understand product hierarchy – You need a well-designed product taxonomy to make that a reality. Breadcrumbs also reduce bounce rates (the percentage of total sessions on your site where the user only viewed a single page before leaving).

Incorporating certain design elements can further elevate the layout:

- **Realistic Image Presentation:** Using images that show products in real-life contexts and on models helps users better visualise and understand the products.
- **Informative Visual Descriptions:** Detailed descriptions alongside images bridge the gap between online and physical shopping, providing a richer understanding of the product.
- **Transparent Pricing and Policies:** Clearly displayed information on prices, returns, and shipping fosters trust and clarity, reducing hesitancy in purchasing decisions.
- **Simplified Navigation Features:** Implementing user-friendly features such as straightforward saving options and clear unit prices enhances the ease of shopping.
- **Comprehensive Product Details:** Providing thorough product specifications and scannable information sheets ensures that customers are well-informed.

By blending these elements into your product page layout, you create an engaging, informative, and user-friendly experience, crucial for standing out in the competitive e-commerce landscape.

# THE ANATOMY OF A PRODUCT PAGE





# 3 SEARCH ENGINE OPTIMISATION

## Product information on a product page plays a significant role in search engine optimisation (SEO)

The way product information is presented on webpages isn't just about providing details to potential customers. It plays a pivotal role in shaping a site's Search Engine Optimisation (SEO) strategy. This is because search engines like Google assess a webpage's content to determine its relevance and value to users' search queries. Here's how effective product information can significantly boost your SEO efforts:

1. **Keywords and Relevance:** Strategic inclusion of relevant keywords in product descriptions is key. These keywords help search engines understand and categorise page content, thereby improving the page's visibility in search results.
2. **Content Quality:** The uniqueness and quality of product information directly influence SEO. Search engines prioritise pages with original and valuable content, which makes comprehensive and engaging product descriptions crucial.
3. **User Experience (UX):** The impact of product information on UX is undeniable. Detailed and clear product details lead to longer site engagement and reduced bounce rates. These metrics are vital for search engines when determining page rankings.
4. **Structured Data and Rich Snippets:** Implementing structured data enables the display of rich snippets in search results, such as prices, reviews, and availability. These snippets enhance the visibility and attractiveness of search listings, potentially increasing click-through rates.
5. **Mobile Optimisation:** In an era where mobile searches are dominant, having mobile-optimised product pages is essential. Search engines favor sites that provide a seamless mobile experience.
6. **Page Load Speed:** The speed at which product pages load, heavily influenced by the amount and type of content, is a critical SEO factor. Ensuring images and content are optimised for quick loading is crucial.
7. **Backlinks and Social Shares:** Exceptional product information can generate valuable backlinks and social shares. These external validations signal to search engines the relevance and authority of the content.



## 4

## MAKE FILTERS PROMINENT AND 'STICKY'

### The role of product filters extends beyond mere functionality; they serve as a pivotal element in enhancing user navigation and satisfaction.

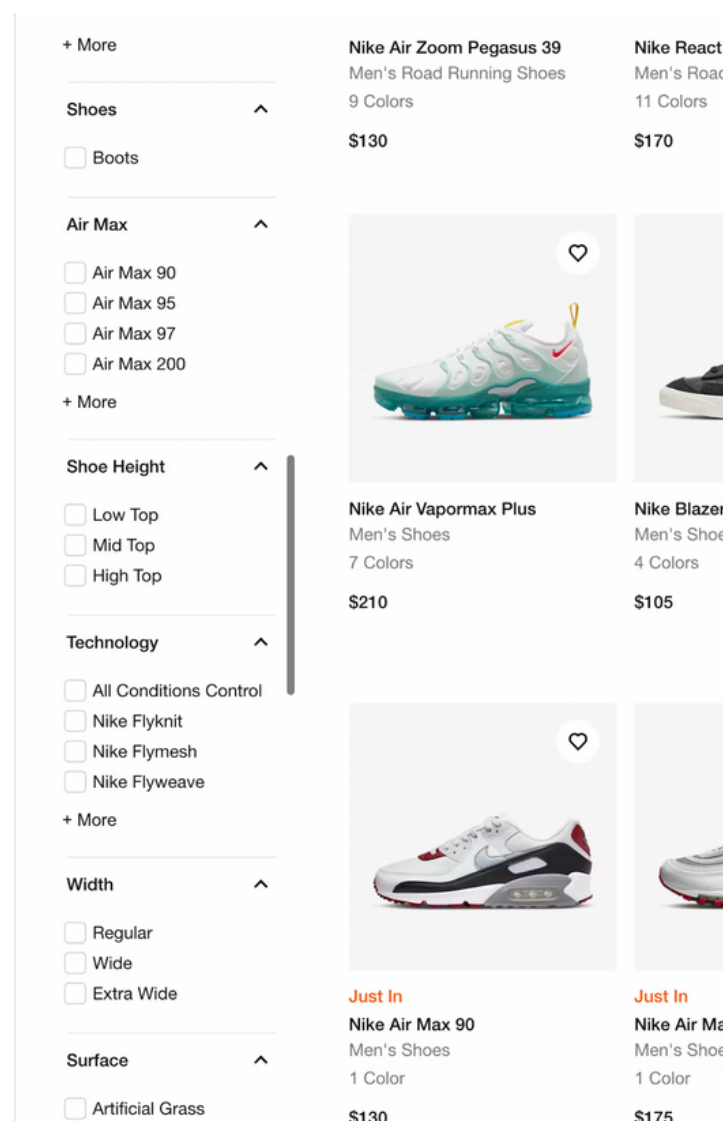
Understanding user behaviour is key to realising the importance of filters in online shopping. Shoppers often look for specific product features, making filters their go-to tool. To elevate the user experience, it's crucial to optimise filter use, starting with a well-structured taxonomy.

