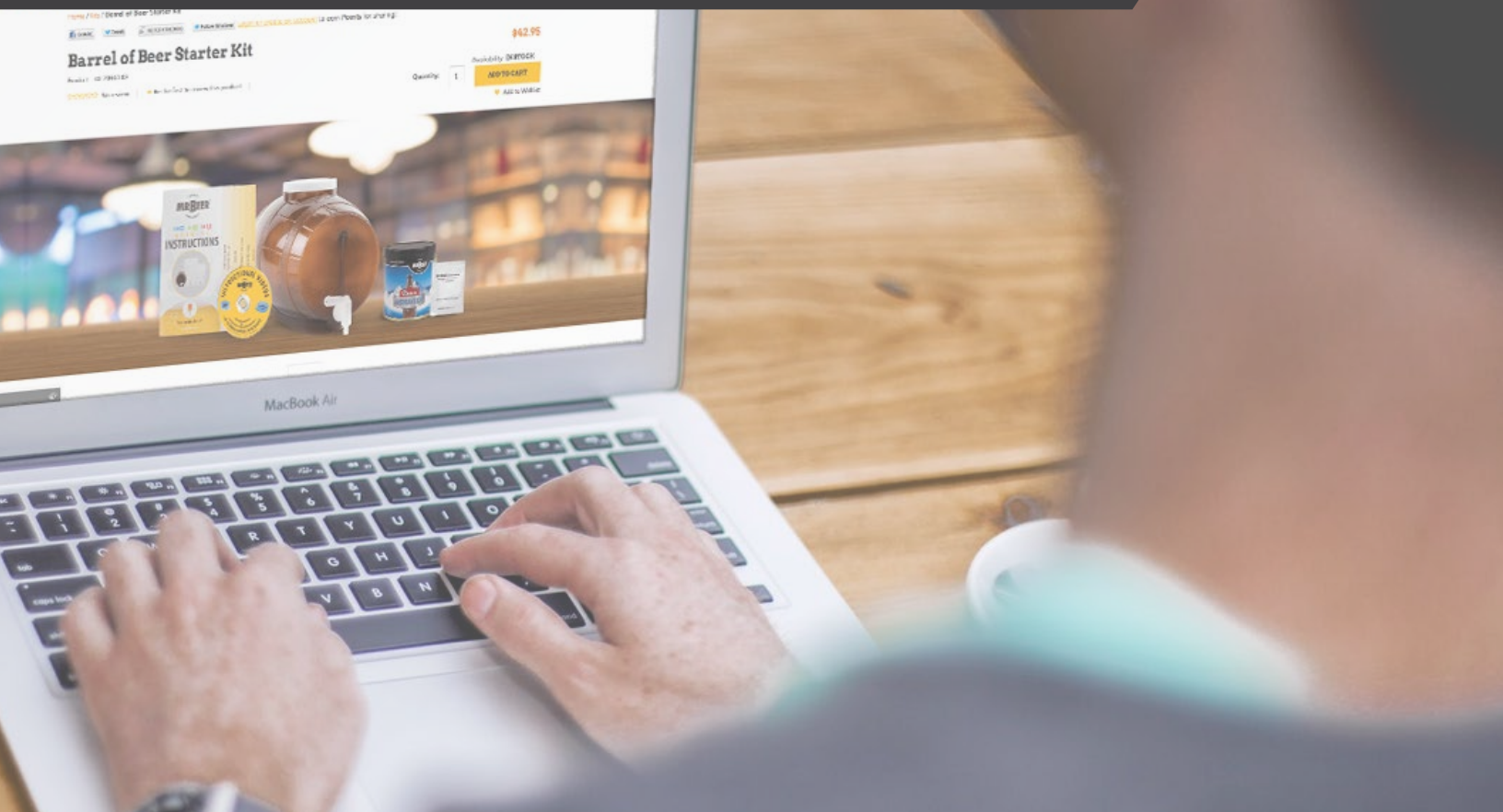


HOW TO CREATE PRODUCT PAGES THAT SELL

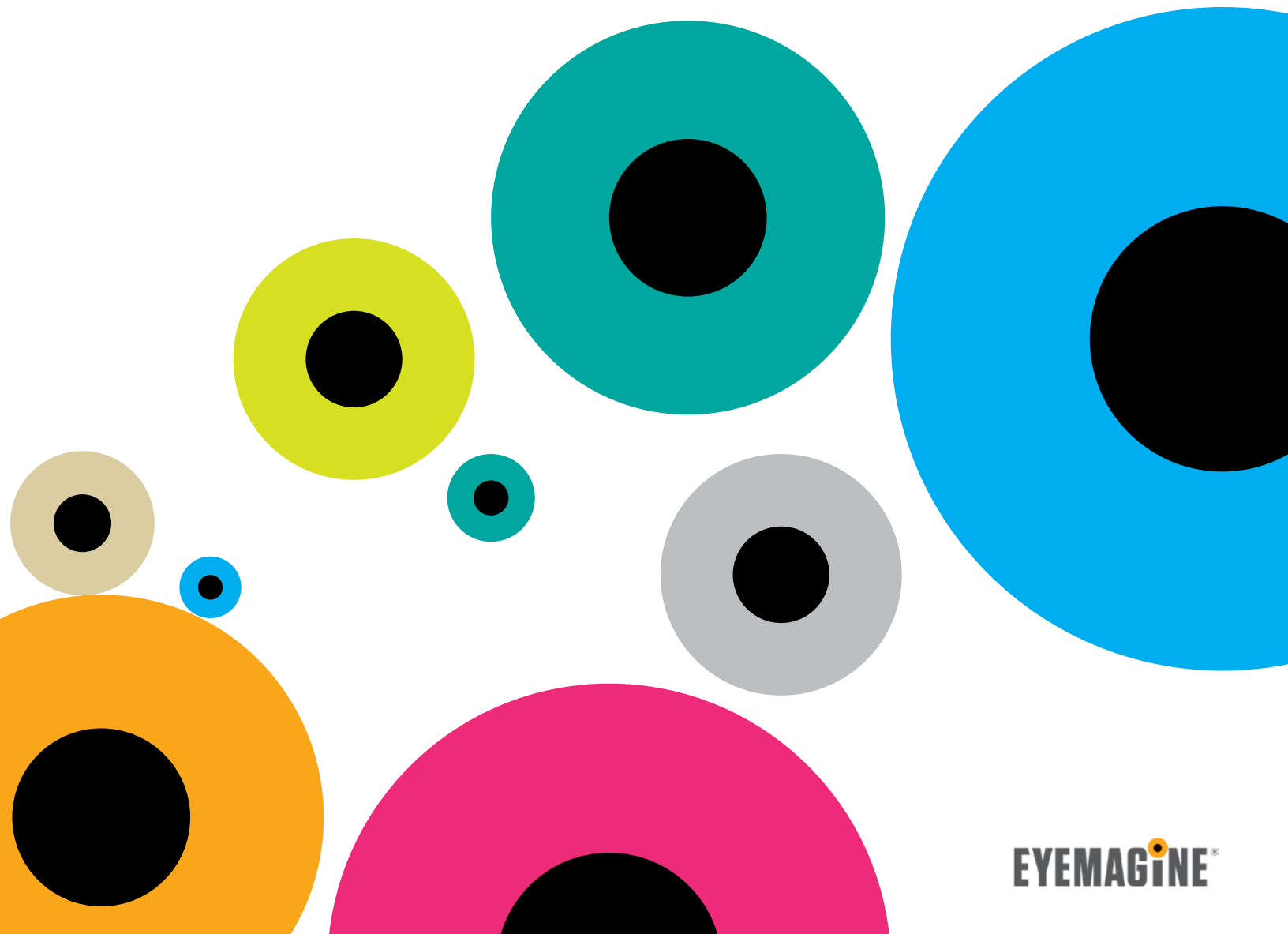


EYEMAGINE[®]

TABLE OF CONTENTS

INTRODUCTION	3
WHY DO PRODUCT DETAIL PAGES MATTER?.	4
1 TRUST SIGNALS	5
2 FRICTION.	7
3 PRODUCT COPY	8
4 PHOTOGRAPHY	10
5 CALL TO ACTION	11
6 ANALYTICS: WHAT TO MEASURE	12
7 MULTI-DEVICE DESIGN IMPLICATIONS	13
8 CONFIGURABLE PRODUCTS	14
9 UPSELLS AND CROSS-SELLS	15
CONCLUSION.	16
CREDITS.	17
ABOUT EYEMAGINE	18

EYEMAGINE has been building high-performance award-winning eCommerce solutions for clients for over a decade. We understand that one of the most crucial factors in success is the product detail page on an online store. Making a product detail page aesthetically pleasing as well as easy to navigate will make hesitant buyers want to make the leap to customers. Here is a primer on the features that influence whether a visitor becomes a customer at the moment of decision.



