VERBOLIA

ANATOMY OF
A PERFECT PRODUCT PAGE FOR
E-COMMERCE

Table of Contents

INTRODUCTION

Product pages might be the most important pages on your website. We'll explain why!

While it's good to have a well-designed, user-friendly homepage for your ecommerce site, it probably won't be the first page most visitors land on. In most cases, visitors will go directly to your product page after searching for a specific item like "a blue soccer jersey" or "a waterproof smartwatch."

The quality of that product page will determine the difference between bounces and conversions. So, in essence, the functionality of a product page can be compared to that of a landing page.

A successful product page accomplishes the following:

- **Immediately draw consumers' attention to the "Add to Cart" button.**
- **Provide all the necessary information consumers need about the product and brand (after all, we assume they bypassed your landing page).**
- **Build trust in your product and business with social proof.**
- **Sell or resell to increase average order value**

But that's just the tip of the iceberg! To build a killer product page, there are certain elements to consider and specific features to add.

From what we've learned from our clients, a perfect product page should have these 24 essential elements:

1. *Clear and logical navigation*
2. *Breadcrumbs*
3. *High quality product images*
4. *Product photos from multiple angles*
5. *Product demo videos*
6. *Descriptive and bold main header*
7. *Review Snippet*
8. *Product availability*
9. *Well-written, customer-focused text*
10. *Multiple payment*
11. *Customer guarantee*
12. *Delivery information*
13. *In-depth featured reviews*
14. *All colors and product variants*
15. *Complete product information*
16. *Personalized product recommendations*
17. *A section with all customer reviews*
18. *Frequently asked questions*
19. *Detailed product specifications*
20. *Shipping and return policy information*
21. *Easily accessible navigation menus at the bottom of the page*
22. *Brand authority and social proof elements*
23. *Email registration form*
24. *Virtual waiting room*

In this ebook, we take you on a 360 degree tour to show you how to design the best product page for your e-commerce website.

1. CLEAR AND LOGICAL NAVIGATION
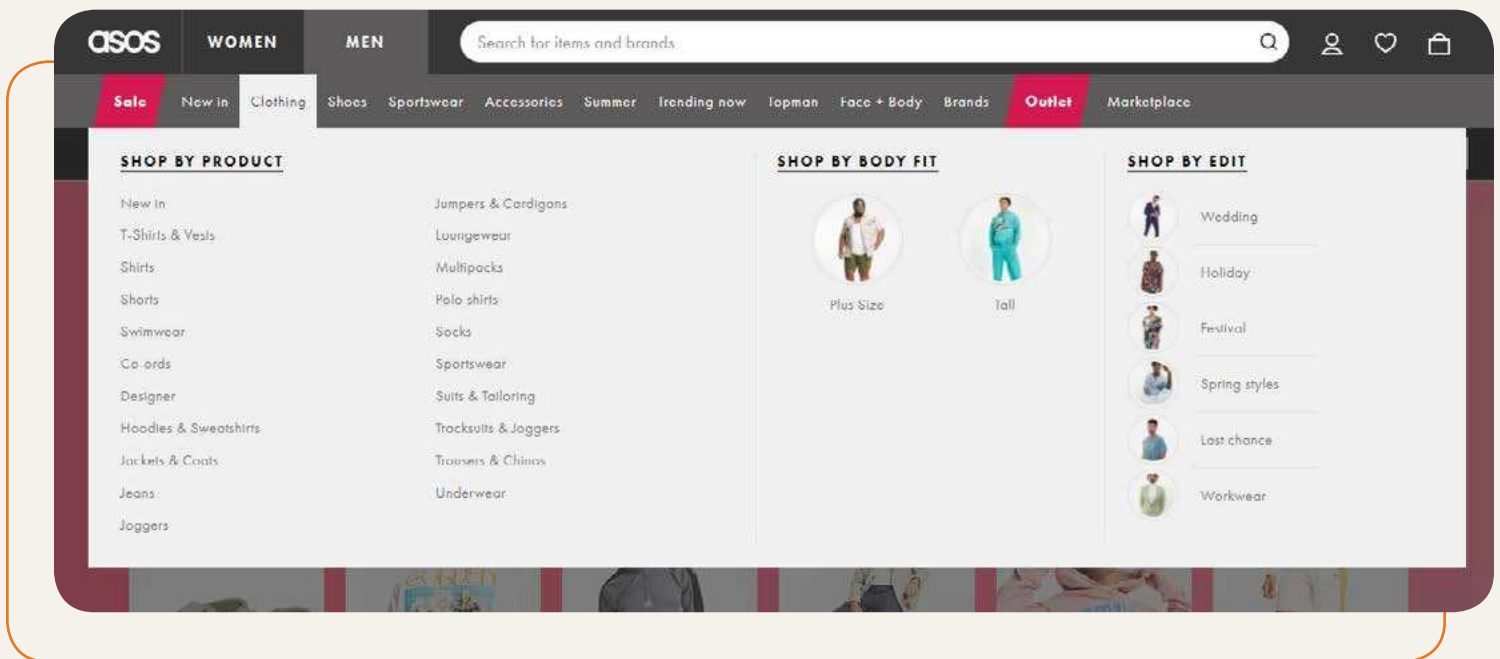
A typical ecommerce store is comparatively large, with anywhere from a few hundred to a few million pages.

In this context, it is essential for online stores to have a well-structured and logical navigation path to retain visitors on their sites and guide them quickly to the right categories.

In addition, they make it easier for search engine spiders to crawl and index your online store, which saves your crawling budget and speeds up the process of getting your new pages into the search engine results pages (SERPs).
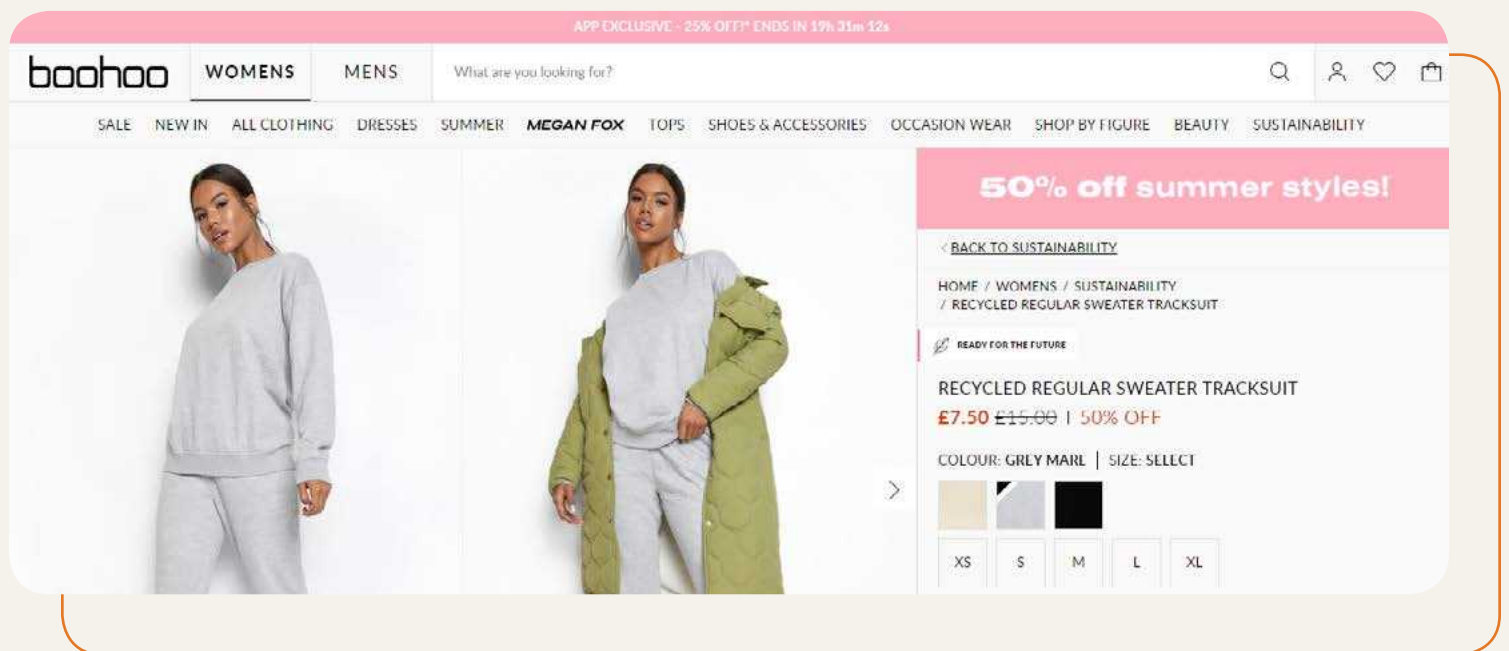
2. BREADCRUMBS

"Breadcrumbs" is an unusual name for the navigation chain that can be presented on a website to improve its usability.

