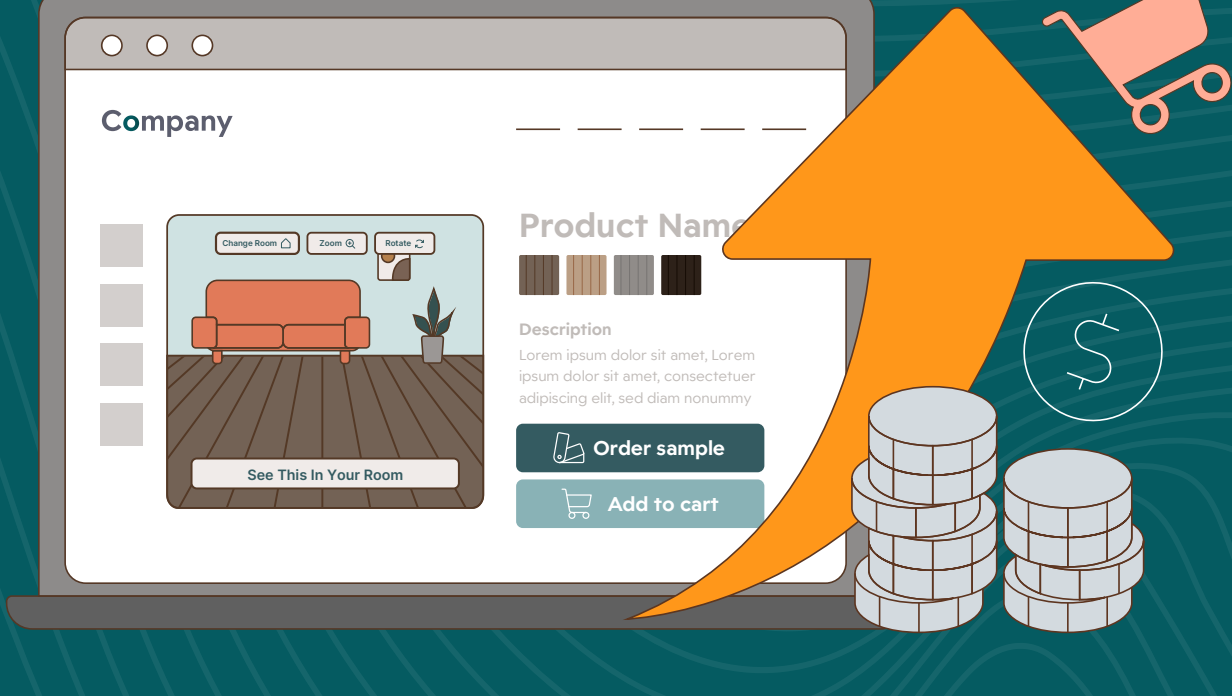


How to create a product page that sells

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.



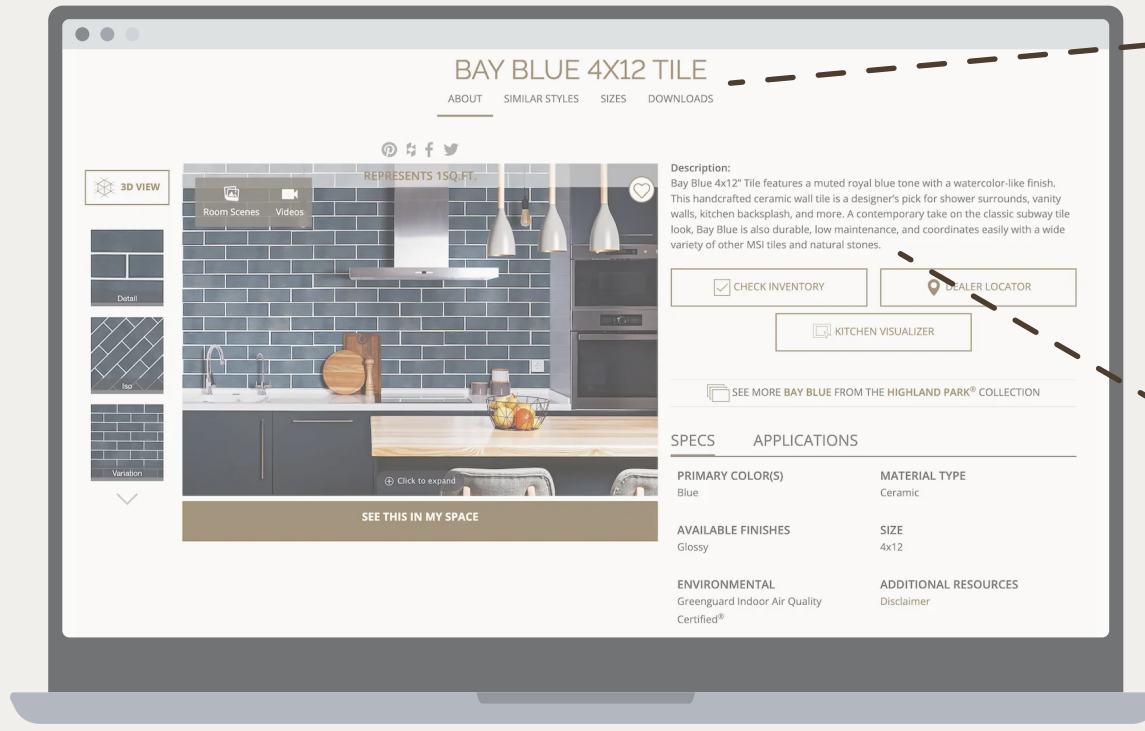
1 Write a good product title and description