WHY DO PRODUCT DETAIL PAGES MATTER?

Your product detail page is the page where your prospect makes the decision to become a customer. Just like in a brick-and-mortar store, if things look unorganized or messy, you probably won't buy anything let alone stay in the store very long. The same goes for online stores. If your bounce rate is high on your product page, it's time to take a deeper look into what could be driving your customers away from your website and into your competitors' hands. The product detail page is where you make your money, so doesn't it make sense to devote time and effort into it? A page with this much power should be optimized for your customers.

The screenshot shows the MR BEER website interface. At the top, the logo 'MR BEER by Coast2Coast' is displayed with the tagline 'World's #1 Home Brewing Systems!'. A search bar is located in the top right corner. The navigation menu includes 'KITS', 'REFILLS / RECIPES', 'INGREDIENTS', 'ACCESSORIES', 'GEAR', 'REWARDS', 'GIFT CARDS', and 'MR. BEER NATION'. The breadcrumb trail reads: 'Home / Refills / Recipes / Standard Refills / American Ale Standard Refill'. Below the breadcrumb, there are social sharing options: 'SHARE', 'Tweet', 'REFER FRIENDS', and 'Follow @mrbeer'. A link says 'Login or create an account to earn Points for sharing!'. The product title is 'American Ale Standard Refill' with a price of '\$17.95'. The product ID is '90-11952-00'. There are 3 reviews with a 4.5-star rating. A 'Leave a Review' button is present. The availability is 'IN STOCK'. The quantity is set to '1'. There is an 'ADD TO CART' button and a link to 'Add to Wishlist'. Below the product information is a photograph of the product components: a red can of 'AMERICAN ALE', a white bag of 'BOOSTER' (which boosts alcohol and body), and a small packet of 'BOILING CLEANSER'.

Trust signals show the validity of your business. If your website doesn't look trustworthy, potential customers will never give you their credit card or personal information. In a world where the news is constantly reminding us that there are hackers and identity thieves looking for vulnerable information, it's important to make your customers feel safe. A few examples of trust signs are:

PROOF OF LIFE

This is anything that proves you are a real business. For instance, listing your physical address or P.O. Box, your phone number, and your email address. Anything that adds credibility that you're a real merchant that stands behind your store.

CUSTOMER RATINGS & REVIEWS ▼

It might be counterintuitive, but show both good and bad reviews. Make sure you are replying to the reviews from unhappy customers, because they are the ones that want to be heard the most. Customers want to know that there is a real person that can help them when they have problems or complaints. You can turn a complainer into a promoter for your business if you take the time to listen to them and find solutions to their problems.



COMMUNITY

Show off your active user base by building social proof. Encourage your customers to share products to breed brand loyalty. If potential customers see that other people are ranting and raving about your products or services, they are more likely to buy from you, too.

DESIGN CUES

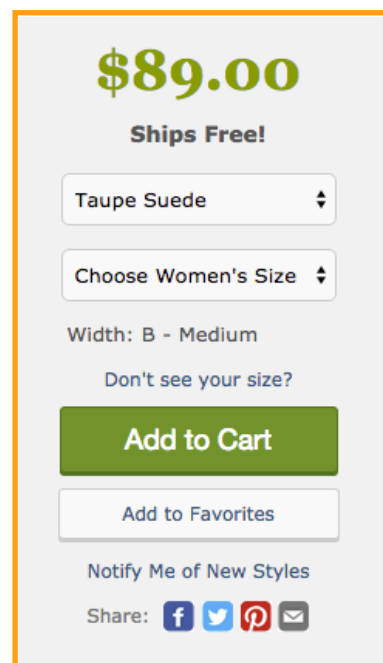
You've heard it said before, first impressions are everything. Typography and alignment must be on-point. If your website looks sloppy and unfinished, customers will think you are unprofessional and take their money elsewhere.

PROXIMITY TO YOUR CALLS TO ACTION (CTA)

Research has shown the closer your policies are to your CTA's, the easier it is for customers to have realistic expectations when they shop. Make your product detail page is easy for your customer to navigate.

PROMINENTLY DISPLAY BADGES

Add certifications or badges from organizations such as the BBB to show your customers that you are indeed trustworthy. Anyone can make a website, let potential customers see that you are legitimate and will be around for years to come.