Breadcrumb navigation allows users to better understand the relationship between the page they are on (such as a category or product page) and higher level pages.

In fact, a breadcrumb trail is a small menu showing the complete path from the current page to the home page.

On multi-page portals with an extensive section structure, breadcrumbs is a mandatory attribute for user convenience. It provides users a quick way to browse through the site.

Generally, the breadcrumb trail is visible at the top of the page. Remember that navigation is available, but it is not necessarily the central and most important element of the site. It should be an unobtrusive assistant. Sequence is important - if you use this type of navigation on one page, you should use it throughout your site. Breadcrumb navigation is very useful, but it can't replace the main site navigation!

Besides, search engines love breadcrumbs on large websites because, like clear navigation, they outline the structure of your website neatly.

If you are not yet using breadcrumbs, you are passing up a great value from a usability and SEO perspective.

3. HIGH-QUALITY PRODUCT IMAGES

If you want your website to generate more interest from visitors, it is essential to pay attention to the images of your products on your ecommerce website.

Visual content is literally the most eye-catching and powerful element of a website. A quality, well-advertised photo or video makes for a solid online product presentation for customers.

Static product images are the most basic visual content that any retailer needs. Regardless of the type of product, an online store must have static product images. They should showcase the product and, at the same time, project the brand's style.

It goes without saying that a quality product image should be in high resolution and, of course, it should match the exact colors of the product. In addition, it is essential to showcase your product in use.

Search engines prioritize pages with large, high-quality product images, which help visitors get a better idea of the item they are about to purchase.

The problem is that high-resolution illustrations are relatively heavy.

And in the world of graphics, size matters because it has a direct impact on page load speed. In fact, conversion rates drop by an average of 4.42% for every additional second of loading time.

To counter this problem, it is recommended to use the WebP image format. Developed by Google, it reduces the size of image files by up to 34% without sacrificing quality compared to JPEG and PNG formats.

Below are some useful tools to optimize the size of image files:

- *CompressPNG*
- *TinyJPG*
- *WebP Converter*

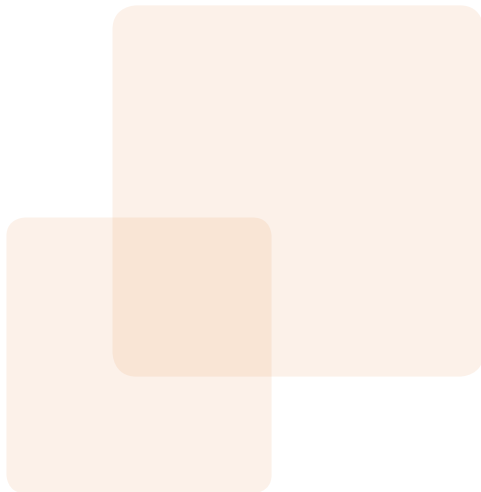# 4. PRODUCT PHOTOS FROM DIFFERENT ANGLES
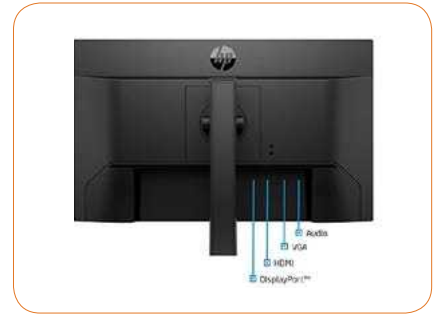
When it comes to ecommerce, trust is more pivotal than price.

To entice your customers to take the leap of faith necessary for a transaction to take place, your product images must help your potential buyers learn everything they want to know about the item listed on the page without ever having to look at the product description.

Creatively using images to tell your product's story builds trust in visitors to trust you with their money and greatly increases the likelihood that a passerby will turn into a paying customer.

Your customers should feel like they are holding your product in their hands.

5. PRODUCT DEMO VIDEOS

A demo video can introduce a product or service to an audience of prospects. There are many types of product videos, but the good ones have some common characteristics. They are simple and concise. They tell a story that involves a problem. And they connect with viewers through emotion, honesty and often humor.

Demo videos allow someone unfamiliar with your product to explain how it works and provide them with the information they need to make a purchase decision.

According to Oberlo, visitors who watch product demo videos are 1.53 times more likely to buy than those who do not.

Demo videos explain features and benefits

Demo videos allow you to explain the features and benefits of your products in a way that doesn't explicitly feel like selling. Throughout the demo, you can show what makes your product unique. You can also show why specific features have been included and how they simplify the process of solving your customer's problem.

6. DESCRIPTIVE, BOLD MAIN HEADER

When a user arrives at your product page, they should immediately understand what they are looking at.

The headline is the hook that grabs readers' attention. It's the first thing they notice before navigating to a product page. More often than not, it's the only thing they read.

70% of people don't read beyond the title. In other words, they only read the title and never consume the content.

A clear, bold header is essential for visitors and search engines to understand the main purpose of the page.

If this is not the case on your website, your top priority should be to make it as clear as possible, as quickly as possible.
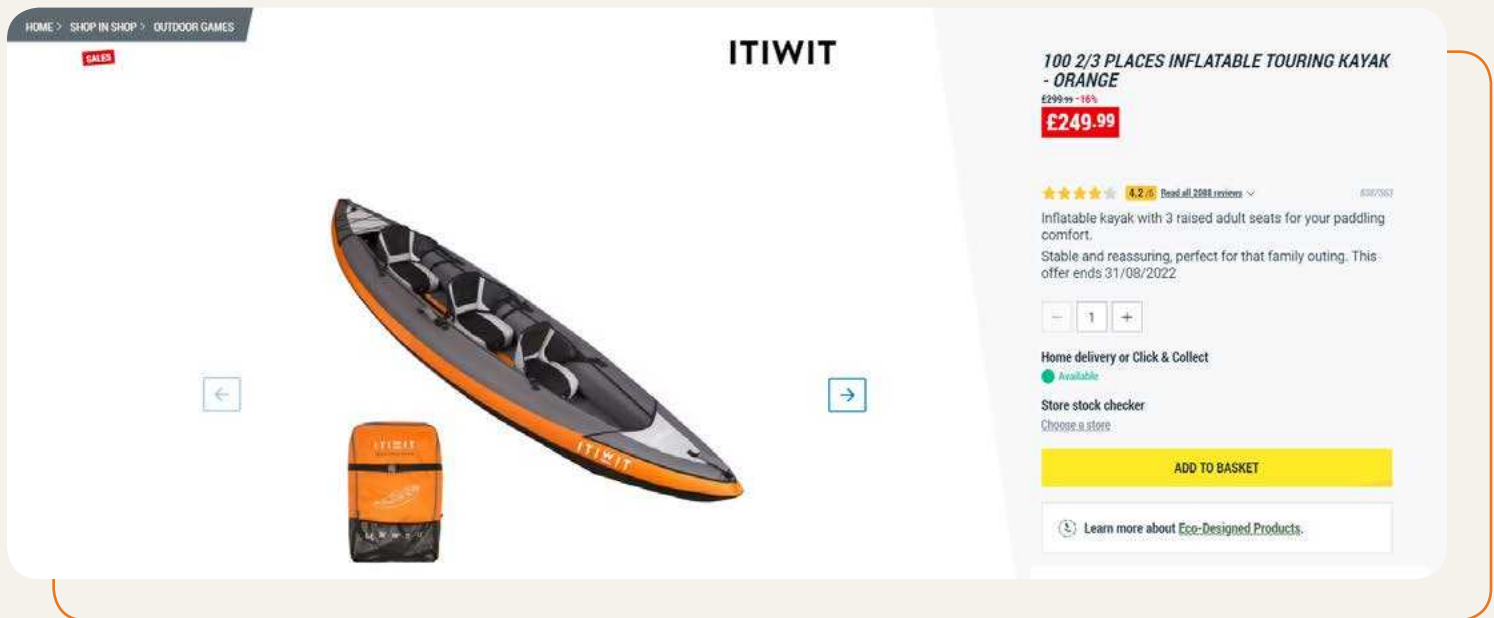
7. REVIEW SNIPPET

