

CHEAT SHEET

20 Product Listing Page Best Practices to Turn Browsers Into Buyers

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Snakeskin Peep Toe Pumps
Style No. 90126634
~~\$249~~



Jessica Red Patent Heels
Style No. 538825629
~~\$115~~



SAVE 20%
Perfect Pink Cork Wedge Sandals
Style No. 666478920
~~\$63~~



Peach Party Pumps
Style No. 529975
~~\$24~~



Valentine's Red Heels
Style No. 90126831
~~\$38~~



Classic Black Pumps style
No. 673975222
~~\$75~~



Classic Suede Heels
Style No. 7y543q44
~~\$98~~



Elizabeth Patent Cream Heels
Style No. 992445378
~~\$45~~



SAVE 15%
A Bow for Show Suede Heels
Style No. 88877888765
~~\$36~~



A Little Bit of Sparkle Pumps
Style No. 901555836
~~\$88~~

Remember, all tips and best practices don't work for every eCommerce company. When deciding how to optimize your product listing page, you must always ask yourself, *Is this change going to benefit my target audience? What tips will cohere with my shoppers' behaviors and preferences, and what won't? Will this feature nudge a visitor to move down the funnel, or will it drive them away?*

Page Layout & Speed

- 01** Ensure product listing pages **load in two seconds or less**.
- 02** Opt for a grid layout with **two to four images per row**.
- 03** Go for **"load more" scroll or pagination** over infinite scroll to avoid overwhelming shoppers.
- 04** Include compelling banners and **SEO-friendly header text** up top.

Product Images

- 05** Use **high-quality images** that adequately display the product.
- 06** Provide **additional views on hover** to allow customers to better understand how products look from different angles.
- 07** **Standardize image angles and backgrounds** to create a harmonious look.

“Think of your product listing pages as the gateway to checkout. They’re the bridge — or the digital moving walkway — that shuttle shoppers down the funnel until they buy.”

Michal Herman Penso
Enterprise Customer Success Manager @ Syte



Product Descriptions

- 08** Always include the **price and product title**.
- 09** Include **information “extras”** that will nudge shoppers to buy, such as a wishlist button, options for colors and sizes, star ratings, and stock availability.

Sales & Savings

- 10** **Highlight price reductions** to help shoppers understand how much they can save.
- 11** Upsell your visitors with **cost-saving product bundles**.

Personalization

- 12** Use **personalized recommendation carousels** to highlight products that are relevant to each individual shopper.
- 13** Use smart merchandising rules to display **the results that best fit shoppers’ individual styles at the top** of the PLP.
- 14** Allow shoppers to see **similar results to the items they love** by clicking on product images.
- 15** Offer **one-on-one consultations via live chat** with product experts.

Filters & Sorting

- 16** Offer **filters to help shoppers narrow down results** to the items that fit their criteria.
- 17** Allow shoppers to **sort results according to price, popularity, or new arrivals**.

Calls to Action

- 18** Use **“quick add-to-cart” buttons with discretion**. While they work well for products at a lower price point, they don’t cohere with luxury shoppers’ behaviors.
- 19** If you offer a wishlist or the option to “favorite” items, make sure it **serves a strategic purpose**, such as for retargeting and email marketing.
- 20** **Be consistent with your CTAs**. If you decide to offer “quick add” or wishlist CTAs on your PLPs, it’s best to offer them across your entire website.