The arrangement of filters is vital. Prioritise popular filters like brand, size or colour to avoid users navigating through less relevant options. Place the most commonly used attributes prominently.

Product variation presentation also matters. Instead of listing every variant, a neater approach is using hover-over effects to show different colours and styles, making for a cleaner and more efficient browsing experience.

Additionally, some essential filters are often neglected. Beyond the standard price filter, include filters for user ratings, best-sellers, and new arrivals. These underused filters play a significant role in enhancing the shopping experience.

Category-specific filters aid users in finding suitable items, which could otherwise be a difficult task, especially in large product lists

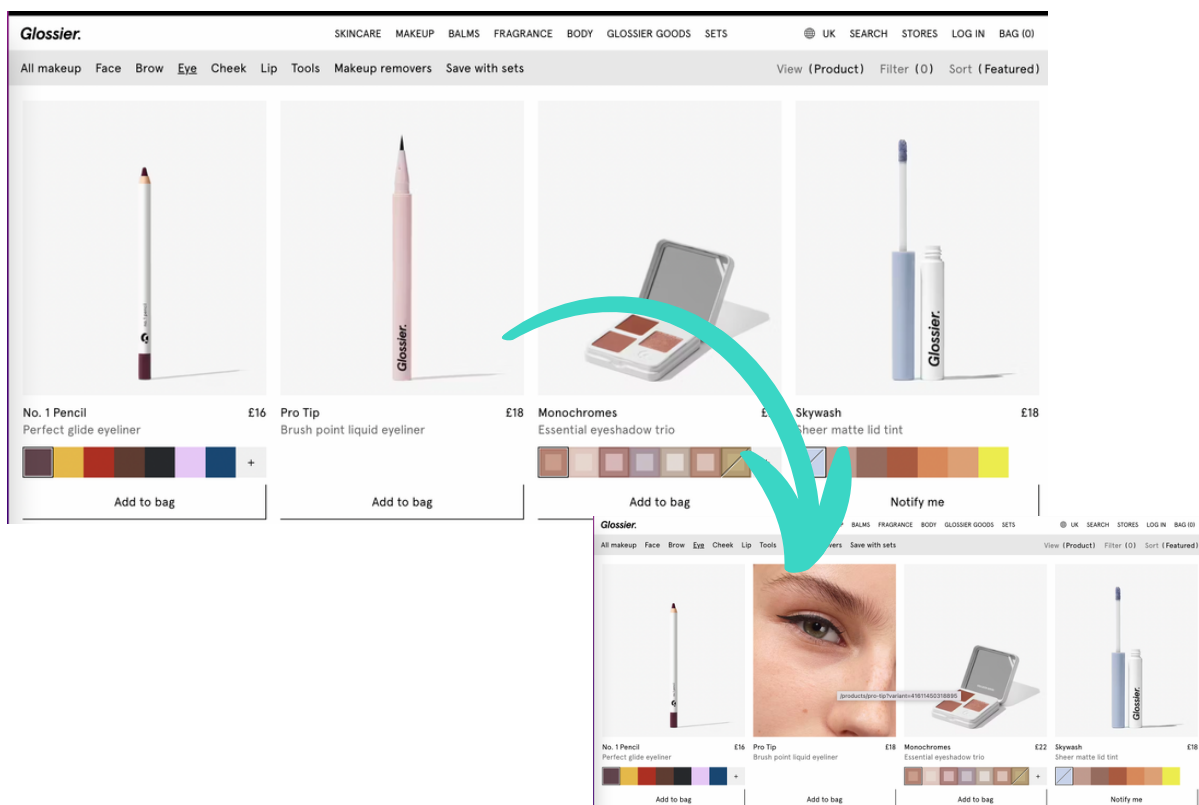


# 5 BROWSABLE PRODUCT PHOTOS IN SEPARATE PRODUCT 'PODS'

**56% of desktop users begin exploring the images as their first action upon arriving on a product page — before reading the product title, description, or scrolling down the page to get a more comprehensive overview.**

Browsable product photos in separate product 'pods' significantly enhance the online shopping experience. Emerging best practices involve enabling customers to browse all images directly from the product pods on listing pages. This approach streamlines the process, allowing quicker, more convenient access without navigating back and forth between product detail pages.

Essential image content should include secondary images on pods when hovering, a zoom function, demonstrate the product in use, and compare its size with everyday objects for better perception.



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## TAXONOMY AND NAVIGATION

### **Too many choices in the main navigation can be perceived by users as overwhelming, cluttered, or confusing.**

Effective taxonomy enhances search functionality, allowing users to swiftly locate products using filters based on categories, attributes, and other criteria, improving user experience and aiding in product discovery. Implementing intuitive search interfaces, advanced filtering options, and auto-complete suggestions can further streamline this process.

Some of the benefits of product taxonomy include increased conversions, more revenue, greater brand loyalty, improved SEO (and as a result, site traffic) and better internal organisation and reporting






