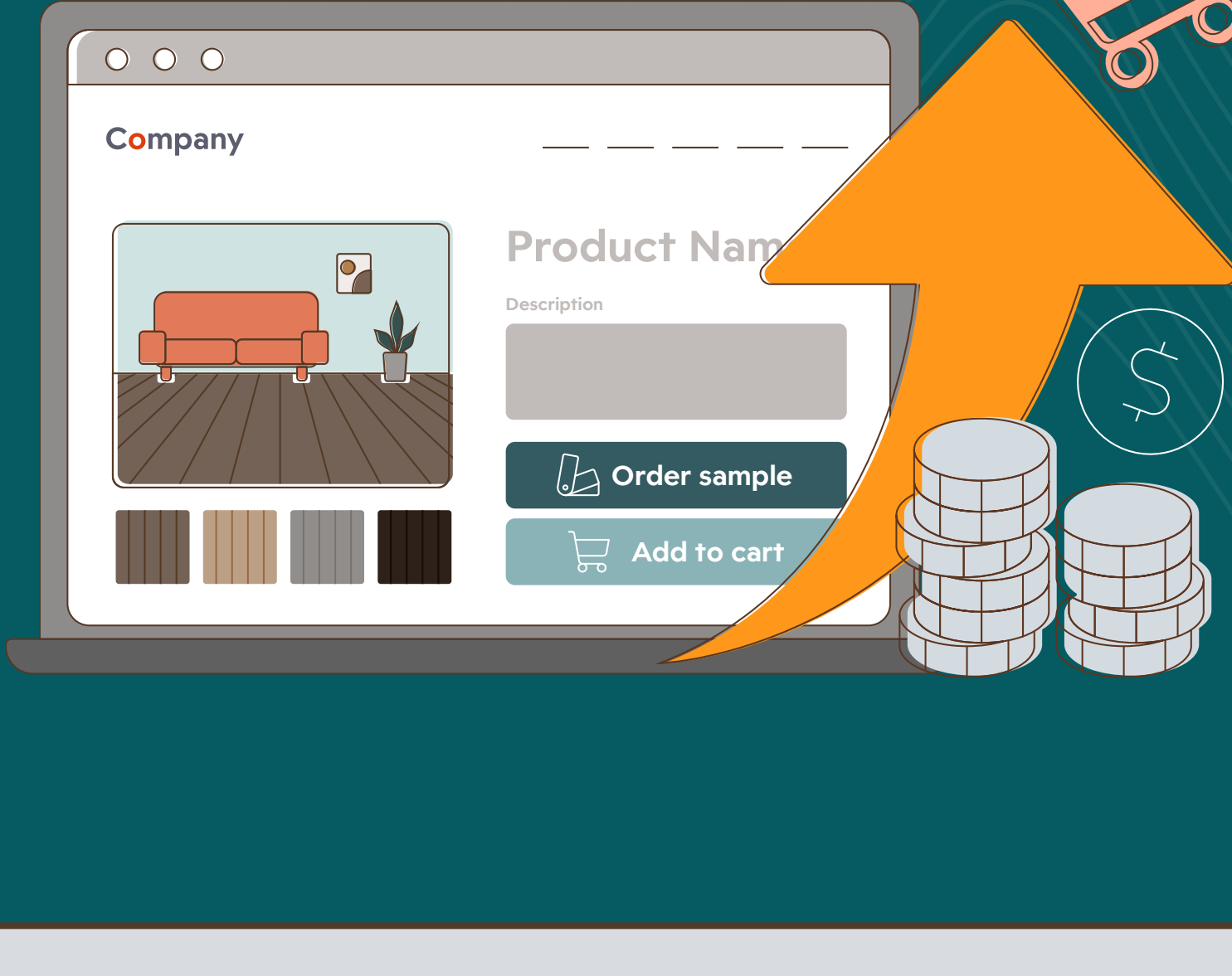


# How to create a product page that sells

with five great examples

A product page, also known as a product detail page (PDP), is the page on your website that highlights everything your customers need to know about a specific product. And it's usually where your customers make their purchase decisions.

You can have the best product in the world, but if it's not perceived that way on your product page, it probably won't sell. Chances are you've invested a lot of time and money to even get your customer to this point. Don't let them slip away. Follow these five tips to create a product page that sells.



## 1 Write a good product title and description

Make sure your product title and description capture your customer's attention, considering it's likely the first thing they'll be seeing. Try to make them as concise yet descriptive as possible and include relevant keywords to help shoppers find your page on search engines.