Review Snippets are the markup of your content with "structured data" that allows search engines to better understand and index that information. This schematic markup, generated solely from product reviews, is what helps you stand out in organic listings.

The rating and number of stars are additional useful information that will encourage users to trust your company earlier in their customer journey.

To benefit from Review Snippet stars, it is necessary to use the overall rating to tag your web page for product reviews.

Review Snippets can help you boost your SEO and optimize your click-through rate, consistently driving quality traffic to your e-commerce site.

In short, a review snippet provides a quick overview of all reviews for a given product, including the number of reviews and the average rating.

8. PRODUCT AVAILABILITY
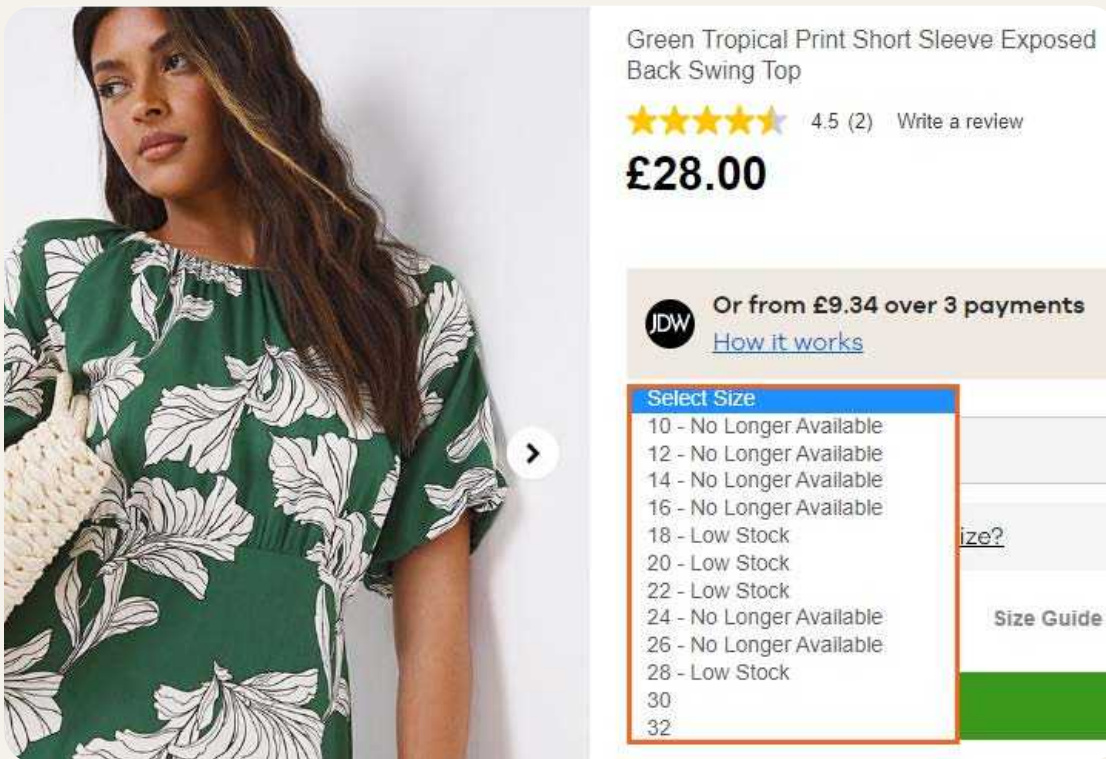
Choosing a product and finding out it's out of stock is extremely frustrating for visitors - and it turns out that search engines hate it too.

Google (and hopefully you) want your site visitors to have the best experience possible.

Getting them excited about a product and then dropping them is far from a positive experience and greatly increases the chances that that potential customer will walk away and never come back.

To prevent this from happening, your product page should contain a section, block, or snippet that tells your visitors and search engines if the product in question is available.

9. WELL-WRITTEN, CUSTOMER-FOCUSED TEXT

Projector, GooDee 2022 Upgraded Native 1080P Video Projector, 9500L Outdoor Movie Projector, 230" Supported Home Projector, Compatible with Fire TV Stick, PS4, HDMI, VGA, AV and USB, Black (YG600)

Visit the GooDee Store

★★★★⯪ ∨   6,381 ratings | 660 answered questions

$169⁹⁹

$65.65 Shipping & Import Fees Deposit to Belgium Details ∨

Hardware Interface	VGA, USB, HDMI, 3.5mm Audio
Mounting Type	Tabletop Mount
Brand	GooDee
Wattage	3 watts
Brightness	8500 Lux

You know your customer better than anyone. You must write as if you were speaking directly to them.

What do they desire? How will this product improve their lifestyle? How will they feel using or wearing this item?

Your words must also be powerful and effective if you want to captivate as many of your visitors as possible.

Copy is often neglected in e-commerce, but crafting it well is essential if you want to connect with potential buyers and turn them into loyal customers.

About this item

- 2022 Upgraded Brightness: As GooDee best seller projector, we improved the brightness, added 80% brighter than other ordinary projectors. 3000: 1 contrast ratio provides a brighter image and wider viewing even in slight light or outdoor place such as Backyard, Garage and Camping.
- Native 1080p Supported & Latest Cooling System: Supporting 1080P Full HD native resolution, offers a ultra accurate & vivid video quality. We adopt the newest cooling system, improved fan design and the application of innovative materials to reduce the noise, extend the bulb life time, create a quieter and warmer environment.
- 230" Max Screen & Internal Hi-Fi Stereo: Giant 230 inches display size with an aspect ratio of 16: 9/4: 3. The viewing screen is 44"-230" with distance 4. 9ft-18ft, 98" screen with distance 10ft is optimal. Complete your home theater equipment with 2 built-in 3W speakers. GooDee updated HI-FI Stereo with SRS sound system, provides fantastic powerful and crystal listening experience even without external speakers.
- Easily Connecting Your Multimedia Devices: Comes with 2*HDMI/2*USB/VGA/AV ports, this video projector can easily connect with TV Box, Fire Stick TV, Chromecast, PC, laptop, tablet, external speakers, Xbox, DVD player, PS3, PS4, USB stick, media players, iPad, iPhone, Android smartphone and etc. Perfect for playing video, TV series, presentation, outdoor movie, gaming and etc.
- 5 Years Factory Support: GooDee provides 5 years for the projector. If you're not completely satisfied with the order, please let us know and you'll be offered a refund or replacement alternatively within the first 2 months. Lifetime professional customer service & Technical. Absolutely risk-free purchase for you.