You might wonder why all of this can't be handled via the search bar. The answer is: If your data and product catalog aren't well organised with a clear hierarchy in the first place, then search won't work. It's the classic "garbage in, garbage out" scenario — the quality of your output (your search results) is only as good as the quality of your input (your product taxonomies).

Well-structured taxonomy also significantly impacts SEO. Proper categorisation and tagging enable search engines to understand and

index content more effectively, incorporating relevant keywords and structured data for better search engine visibility.

Mobile users are particularly susceptible to being overwhelmed by the number of category options. With a substantial portion of online shopping conducted on mobile devices, ensuring mobile-responsive design for product pages and navigation is crucial. This involves adapting the website's design to different screen sizes, optimising for loading speed, and ensuring touch-friendly navigation.

#### **TAXONOMY TIPS**

-  **IMPLEMENT PRODUCT TYPES WITH SHARED ATTRIBUTES AS FILTERS INSTEAD OF CATEGORIES**
-  **DIVIDE CATEGORIES AND SUB-CATEGORIES INTO MANAGEABLE CHUNKS**
-  **ENSURE CATEGORIES ARE CLEARLY DELINEATED**
-  **INCLUDE AN "ACCESSORIES" SUBCATEGORY WITHIN RELEVANT CATEGORIES**
-  **USE DESCRIPTIVE AND NON-SITE-SPECIFIC CATEGORY NAMES**

## PROMINENT AND UP TO DATE STOCK LEVEL INFORMATION

### Displaying the remaining stock on a product detail page, though not critical for customer experience, can be strategically beneficial for retailers.

Revealing remaining stock on product pages serves multiple purposes. It prevents customers from ordering beyond available stock, avoiding potential cancellations. Crucially, it taps into FOMO (Fear of Missing Out), creating urgency and scarcity when low inventory levels are visible. This urgency can prompt quicker buying decisions, as customers feel compelled to secure products before they sell out, adding an exclusive touch to their purchase. Displaying stock levels thus accelerates customer decisions.

Google's expanded search results, blending local and online sources, necessitate clear differentiation in offerings. Highlighting local availability, personalised for user location, alongside delivery and 'click & collect' lead times, enhances customer experience. Ensuring customers are informed of stock status on the product page, rather than discovering out-of-stock items at checkout, is essential for a positive shopping experience.



#### JURA GIGA 6 Automatic Coffee Machine

★★★★★ Read 4 Reviews or [Write a Review](#) | SKU 6834451

Price: \$4,999.99 ~~\$6,000.00~~

afterpay available for orders between \$1 - \$4,000

ONLY 2 LEFT IN STOCK!