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.¹

MSI

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



Indicates colour and size

BAY BLUE 4X12 TILE

ABOUT SIMILAR STYLES SIZES DOWNLOADS

Includes relevant keywords

bay x blue x tile x

Avoids large chunks of text

Highlights benefits and use cases

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.

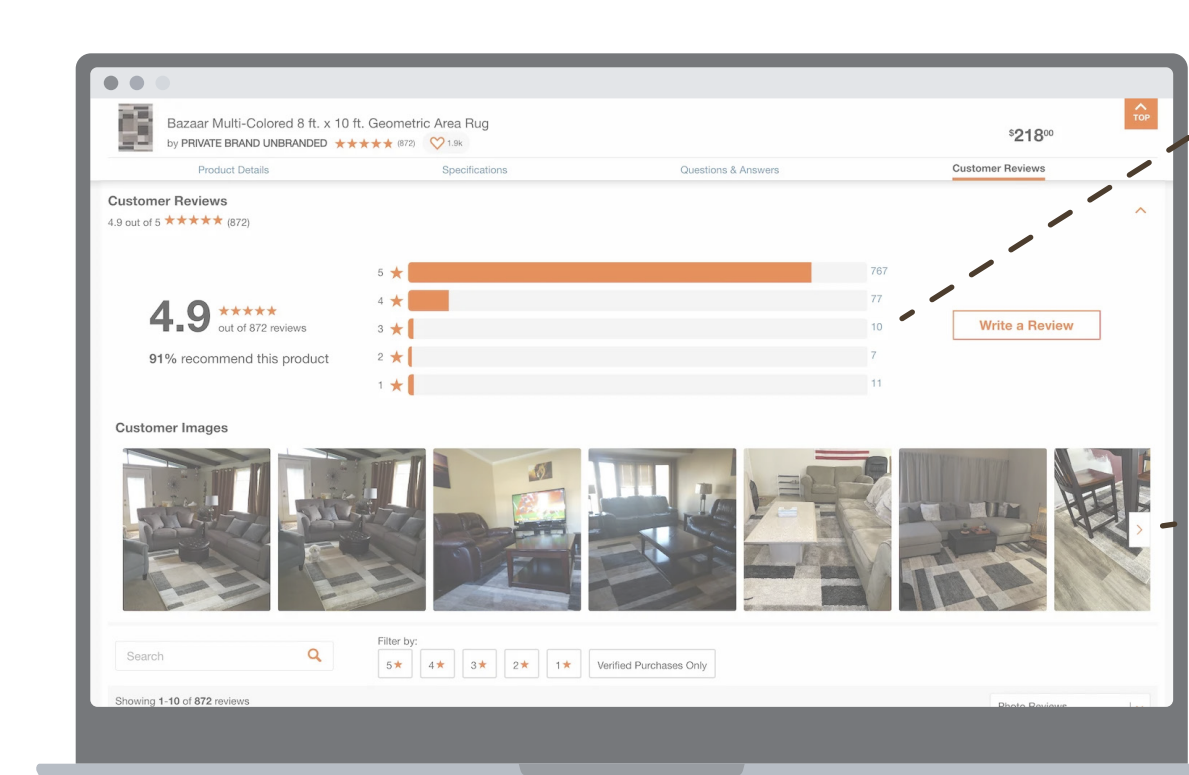
2 Include customer reviews as social proof