New & Used (3) from $169.99

10. MULTIPLE PAYMENT OPTIONS AND METHODS

By offering your customers more options to buy from you - whether in full or in installments - you open the door to more loyal prospects who may not have cash stashes on hand at the time.

If your brand cares about being more inclusive (and making more money), payment flexibility is a great way to do that.

In this regard, the more ways your customer can pay you, the more likely they are to do so. Try to add a number of payment options to make the payment process as seamless as possible:

- **American Express**
- **Apple Pay**
- **Google Pay**
- **Visa Checkout**
- **MasterCard payment**

In addition, make sure to remove any obstacles that get in the way of your visitors' path to a purchase:

- **View payment methods**
- **Offer a secure payment**
- **Optimize the checkout process**

Buy Now, Pay Later

Buy Now, Pay Later (BNPL) is a point-of-sale financing solution that has gained popularity in recent years, especially among the younger generation.

BNPL solutions have emerged to address financing issues such as complexity and high credit card interest rates and fees.

So how does BNPL work ? At checkout, buyers usually have the option of receiving their product immediately, but paying in full after 30 days or in installments.

They also usually have the option of making three or four installment payments at regular intervals, charged directly to their payment card.

In both cases, there are no additional fees or interest to pay, as long as they pay on time.

11. CUSTOMER SATISFACTION GUARANTEE
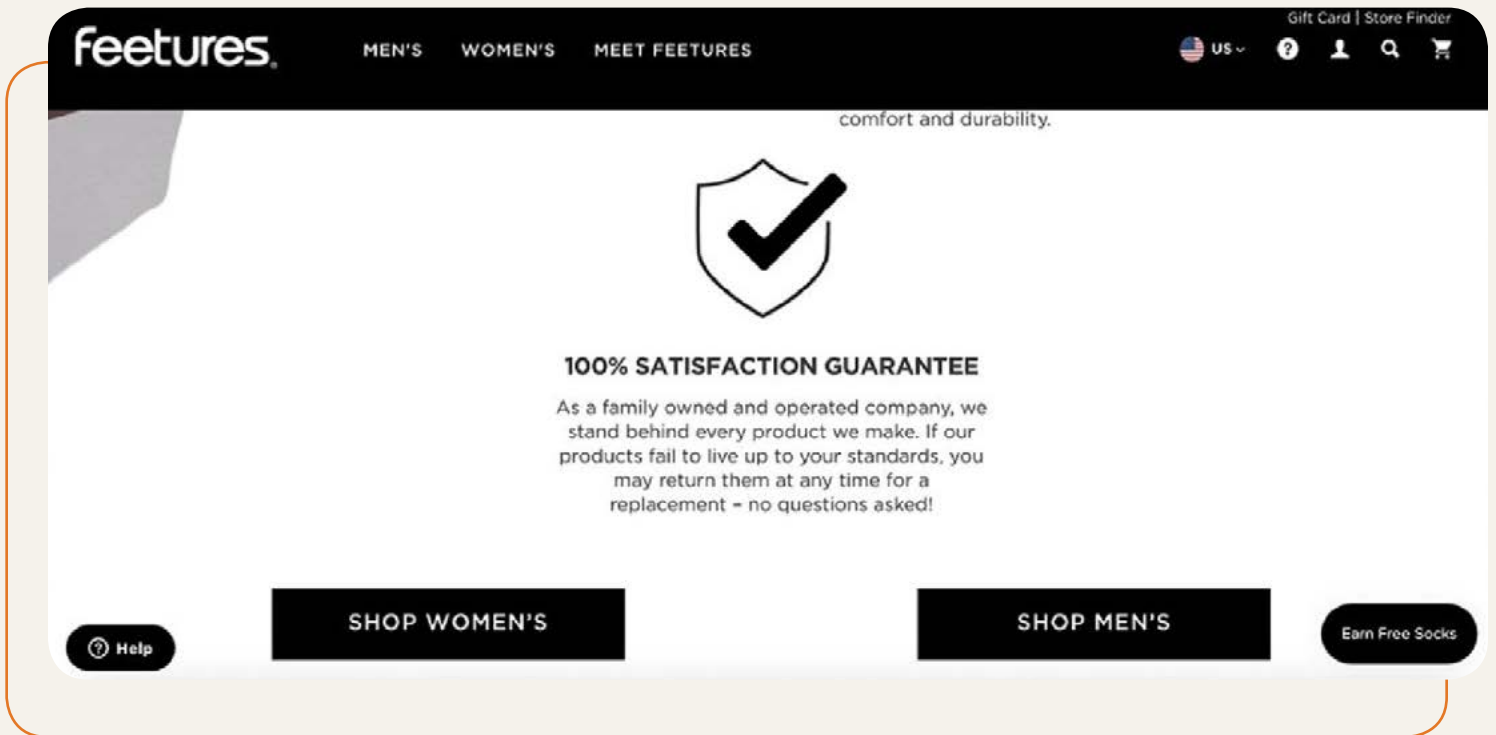
Product close-ups, size guides, augmented reality… No matter how much you help customers visualize your products, online shopping will always involve some risk for consumers. After all, they can touch, feel and try the products they are buying!

That's why there's a greater chance that an online order won't meet their expectations or needs than in bricks and mortar stores.

By addressing your consumers' perceived risk, you'll minimize their concerns and help them shop with more confidence.

And a strong satisfaction guarantee is key to eliminating that risk.

The way you frame and offer a guarantee can also have a significant impact on your conversion rates.

So you can always go beyond generic refund guarantees and better reassure your potential customers.

What is a satisfaction guarantee?

A satisfaction guarantee is a promise made by a brand to assure a buyer that they will be refunded if they are not satisfied with a product or service within a certain time frame.

The promise of a refund can earn the buyer's trust before they buy, and for that reason, help brands convert more prospects into buyers.
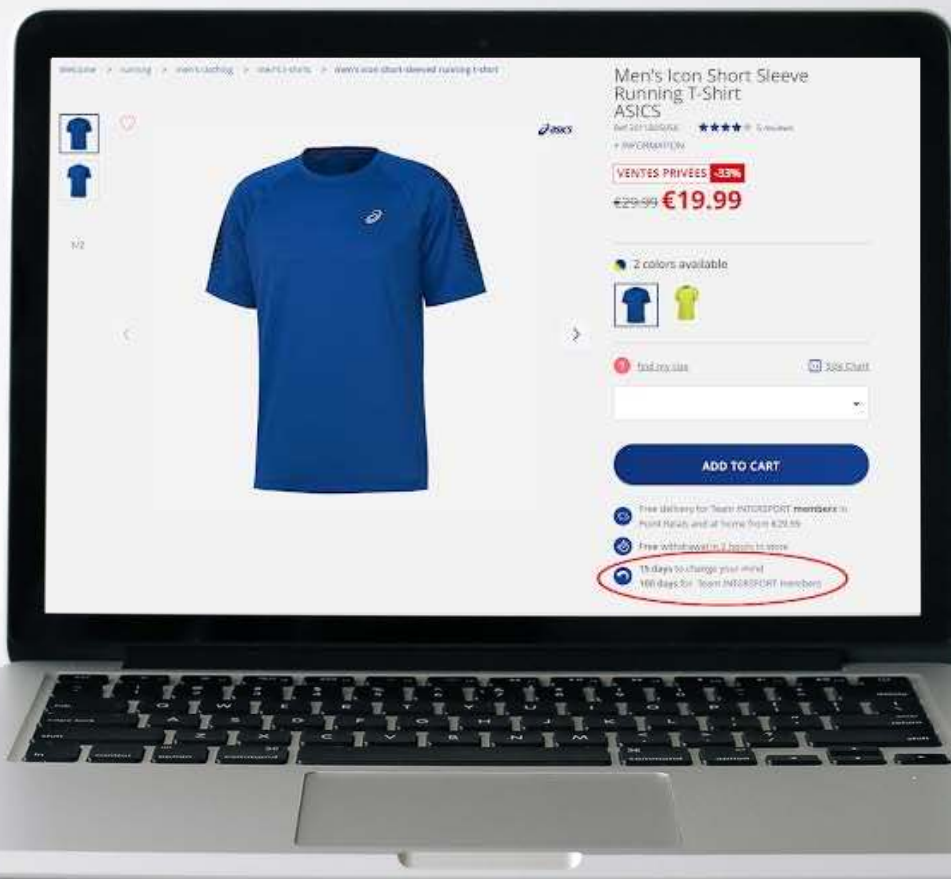
12. DELIVERY INFORMATION

Ecommerce shipping is a key part of your business. It's the final stage before the customer sees your product in person.