Friction is anything that gets in the way of a visitor adding something to their shopping cart. This could be inappropriately placed CTAs that lead a potential customer from reaching the check-out page. Or it could be placing inappropriate products on the check-out page, which again distracts the customer. When designing your pages you should constantly be asking yourself, *“Is this element really necessary or is it distracting from the main goal?”*

The screenshot shows the Tillys website interface. At the top, there is a search bar with the placeholder text "What can we help you find?". The Tillys logo and "GET OUR APP" button are in the top right. A navigation menu includes MEN, WOMEN, KIDS, SHOES, ACCESSORIES, BRANDS, and SALE. The breadcrumb trail reads "Home > Women > COSMIC LOVE Need More Sleep Womens Tee".

The main product image shows a woman wearing a black t-shirt with the text "NEED MORE SLEEP" and patterned pants. To the left of the main image is a vertical strip of six smaller images showing different views of the t-shirt. To the right, the product details are displayed:

- View all Cosmic Love
- COSMIC LOVE Need More Sleep Womens Tee
- ☆☆☆☆☆ Be the first to write a review
- Be the first to ask a question
- \$19.99
- NEW ARRIVAL
- Color: Black
- Size: XS S M L XL
- ADD TO BAG (+)
- ADD TO WISH LIST
- 1999 Hookup Points
- DETAILS
- Item# 266222100
- Cosmic Love Need More Sleep tee. A super soft scoop neck tee that emblazoned with a "Need More Sleep" graphic. This tee just gets how you feel. No judgment if you stay in bed all day long 95% rayon/5% elastane. Machine wash. Imported.
- Model is wearing a size small. Model measurements:
 - Height: 5'6.5"
 - Chest: 32"
 - Waist: 24"
 - Hips: 35"
- Size Chart

At the bottom of the product image area, there are social media sharing icons for email, Facebook, Pinterest, Twitter, and a grid icon.

3 PRODUCT COPY


Product copy should grab customers' attention. Know and speak the same language as your buyers so you can connect with them. Copy should be tailored to your audience, if your audience is confused by what you're saying then they probably aren't going to buy. Above all else, think short, sweet, and to-the-point. Potential customers don't have time to read paragraph after paragraph about your product or service, they want to know if you can solve their problem(s) and address their pain points. Some useful tips when writing product copy are:

ESTABLISH PERSONALITY AND USE HUMOR

Businesses have a tendency of being too formal and automated. Humans like interacting with other humans. Add personality and connect with your users with a more casual tone.

BE HONEST

Write descriptions that explain your product or service to a tee. Be brutally honest so your customers know what they are getting. You want to make sure their expectations are reasonable so when they receive your product or service they know what they are getting beforehand.

 **ADD TO TOTE**







FREE SHIPPING ON US ORDERS \$75+ & EASY RETURNS

Treat yourself to a little something '70s. This top is made in a semi-loose knit with a orange, brown, and ivory chevron print, high neck, double-button closure at back, and slightly cropped silhouette. Unlined. Looks rad with a high-waisted denim mini skirt and platforms. By Glamorous.

- *Polyester
- *Runs true to size
- *Model is wearing size small
- *Hand wash cold
- *Imported