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.²



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



Robust review section

Customer Reviews
4.9 out of 5 (872)

4.9 out of 5 (872 reviews)
91% recommend this product

Allows customers to upload photos

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.³ 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.⁴

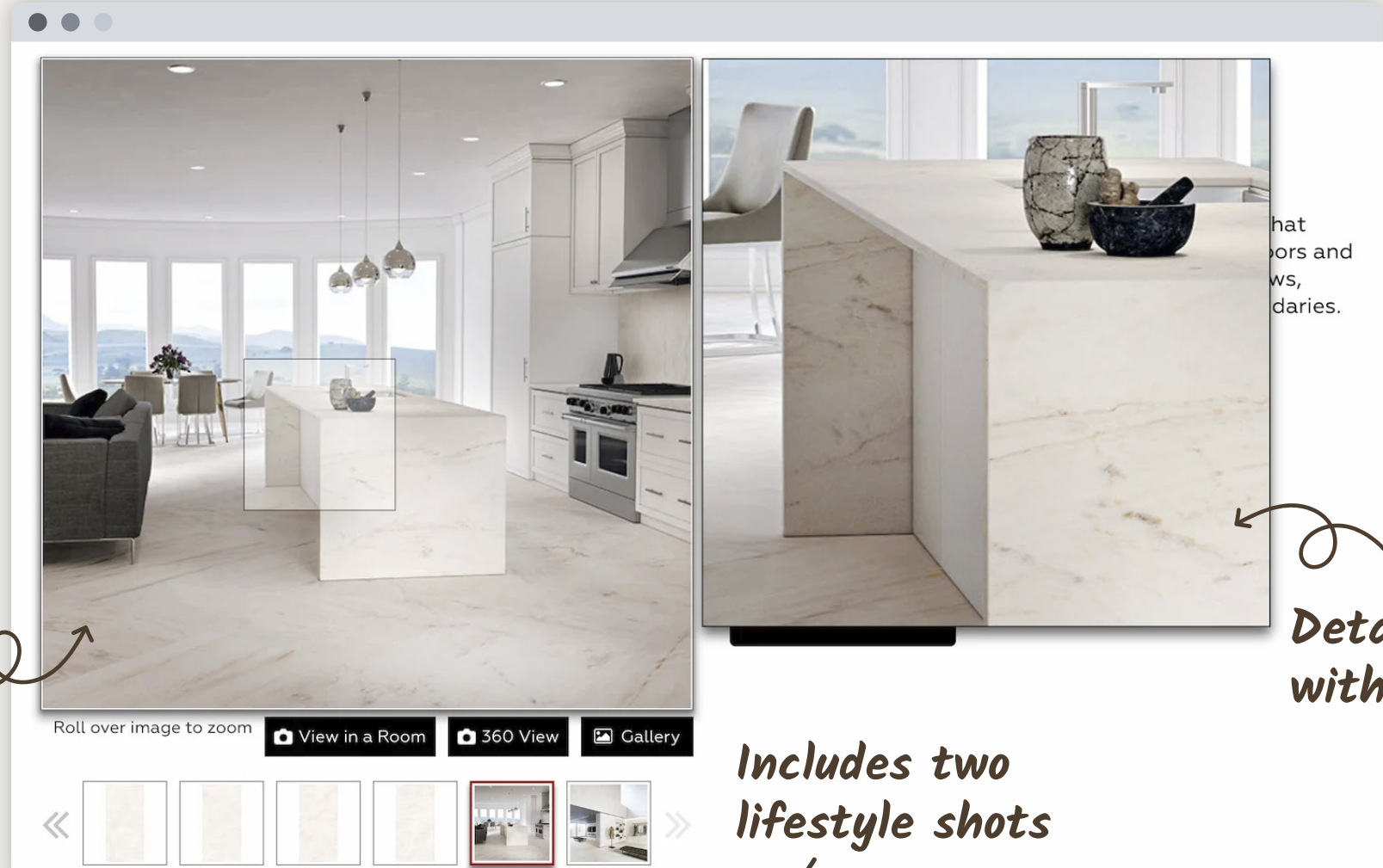
daltile

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

High-quality images

Detailed shots with ability to zoom

Includes two lifestyle shots



4 Bring your products to life with room visualization

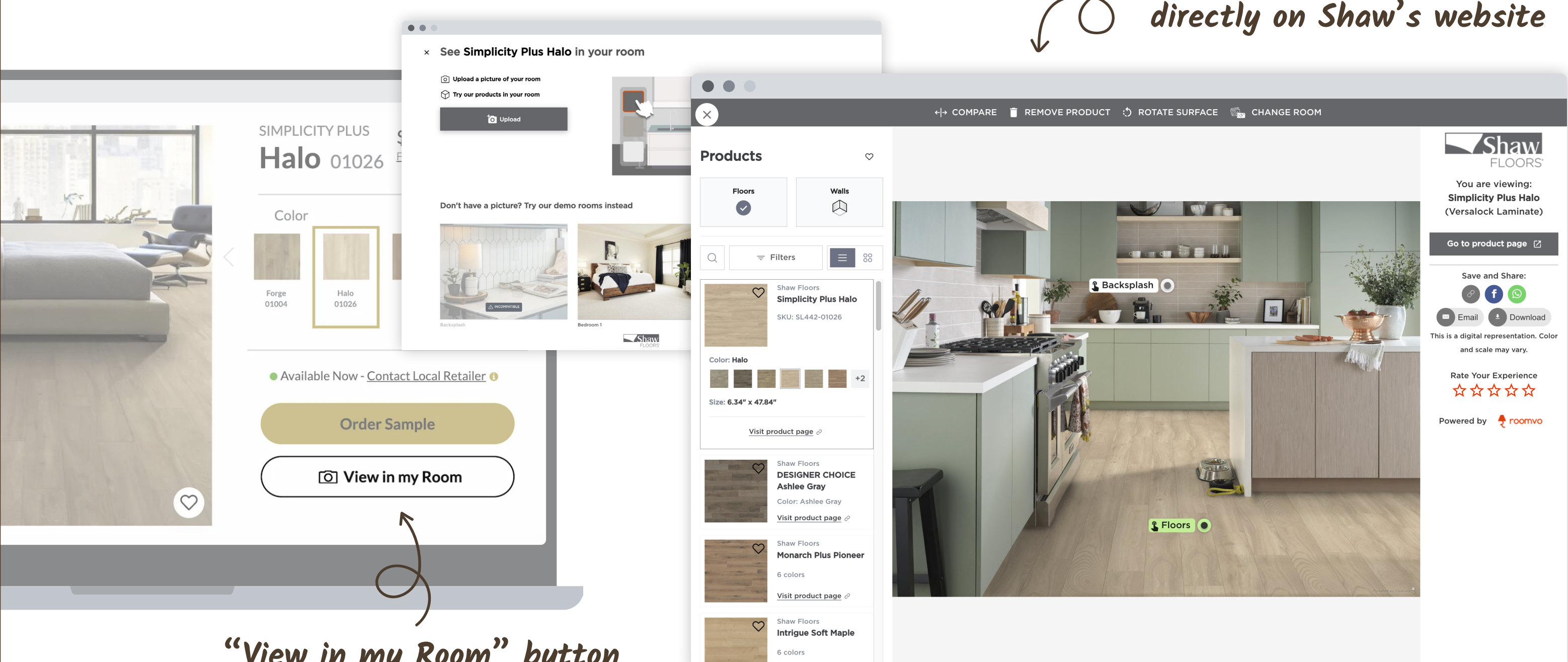
Showing customers your product is great. Showing it to them in their own space? Even better. By partnering with Roomvo, home improvement manufacturers and retailers get access to a best-in-class room visualizer that enables customers to preview what your products are going to look like in their homes.

Shoppers are up to **5x** more likely to convert after using Roomvo.⁵



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

Roomvo visualizer opens directly on Shaw's website



"View in my Room" button featured prominently

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 Find a retailer Buy now Find in-store Order sample



COLOUR SPARK

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.

CTA next to product rating
CTA placed above the fold

Create a product page that sells with Roomvo

Contact the Roomvo today to learn more about how room visualization can maximize conversions on your PDPs.

Learn more

[1] Baymard Institute [2] Power Reviews [3] Salsify [4] Baymard Institute [5] Roomvo