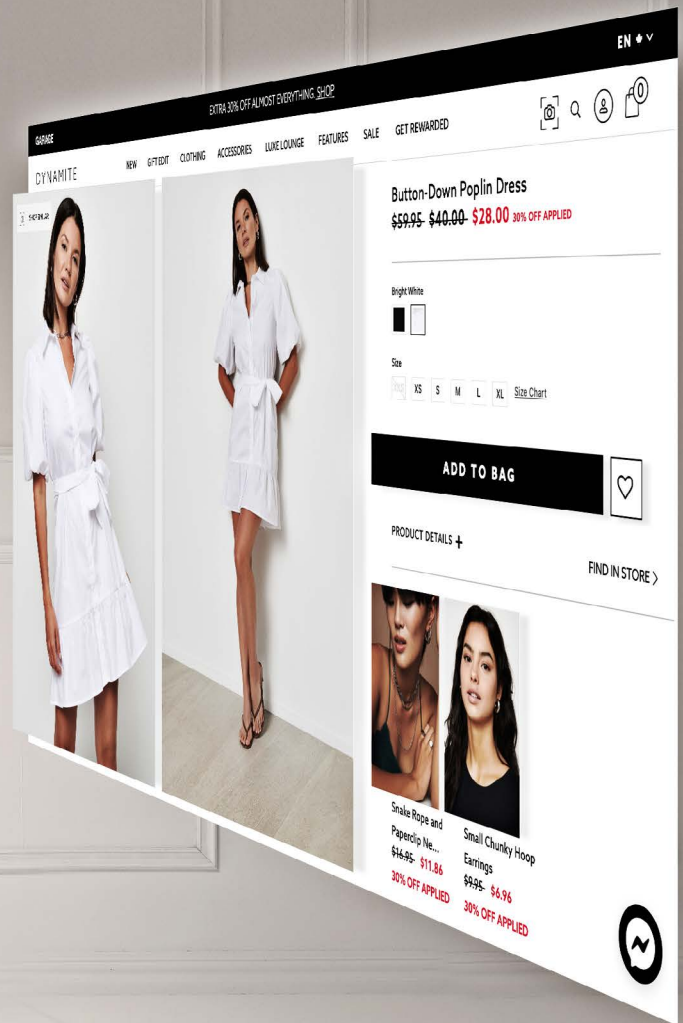


## CHEAT SHEET

# 21 Tips for Building Product Detail Pages That Convert

Before you dive in, remember that there is no single set of “rules” or best practices that promise to work for all verticals, brands, and retailers. What would work best for a luxury apparel brand likely won’t work for a hardware store. When deciding how to build or optimize your product detail page, always ask yourself, “What am I trying to achieve, and what’s the best approach for my target shoppers?”



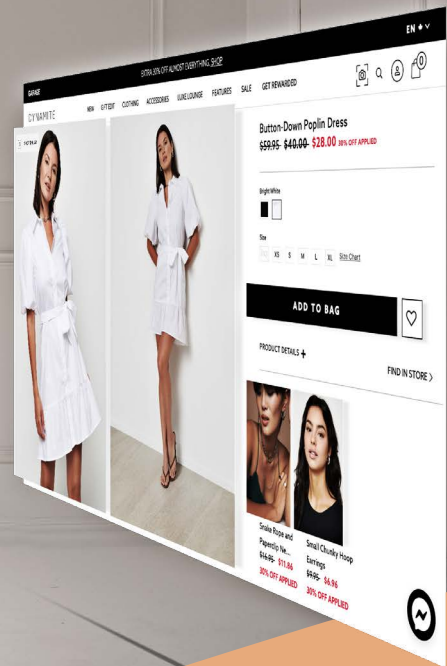
### Images

- 01** Include at least four to five images that **display the product from different angles** and viewpoints.
- 02** Include the ability to **enlarge items or zoom in**.
- 03** **Give items a more human feel** by presenting them with a variety of models or in showrooms.
- 04** Include only **UGC that’s on-brand**.
- 05** **Include video** when a product has features that are hard to detect in a static photo.

### Call to Action

- 06** Place your CTA in an intuitive, obvious place, like **directly beside the image carousel**.
- 07** Use the **language that people are used to seeing in the regions you’re targeting** (e.g. “Add to Basket” vs. “Add to Cart”).
- 08** Choose a color that captures your target customers’ attention, and **be mindful of the cultural significance of colors in different regions**.

# 21 Tips for Building Product Detail Pages That Convert



## Navigation

- 09 Use breadcrumb navigation** to help customers understand where they are on your site.

## Product Information

- 10 Place key information above the fold**, including the item's name, price, the CTA, shipping information, and a brief description.
- 11 Anticipate shoppers' questions** when deciding what to include in product descriptions.
- Who is the item for?
  - What is it used for?
  - What sets the item apart?
  - Why will a shopper love it?
- 12 Avoid cluttering the screen with too much text.** Lengthy product descriptions should go in the second fold.
- 13 Provide helpful sizing information**, like comparative charts and the model's size.
- 14 Include honest customer reviews** -- even if some are negative -- to build trust with shoppers.

## Product Recommendations

- 15** Place **recommendation carousels** below or to the side of key product information.
- 16 Anchor your recommendation methods to specific goals.** [Shop Similar](#) engines can help shoppers find exactly what they need to convert, while Shop the Look carousels drive average order value.
- 17** Include additional **product recommendations in the cart window.**

## Wishlists and "Save for Later"

- 18** If you offer a wishlist on your PDPs, **use email campaigns and retargeting ads featuring wishlist items** to draw shoppers back in.
- 19** Make wishlists **easy to access from anywhere on-site.**

## Out-of-Stock Notices

- 20** **Clearly label out-of-stock items** on both product listing and detail pages to avoid a disappointing experience.
- 21** Offer **engagement tools** to continue the shopping journey: **Make out-of-stock product page photos shoppable** by enabling shoppers to click through and find similar items.