Don't make your visitors spend some time searching for your delivery terms and conditions once they've decided to buy from you.

Not only is this a potentially negative experience, but search engines will also push your site down the SERP if this information is not easily obtainable.

Small changes can make a big difference in how visitors and search engines perceive your online store.

13. IN-DEPTH FEATURED REVIEWS

[72% of online shoppers](#) won't buy anything from anyone until they take the time to read customer reviews. And your online store is no exception.

All reviews are good, but good reviews are great. If one of your products has received an outstanding and thorough review, highlight it by posting it prominently on your PDP.

If you can, reach out to your customers to get a review that speaks directly to a potential objection and how your product overcame their initial concerns.

14. ALL COLORS AND PRODUCT VARIANTS
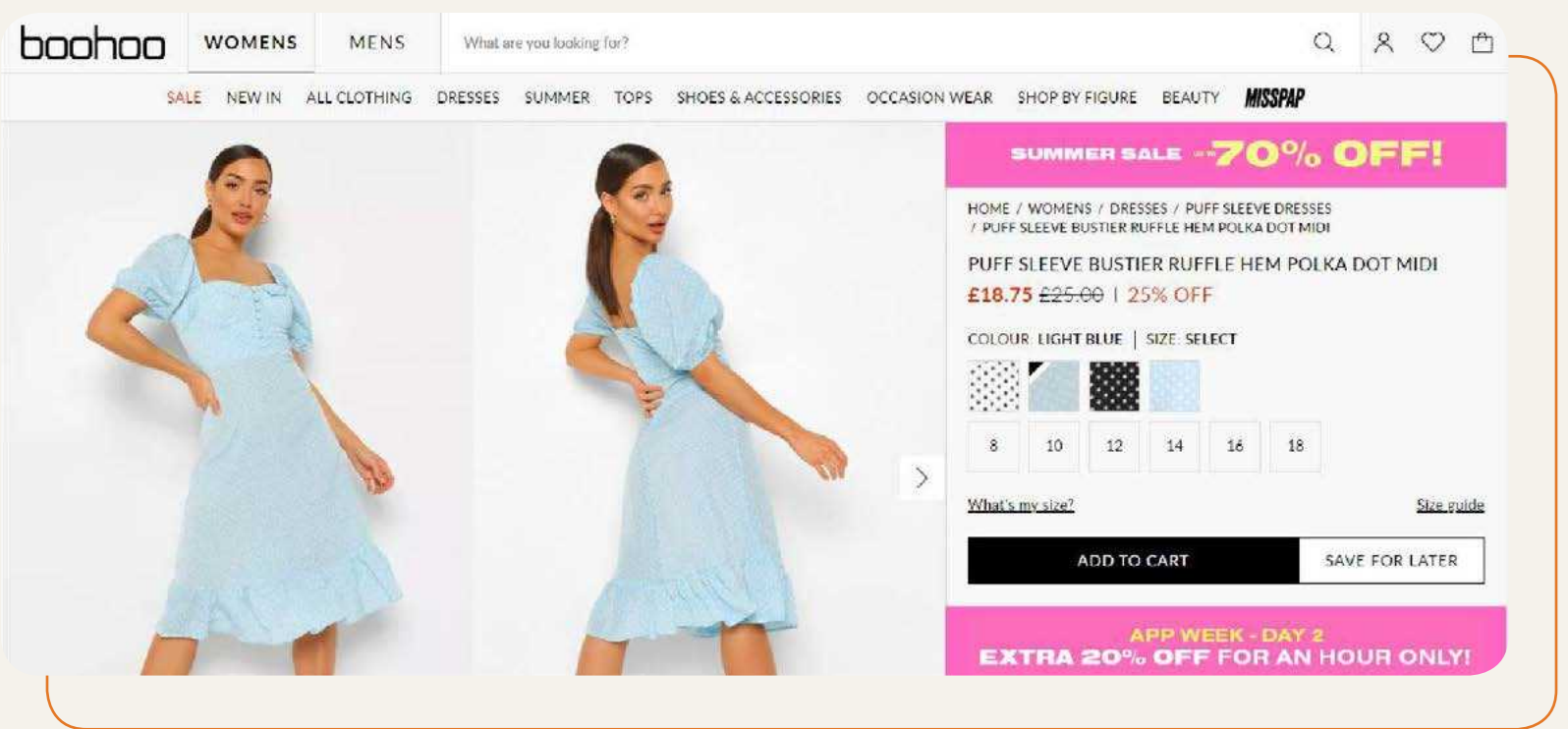
When you shop online, you will notice that the same product is available in different sizes, colors, materials and prices. These purchasing options are product variants.

A specific item that is grouped with related variants to form a distinct product is called a product variant. Product variants have unique identifiers, such as price, and each variant is based on the same product definition.

Each color, size or variety of a product should be easily accessible to visitors, who should be able to find it directly on the page.

The more options you offer your customers, the more likely they are to find exactly what they are looking for.

15. COMPLETE PRODUCT INFORMATION

Feature for Matein Mlassic Travel Laptop backpack :

- Luggage / Suitcase strap on the back is great to slide over the luggage tube and attached to your rolling luggage securely for easier transport. Don't have to carry the backpack on your back, less burden on your shoulder and back when on the go. Also fit under seat
- The hidden theft proof pocket designed on the back sits up against the wearer's body. Anti-Pick pocket back pocket is difficult to steal personal items, store your valuables such as passport and money when traveling so no one can get into it without you feeling it
- Gifts for men and women. Unique gift for him or her. Our tips for you is to know your gifts receiver's size and favorite color before choosing the right backpack. Also don't forget to wrap gifts and write a gifts message. For your children, mother, father, boyfriend, best friends as a college students gifts, tech gifts, technology gifts, electronic gifts, mens gifts. A must have for school supplies, travel accessories and laptop accessories. External pockets on both sides are made of elastic mesh, expands to secure various size water bottles and compact umbrella
- Backpack with charge port. USB Charger port is a convenient external connection, it offers an easy access to charge your devices. Very handy and fashionable. Keep up your phone and be on the go
- Multi-panel provide relief when carrying heavy loads. Many padding on the back, shoulder straps and grab handle makes it comfortable to carry, barely feel the weight.100% Brand New and made of High Density and Water Repellent Polyester Fabric, not easy get wet and ensure long lasting usage
- Warm Tips: Select the correct Size, Color and Quantity. Practical birthday gifts ideas and present for those who go to school, traveling. USB port can be replaced if not working. Pickpocket proof anti theft pocket and luggage sleeve is designed on the back. Suitcase strap can secure laptop backpack tightly on suitcase

Large Multi-Compartment and Pocket:

- **Separate Laptop Compartment:** Fits UNDER 17 Inch Laptops **(Gaming Laptop and Laptop over 17inch is recommended to choose the 17 inch size version)**
- **Main Compartment:** Thin clothes, headset, books, magazine, camera, CD's, etc
- **Front Compartment:** For Phones, pen, keys, wallet, purse, glasses and other small items
- **Side Pockets:** Durable Elasticized Mesh Pockets on both sides, fit water bottle, small compact umbrella and other items
- **Theft Proof Back Pocket:** Passport, Cellphone, Wallet, Earphone

ABOUT MATEIN

- At MATEIN, we provide the highest quality backpacks with the most reasonable cost so every customer can find a backpack they actually love to carry. To create products that inspire people to get out and live passionate lives; exploring, creating, and living life in the moment.