Optimal line length for body text is **50-75** characters.<sup>1</sup>



**BAY BLUE 4x12 TILE**

Indicates colour and size

Includes relevant keywords: bay, blue, tile

Description: Bay Blue 4x12" Tile features a muted royal blue tone with a watercolor-like finish. This handcrafted ceramic wall tile is a designer's pick for shower surrounds, vanity walls, kitchen backsplash, and more. A contemporary take on the classic subway tile look, Bay Blue is also durable, low maintenance, and coordinates easily with a wide variety of other MSI tiles and natural stones.

Avoids large chunks of text

Highlights benefits and use cases

MSI indicates the product's colour and size in both the title and description, includes relevant keywords, and highlights benefits and potential end-uses.

## 2 Include customer reviews as social proof

Shoppers trust other shoppers. Let them be your salespeople by enabling and encouraging reviews on your product pages.

**Ratings and reviews** are now the "top consideration" affecting purchasing decisions on product pages.<sup>2</sup>



**Robust review section**

4.9 out of 5 (872)

91% recommend this product

Allows customers to upload photos

Home Depot has a robust reviews section on their product pages that allows customers to upload photos of their purchase.

## 3 Use high-quality images to showcase your products

Consumers expect anywhere from five to eight photos per product, including a variety of angles, product detail shots, and room scenes that show the product in use.<sup>3</sup> Choose high-quality images with optimal lighting and the ability to zoom.

**56%** of users immediately start exploring images after landing on a product page.<sup>4</sup>



**High-quality images**

**Detailed shots with ability to zoom**

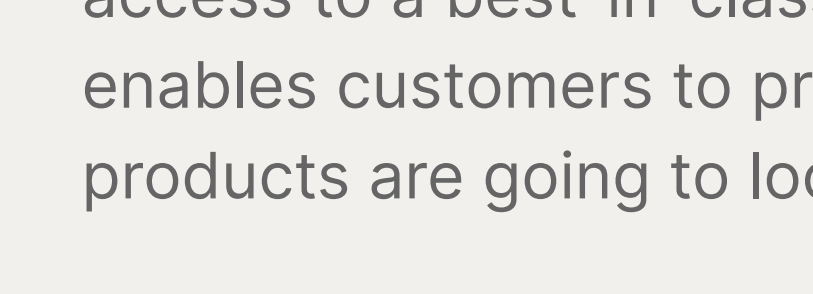
Includes two lifestyle shots

Daltile has seven zoom-enabled images, including close-up detail shots and room scenes that showcase the different applications of this porcelain surface.

## 4 Bring your products to life with room visualization

Showing customers your product is great. Showing it to them in their own space? Even better. By partnering with Roomvo, home improvement manufacturers and retailers get access to a best-in-class room visualizer that enables a customer to preview what your products are going to look like in their homes.

Shoppers are up to **5x** more likely to convert after using Roomvo.<sup>5</sup>



**Roomvo visualizer opens directly on Shaw's website**

"View in my Room" button featured prominently

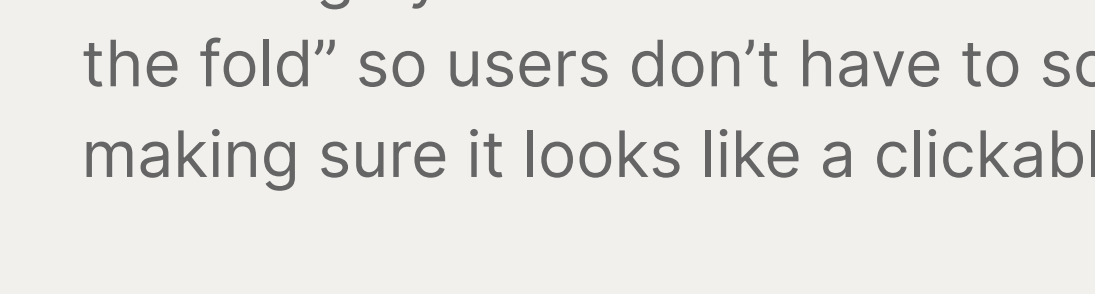
Shaw Floors has a "View in my Room" button featured prominently on their product pages, opening up the Roomvo visualizer directly on their website.

## 5 Have a clear call-to-action (CTA)

At the end of the day, the goal is conversions. So your CTA needs to stand out. There are several ways to accomplish this, but some of the basics include placing it in a highly visible location that's "above the fold" so users don't have to scroll and making sure it looks like a clickable button.

**Common CTAs**

- Add to cart
- Buy now
- Order sample
- Find a retailer
- Find in-store



**CTA next to product rating**

**CTA placed above the fold**

Colour Spark places the product's customer review score next to the CTA on their product pages, reinforcing trust in the product through social proof.