



Market Data / Supplier Selection /
Event Presentations / User Experience
Benchmarking / **Best Practice** /
Template Files / Trends & Innovation



Product pages

Best practice guide

Sample only, please download the full report from:



<http://econsultancy.com/reports/product-pages-a-best-practice-guide>

Product pages



Published October 2010

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without prior permission in writing from the publisher.

Copyright © Econsultancy.com Ltd 2010

Econsultancy London
4th Floor, 91-93 Farringdon Rd
London EC1M 3LN
United Kingdom

Telephone:
+44 (0) 20 7269 1450

<http://econsultancy.com>
help@econsultancy.com

Econsultancy New York
41 East 11th St., 11th Floor
New York, NY 10003
United States

Telephone:
+1 212 699 3626

Contents

1. Introduction.....	1
2. About Econsultancy.....	2
3. Product page checklist.....	3
4. Product descriptions.....	5
4.1. The basics.....	5
4.2. Copywriting considerations.....	6
4.3. Presenting detailed product information.....	8
5. Product display.....	11
5.1. Product images.....	11
5.1.1. High quality images - examples.....	11
5.1.2. Zoom tools.....	14
5.1.3. Showing products from different angles.....	15
5.2. Videos.....	17
6. User generated content.....	22
6.1. User reviews.....	22
6.1.1. How to attract user reviews.....	22
6.2. How to display user reviews.....	23
6.2.1. Review summaries.....	23
6.2.2. Displaying review details.....	24
6.3. Other uses for UGC on product pages.....	26
6.3.1. Customer Q&As.....	26
6.3.2. Seller ratings.....	27
6.4. UGC recommendations.....	28
6.4.1. Provide tools to deal with large numbers of reviews.....	28
6.4.2. Other recommendations.....	29
7. Calls to action.....	30
7.1. Colour.....	30
7.2. Wording of calls to action.....	32
7.3. Size of calls to action.....	33
7.4. Button placement.....	34
7.5. Spacing.....	35



8. Delivery and returns information.....	36
8.1. Delivery charges	36
8.1.1. Displaying delivery info: examples.....	36
8.2. Returns policies	38
9. Cross-selling and up-selling	40
9.1. Cross and up-selling tips	40
10. Further reading.....	44
10.1. Econsultancy reports.....	44
10.2. Related blog posts	44
10.3. E-commerce training and events.....	45



1. Introduction

What customers see and read on the product page forms a large part of the decision making process, so a well designed page will increase your chances of converting visitors into buyers.

A good product page needs to display products in the best light, and should also work hard to persuade customers to add the item to their shopping baskets. An informative product page with persuasive sales copy, quality images, and all the information that shoppers need is essential for online retailers.

This guide will look at some of the features that online retailers can use on their product pages to show products in their best light, as well as some of the extras like video that can help to provide a richer experience for shoppers.

By looking at some current examples of product page best practice, as well as some examples of pages that haven't quite got it right, this guide will provide ideas on how retailers can do more to showcase their products and thus maximize conversion rates.

Though there are some common elements to all good product pages, it is important to remember that there is **no one-size-fits-all approach** to designing product pages for e-commerce sites..What works well on one site may have a quite different effect on another.

The key is to make sure your product pages contain the essential ingredients that the majority of shoppers will be looking for, but you should also think about adding features that will enhance the experience for users.

Retailers need to optimise product pages for visitors by testing different elements, such as placements of call to action buttons and sales copy, until the right balance is found.

Sample only, please download the full report from:



<http://econsultancy.com/reports/product-pages-a-best-practice-guide>



2. About Econsultancy

Econsultancy is a [digital publishing and training group](#) that is used by more than 200,000 internet professionals every month.

The company publishes [practical and timesaving research](#) to help marketers make better decisions about the digital environment, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy has offices in New York and London, and hosts more than [100 events](#) every year in the US and UK. Many of the world's most famous brands use Econsultancy to [educate and train](#) their staff.

Some of Econsultancy's members include: Google, Yahoo, Dell, BBC, BT, Shell, Vodafone, Virgin Atlantic, Barclays, Deloitte, T-Mobile and Estée Lauder.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works.

Call us to find out more on +44 (0)20 7269 1450 (London) or +1 212 699 3626 (New York). You can also [contact us online](#).

Recommended reading

E-commerce statistics

<http://econsultancy.com/reports/e-commerce-statistics>

Conversion Report

<http://econsultancy.com/reports/conversion-report>

What's the value of "social media" for retailers online?

<http://econsultancy.com/reports/whats-the-value-of-social-media-for-retailers-online>

Delivering Successful E-commerce Projects

<http://econsultancy.com/reports/delivering-successful-e-commerce-projects>

Checkout Optimization Guide: 70 ways to increase conversion rates

<http://econsultancy.com/uk/reports/checkout-optimization-guide>

E-commerce Platforms Buyer's Guide

<http://econsultancy.com/uk/reports/e-commerce-platforms-buyers-guide>

Mobile E-commerce Best Practice Guide

<http://econsultancy.com/reports/mobile-e-commerce-best-practice-guide>

Sample only, please download the full report from:



<http://econsultancy.com/reports/product-pages-a-best-practice-guide>



3. Product page checklist

The features you need to add to product pages will vary according to the type of e-commerce site. Some of the things on this list are essentials for any e-commerce site, while others are more applicable to online marketplaces.