A comprehensive product description not only helps customers to discover more about the products on your website, it also increases the searchability of your products online.

When your product descriptions are detailed and include important information, they are more likely to appear at the top of search engine results.
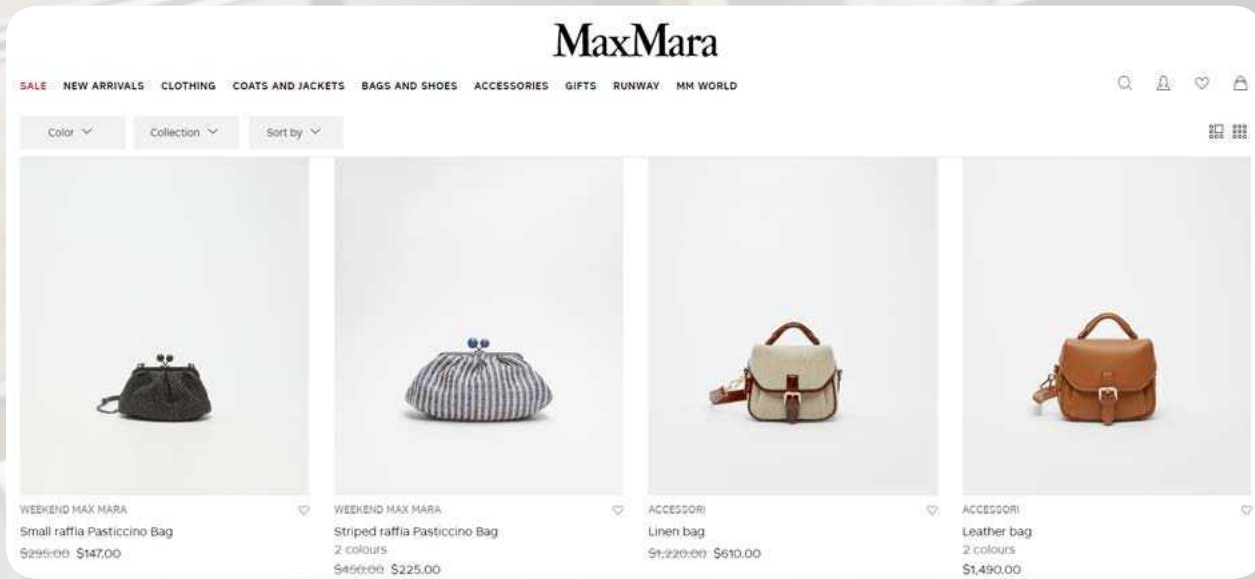
So get creative and take the time to write something that will resonate with your audience.

This in itself will help you stand out from the competition, which adheres to tedious, auto-generated product descriptions.

Don't be afraid to go in-depth: Studies have shown that longer text improves search and conversion performance of web pages.

Comfortable Sturdy Handle | Dureble Metal zippers
Water Resistant | Reflective Effect
Adjustable Strap | Headphones Port
Bruno Cavalli

16. PERSONALIZED PRODUCT RECOMMENDATIONS

Based on the illustration above, can you guess what the user intends to buy?

Product recommendations are the quintessential part of any e-commerce personalization strategy, in which products are dynamically suggested to a user on a web page, application or email, based on data such as customer attributes, browsing behavior or situational context, providing a personalized shopping experience.

Helping your customers find other products that might be right for them is a sure way to increase the average order value without being too pushy.

Adding similar products is just the beginning! What is encouraged is to add personalized product recommendations based on the current site visitor.

To further enhance product recommendations tailored to each site visitor, you can opt for on-site personalization platforms, where you can experiment with dynamic personalization based on real-time data. Platforms such as trbo and target2sell are best for implementing this approach for individual customers through scalable personalization options.

17. A SECTION WITH ALL CUSTOMER REVIEWS

In the Spiegel Research study, 95% of shoppers reported reading online reviews before making a purchase. Not only do reviews encourage customer engagement, but they also help shoppers gather information, assess a product's value and provide important validation for buyers considering "riskier" items, such as an expensive home gym or high-end electronics.

Bearing this in mind, your product page should have a section where all customer reviews of your product will be recorded and displayed.

Reviews are proven to be one of the most important factors influencing conversions, so having as many as possible is beneficial for both your visitors and your bottom line.

We highly advise you to use a collapsible section to keep the look of the page while allowing visitors to go deeper into the topic if they wish.

18. FREQUENTLY ASKED QUESTIONS (FAQ)
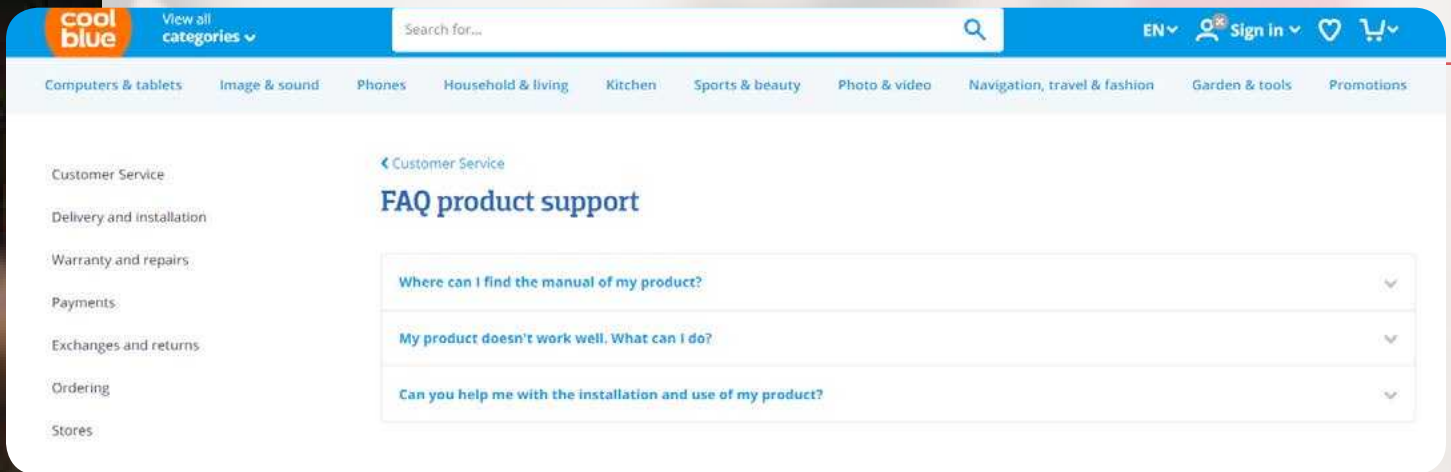
One thing that all leading ecommerce companies have on their website is an FAQ section.

Have you ever wondered why?

This is because it is the first point of contact with potential buyers, effectively answering their most recurring questions. It builds trust and turns a visitor into a buyer by making the process easier. And, if done right, it can be useful to prospects and buyers at any stage of their buying journey.

Placing answers in a separate section of your product page will help you to:

- **Simplify the customer service process**
- **Provide a richer user experience**
- **Improve the value and SEO performance of your product pages**
- **Address some of the major sales objections**

19. DETAILED PRODUCT SPECIFICATIONS

In SEO, long-tail keywords are a mine of gold to increase organic traffic.. After all, long-tail keywords account for [70% of all monthly searches](#).

If you intend to steal a piece of the organic search pie, writing detailed, SEO-friendly product descriptions is a great way to rank for a set of long-tail keywords, which will ultimately help you generate additional organic search traffic with high purchase intent.