#### Availability

☒ Ship it

In Stock

☐ Free pick up in-store eligible

[Select a store near you](#)

Qty: 1

ADD TO BAG

[Add To Registry](#)

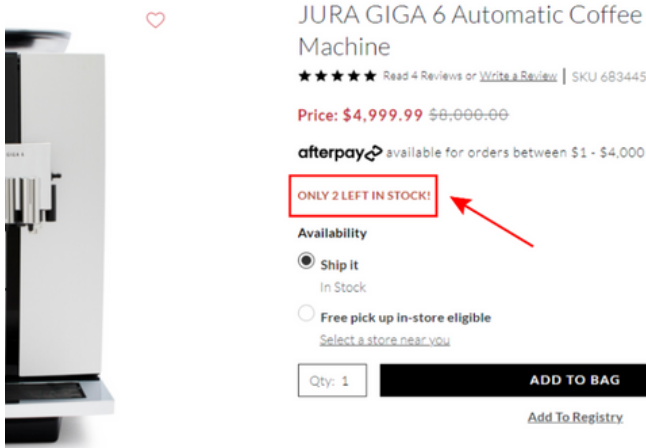
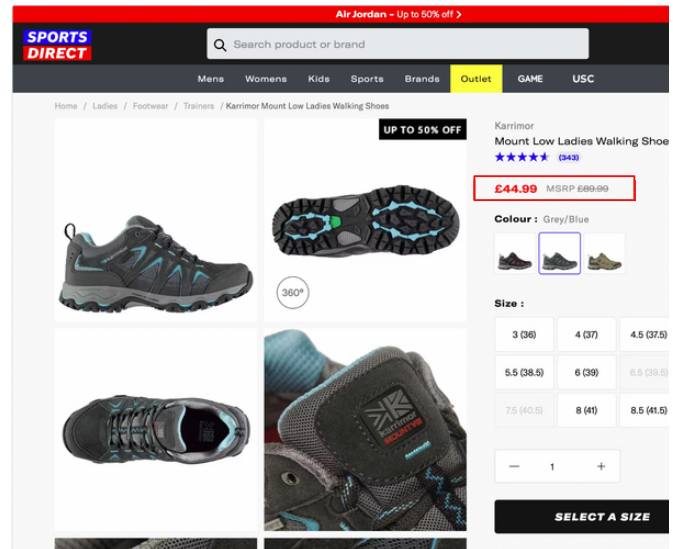
Source: Sur La Table

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## CONVERSION TACTICS

### PROMOTIONAL PRICING

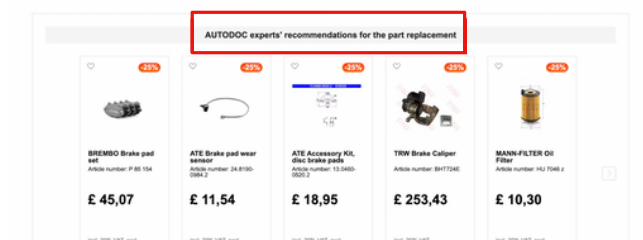
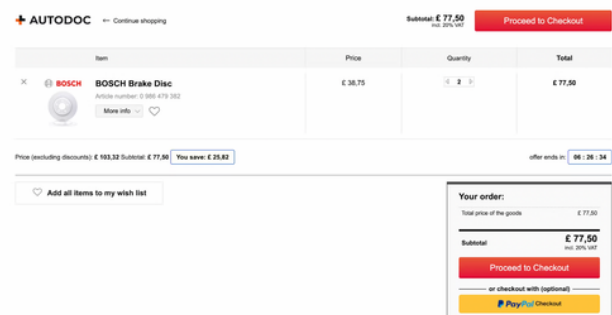
Show the figures If you offer discounts. Even if you don't, still show visitors the savings they can make if they buy from your site.



Scarcity is a powerful 'nudge' when it comes to conversions – seeing fast-selling products can encourage users to convert faster.

### CROSS-SELLING OPPORTUNITIES

Help visitors to explore and purchase related products: A reminder about 'purchase add-ons', related products and suitable accessories generates more revenue.