SIZE GUIDE +

RETURNS +

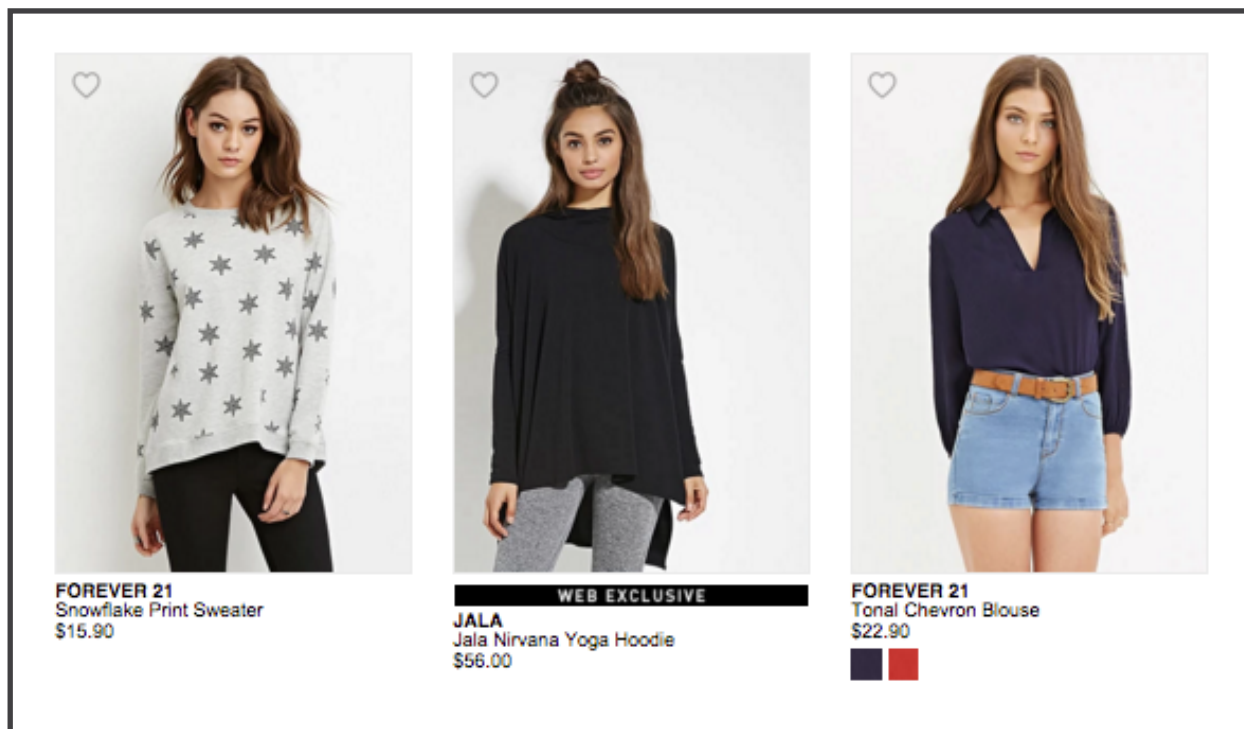
TYPOGRAPHY

Font Matters! The size of your font should be readable. “Above the fold” isn’t as important as it was in the past. Customers want legible text. Font type can also help establish the mood of the page. It might sound strange but picking the right font is crucial to your branding and shouldn’t be an afterthought.

TRICKS

Use a full-size iPad and Macbook (1400 pixel wide resolution) as a guide for how things should look. What might look good on your screen might look totally different on another device. Research devices that are most frequently used to access the site using Google Analytics or similar tools. That way you can make sure everything looks like it should even when people are accessing your website through other outlets.

Display as many product viewpoints and angles as possible and ensure the images are high quality. You want to make sure your customers know what they are getting and being accurate with your photos is the best way to do so. Placing products on the left side has also been proven to be most effective across a wide variety of devices. For retina displays, use the highest resolution as possible. Also try to use square dimensions for products since abnormal shapes are harder to design around.



5 CALL TO ACTION

Make sure you have “Add to Cart” buttons that draw the customer’s eye. Distinguish primary CTAs from other buttons on your site. Some things to consider when designing your CTAs are: Color, Size and Shape, Language, Placement, and Position. What do you do if you have multiple CTAs? Tips on how to balance out your page are:

- Set up a hierarchy of CTAs and buttons to figure out which should be the star of a specific page.
- Try different colors, shapes and sizes instead of just plain hyperlinks.
- Are you using social share buttons? Make sure they aren’t distracting from the primary CTAs. Use analytics to determine if they are effective or not.

The screenshot shows a product page for the 'Jala Nirvana Yoga Hoodie'. On the left, there is a main image of a model wearing the hoodie, with four smaller thumbnail images below it. Below the main image are social sharing buttons for Facebook, Pinterest, Google+, and Twitter. On the right, the product name 'Jala Nirvana Yoga Hoodie' is displayed with a price of '\$56.00'. Below the price are color and size selection dropdowns, a quantity selector set to '1', and two primary CTAs: a red 'ADD TO BAG' button and a grey 'ADD TO WISH LIST' button. Below these are five stars and a 'Write a Review' link. A 'Description' tab is active, showing a note that the item is 'Available for shipment exclusively within the U.S.' and 'STYLE DETAILS' including material composition (48% polyester, 48% rayon, 4% spandex) and fit details (28" full length, 64" chest, 66" waist, 25" sleeve length). A 'Size Chart' tab is also visible.