Spend some time thinking about how to qualitatively and quantitatively describe your product from every possible angle.

That is, all the product specifications you can get your hands on - and be sure to reach out to the people in your company who are an endless source of valuable information.

This technique is overlooked by many ecommerce business owners, even though the benefits are enormous.

20. SHIPPING AND RETURN POLICY INFORMATION

For online stores that want to take it to the next level, we recommend creating a drop-down menu that comprehensively details your shipping and return policies.

Not only will this save you a lot of confusion, but search engines like to see this information on a product page.

Just having a small section at the top of the page providing key shipping information is enough to get things rolling:

- **Expected delivery times**
- **Shipping costs**
- **Shipping methods**
- **Payment information**
- **Shipping restrictions**
- **International Shipping**

Regarding the return policy, please make sure all bases are covered:

- **Items that can be returned**
- **Exchangeable items**
- **Non-returnable and non-exchangeable products**
- **The time period during which your customers can return or exchange items purchased from your online store (e.g., 30 days from the date of purchase).**
- **The policy regarding the condition of returned items (e.g., slightly worn or with tags intact).**
- **How to request and obtain a return or exchange.**

21. EASILY ACCESSIBLE NAVIGATION MENUS AT THE BOTTOM OF THE PAGE
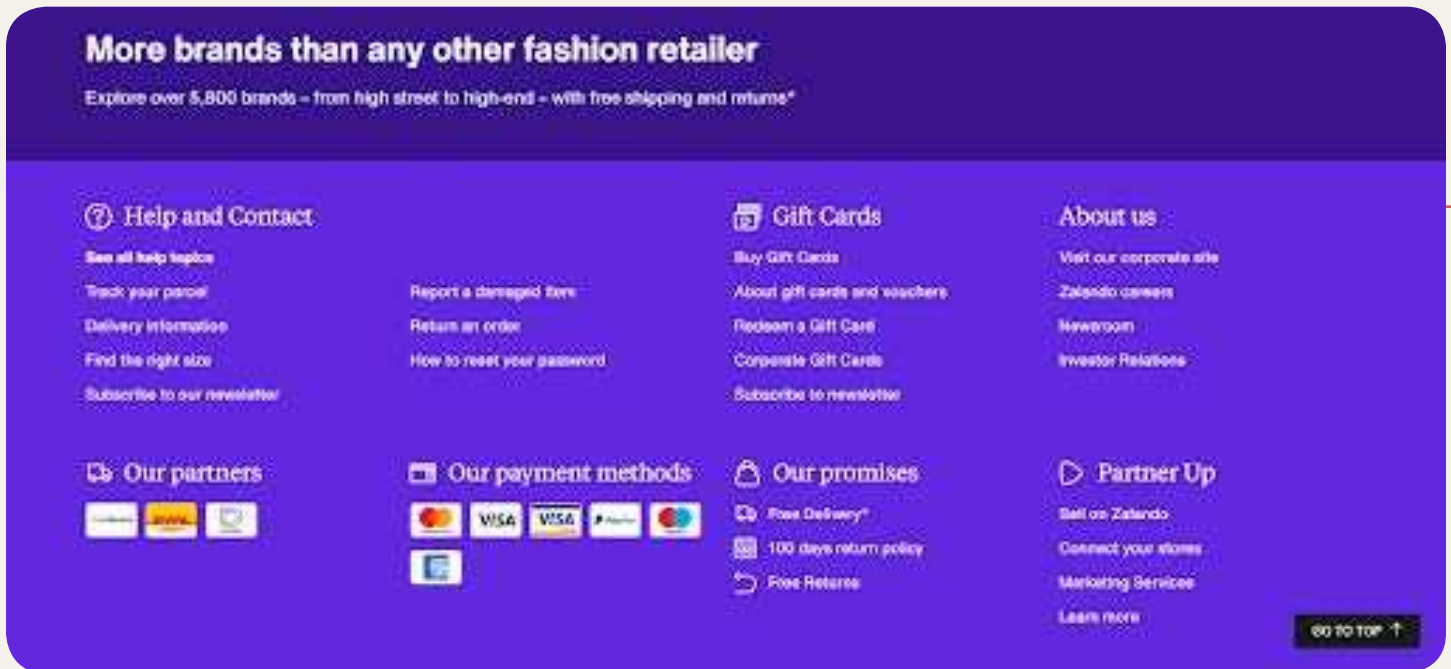

Rather than letting your customer leave, at the bottom of each product page, set up logical navigation menus to funnel some of your visitors to other pages.

The more pages your visitors visit in a session, the higher the probability of converting them into paying customers.

Most importantly, links in the footer serve three additional user experience purposes:

- **They give site visitors an additional chance to perform the desired action. If you want visitors to sign up for your email list, view a product demo, or contact you, inviting them at the end of the scroll is an effective call to action, just like CTAs at the end of ads.**
- **They present a path to continued engagement. By including navigation links in the footer, you allow site visitors to continue exploring without forcing them to scroll up.**
- **They provide access to important information that is needed but should not be placed at the top of the list (for example, your copyright information, privacy statements and disclaimers).**

22. SOCIAL PROOF AND TRUST BADGES
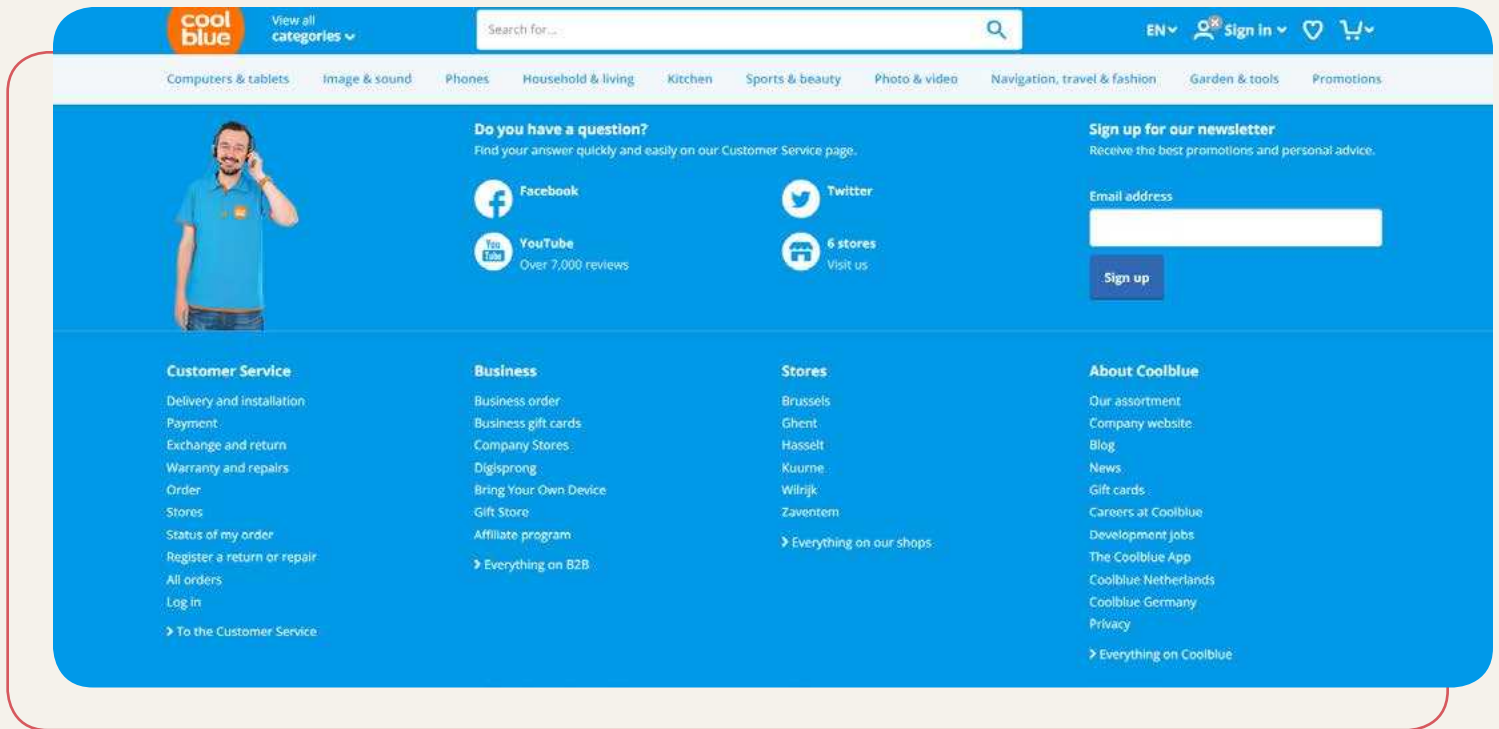
With fraud and phishing being the scourge of e-commerce, the need to gain the trust of your visitors cannot be overstated. Visitors will only continue their buying journey if they trust the authenticity of your site.