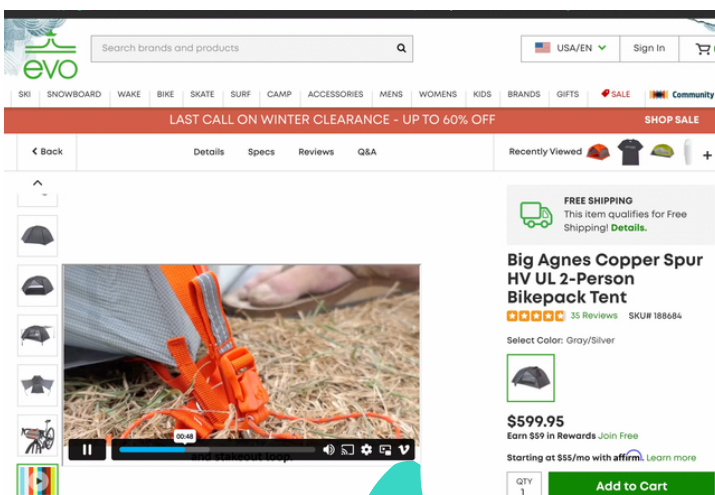
# 9

## DIGITAL ASSETS

### Humans process image and video around 60,000 times faster than text.

Maximise your usage of diverse visual perspectives, such as side and front shots, lifestyle shots, and 3D rotation views. By doing so, you can enhance not only your conversion rates but also the quality of your product listings on external marketplaces.

Consider providing at least one 360-view for expensive or complex products; however, don't treat it as a substitute for multiple "Angle" images



Visitors cannot touch or feel, so a demonstration video or high-res images are the best way to display it in its best light. A professional video has strong recall value, and instruction videos can be highly persuasive.

Extensive use of digital asset is essential – no longer an extra, but part of a visitor's baseline expectations.

Product videos can be an excellent way to showcase product features, provide scale and context, and offer educational content.



# 10 PRODUCT RATINGS AND REVIEWS

**46% of customers list the ability to see other users' reviews as one of their primary reasons for shopping online instead of in physical retail stores.**

Across multiple rounds of desktop and mobile testing, up to 95% of subjects relied on reviews to evaluate or learn more about the product (Baymard).

Case studies by industry experts show that displaying ratings and reviews increases sales. You provide the prospect with social proof in the product's quality, as it scores highly.

Do not simply post positive reviews. It makes the visitor suspicious - a mixture of positive and negative reviews actually increases credibility.

In any case, if you don't include any indication of ratings and reviews, the prospect may click off the page and do their own research, with no guarantee they will return.

1,593 reviews ★★★★★

Reviews for this item 690 Reviews for this shop 1,593

Sort by:

★★★★★

The quality is perfect! Nice and lightweight hoops and the perfect sizes too! I ordered 2 sets of 3 pairs hoops so I could have enough for all of my piercings. At first, only 1 of my 2 orders arrived, when I...



[ana smith](#) 31 Mar, 2023

👍 Helpful?

★★★★★

I am delighted with my order, the rings are fine as indicated. I searched for a long time for fine rings for my ROOK piercing. I ordered 3 different sizes (5, 6 and 7mm) and as a gift I got another...

See in original language



[Mélissa ROBIN](#) 20 Mar, 2023

👍 Helpful?

★★★★★

Beautiful quality! Included an extra for me to try in another size, wonderful customer service. Also, they don't irritate my sensitive ears. Great product



[Hannah Young](#) 14 Mar, 2023

👍 Helpful?

★★★★★

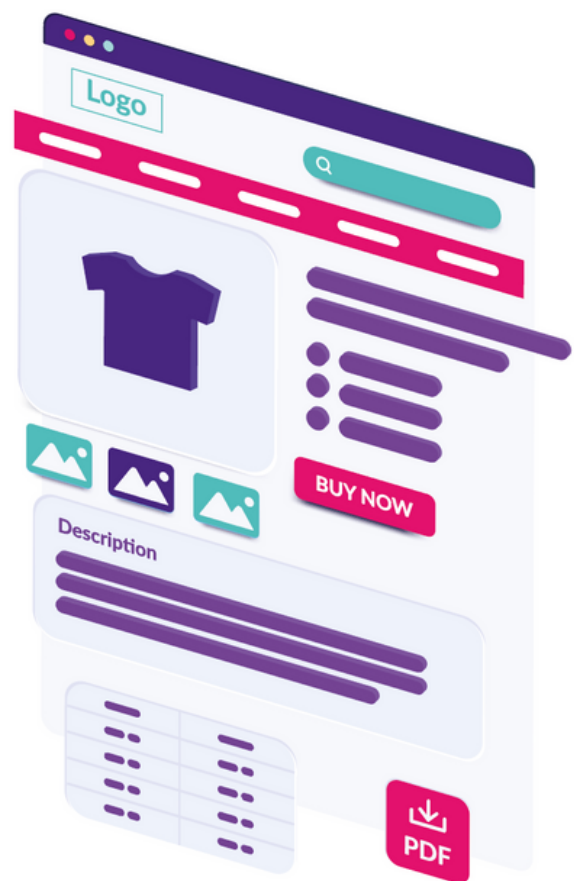
Second time buying from this shop, amazing value, quality and customer service



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