This checklist contains some of the more common elements that customers are looking for on e-commerce product pages, as well as some more advanced features that can enhance the experience.

Your product pages should contain the essentials listed below. Other features, such as product reviews, are highly recommended and have been proven to increase conversion rates.

Essentials

The following features are a must for any product page. This is the basic information that shoppers want to see before making a purchase decision.

- Product title
- Images
- Add to cart button

User generated content

While not in the essentials list, product reviews should be considered a must for retailers, thanks to the benefits in terms of conversions and credibility.

- Item ratings
- Item reviews (and / or comments)
- Tools for rating reviews

For a richer experience

The following features can make the page and products more attractive to customers, showing products in the best possible light and providing useful information for shoppers.

- Video
- 360 views of products
- Tools to zoom in on products

Sample only, please download the full report from:



<http://econsultancy.com/reports/product-pages-a-best-practice-guide>



Merchandising

While customers are thinking of **buying one** product, there may be complimentary items they are also likely to want, such as accessories for electrical products. Offering these on product pages can increase average order values.

- Customer testimonials
- People who liked this also liked...
- Cross-selling / up-selling (buy with X and save £££)

Seller details

These features are related more to community driven e-commerce sites or marketplaces, where information and ratings of individual sellers is important.

- Seller rating
- Seller followers
- Other items by this seller
- Location
- Contact seller
- Follow seller
- Seller testimonials
- Date added

4. Product descriptions

Some e-commerce sites could do more to sell items with persuasive and informative copy once customers arrive at a product page.

A common mistake is to simply place the manufacturer's product descriptions on pages without giving it a more personal and unique touch.

This is a missed opportunity to describe and sell the benefits of products to customers, and to use more persuasive language.

Another point to consider is that **original sales copy can stand out and give you an advantage in search results, since many sites will use generic product descriptions.**

Sample only, please download the full report from:



<http://econsultancy.com/reports/product-pages-a-best-practice-guide>



5.1.3 Showing products from different angles

Some products really need to be seen from a variety of angles to give the customers the information they need to make a purchase decision.

Images from different angles can help answer shoppers' queries, such as the type of connections and number of scart-sockets on the back of a TV, or else showing whether a suit jacket has vents at the back.

This should also be explained in the product description, but a picture gets these points across to customers instantly.

The same principles apply to showing products from the bottom or from the sides, something which works well on shoes, so shoppers can see the type of grips.

In this example, Schuh provides eight different shots of these trainers, so customers can see how they look from every conceivable angle.



Sample only, please download the full report from:



<http://econsultancy.com/reports/product-pages-a-best-practice-guide>



6. User generated content

User generated content (UGC) can be a valuable asset for retailers on product pages. The most obvious example of this is product reviews, but there are other applications.

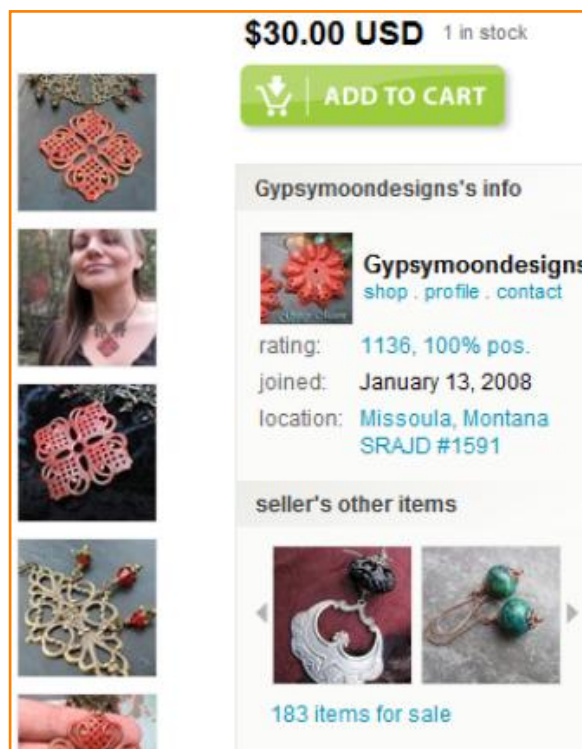
6.1.1. Seller ratings

Seller ratings are vital on e-commerce marketplaces with multiple sellers, such as eBay, Amazon Marketplace and Etsy.

Shoppers may never have heard of the seller, so these ratings allow them to buy with more confidence knowing that others have had a positive experience with that seller.

Since trust in the seller is key to the purchase decision, placing seller ratings in a prominent position on the product page is recommended.

Etsy has the seller rating and the number of transactions together with a link to a more detailed profile.



Sample only, please download the full report from:



<http://econsultancy.com/reports/product-pages-a-best-practice-guide>