Ask for ecommerce rewards and place them on your product pages - this social proof can give you just enough trust to tip the scales in your favor and convert another visitor.

23. EMAIL REGISTRATION FORM

Email marketing is crucial for e-commerce businesses, as it allows them to reach out directly to their customers without relying on social media algorithms or search engine rankings.

For every dollar spent on email marketing, you can expect an average return of $36.

In short, if you're not already actively using this marketing channel to generate additional revenue for your ecommerce business, you're missing out on the opportunity to grow your business.

You don't even have to go to extraordinary lengths to start harnessing the power of email marketing. To get started, all you need to do is create a simple registration form - and you're done.

Then, you won't even have to lift a finger to see your subscriber count increase after spending about 30 minutes setting everything up.

24. VIRTUAL WAITING ROOM


There's a good chance you've stumbled upon a virtual waiting room in the past few months while shopping online. With online traffic skyrocketing over the past two years, the idea of having a digitalized lobby has begun to seep into mainstream ecommerce thinking.

This works especially well during high demand timed events like product launches or to manage unexpected traffic surges. A virtual waiting room acts as a safety net, protecting a website's infrastructure from sudden spikes in online visits to prevent crashes and slowdowns. Online shoppers don't see the waiting room under normal circumstances, but during these high demand moments they are redirected to a waiting room. And when their turn comes, the gleaming doors of the site reopen on a first-come, first-served basis.
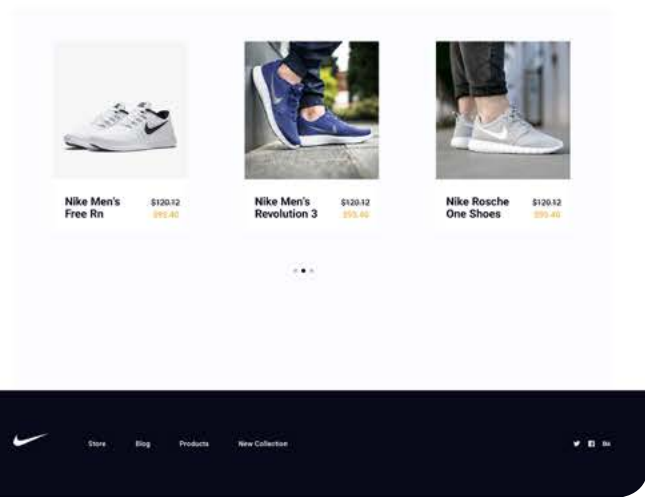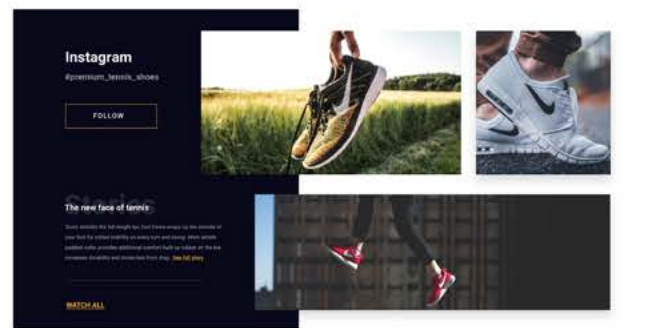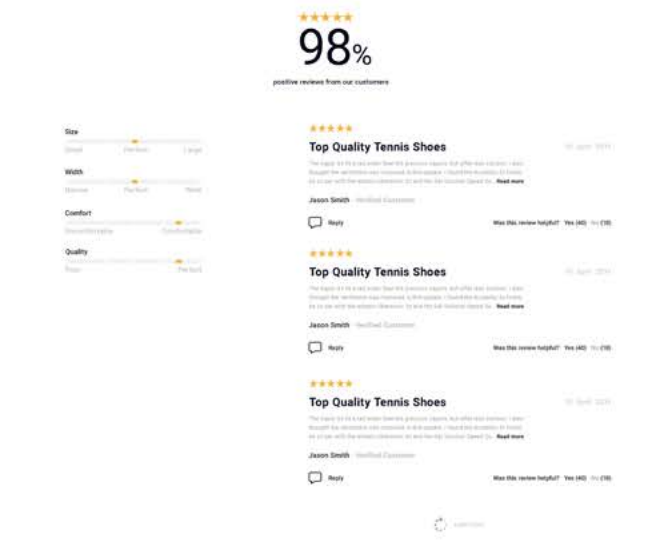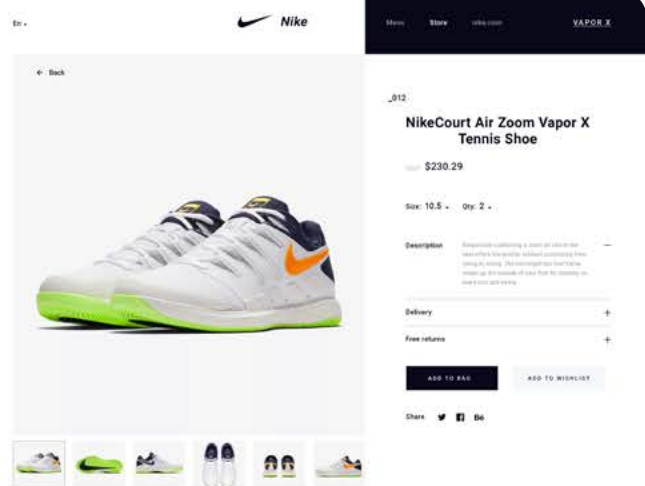
On first impression, you may be wondering how you can incorporate everything we mentioned above into your product page layout.

But in reality, if you take a closer look at the most successful stores in your niche, you'll notice that those at the top of their ecommerce game religiously follow this plan to dominate both the marketplace and the SERPs - while the rest join the ranks of struggling ecommerce businesses.

Will you revamp your product pages to make sure all of the listed elements are in place? This is a critical step that will undoubtedly have a positive impact on the success of your business.
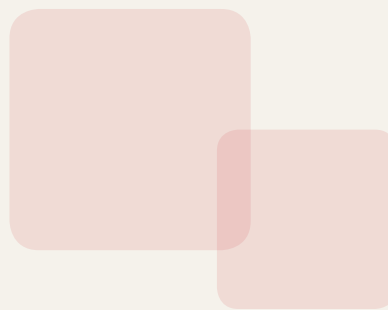
Anatomy of a Perfect Product Page for E-commerce

Verbolia is a powerful traffic acquisition platform for leading ecommerce companies. We create top-notch, fully SEO-optimised landing pages to help ecommerce sites generate additional traffic while leveraging their long-tail keyword strategy. We look forward to introducing you to the magic of the Verbolia platform.

GET IN TOUCH!

VERBOLIA