6

ANALYTICS: WHAT TO MEASURE

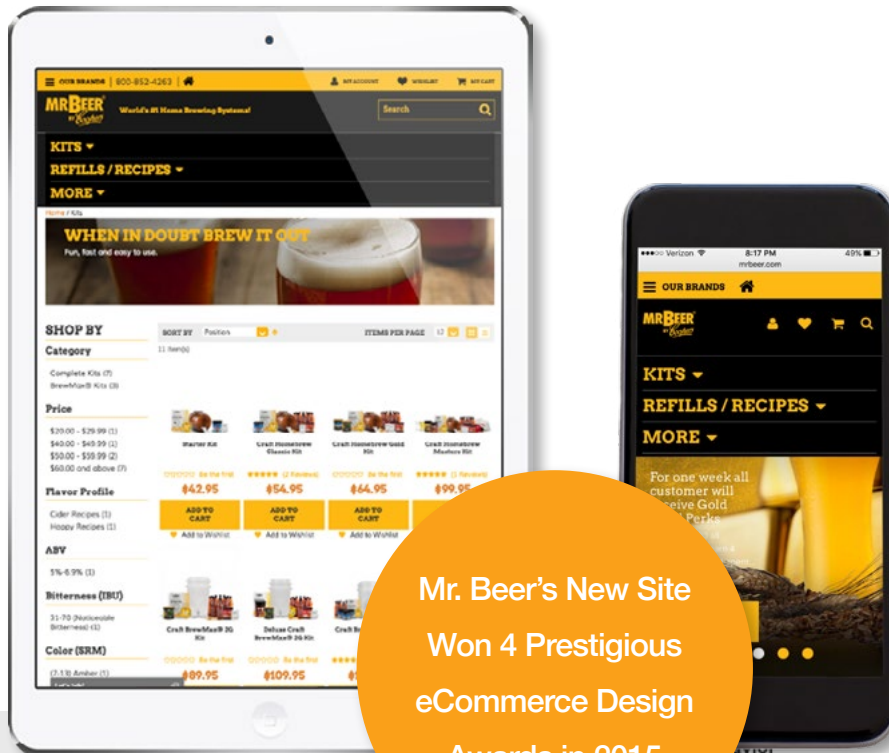
It's imperative to know how people are navigating your website. What you might have originally thought would be a good idea might not be translating well on screen or to your client base. Understand how your current users are interacting with your pages. To do so you can use heat mapping tools or in-page navigation via Google Analytics to see your metrics. Most importantly, track events on-page.



7

MULTI-DEVICE DESIGN IMPLICATIONS

The majority of your visitors might not be viewing your website on a desktop. In this day and age when everyone has a smart phone in their pocket, you want to make sure your website looks the same when viewed from a mobile device.



Mr. Beer's New Site Won 4 Prestigious eCommerce Design Awards in 2015

Device Category ?	Sessions ? ↓	% New Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	
	181,805 % of Total: 100.00% (181,805)	69.53% Avg for View: 69.50% (0.04%)	126,409 % of Total: 100.04% (126,354)	60.88% Avg for View: 60.88% (0.00%)	4.32 Avg for View: 4.32 (0.00%)	00:03:01 Avg for View: 00:03:01 (0.00%)
1. desktop	121,736 (66.96%)	79.02%	96,195 (76.10%)	68.56%	4.03	00:02:36
2. mobile	44,032 (24.22%)	51.75%	22,786 (18.03%)	45.91%	4.56	00:03:27
3. tablet	16,037 (8.82%)	46.32%	7,428 (5.88%)	43.66%	5.88	00:04:58

8

CONFIGURABLE PRODUCTS

Size and color are the basic kinds of configurable product. You don't want separate product detail pages for every customizable option for the same product. Use dropdowns, radio buttons, swatches, or custom clickable boxes to let users select configurations. Showing complete outfits or related items also gives the customer an idea of what something might look like is a great strategy for "personal" or "style" type purchases.

THE T&N MATTRESS

\$600.00

A well crafted mattress at a fair price

Choose your size: 60" x 80" x 10"

TWIN	TWIN XL	FULL
QUEEN	KING	CAL KING

ADD TO CART

9

UPSELLS AND CROSS-SELLS

With busy product-detail pages, be strategic in how you display upsell and cross-sell products. Make sure you aren't distracting the customer before they reach the finish line - the checkout page. Questions to consider are:

- How do you choose which products to display? Why did you pair a certain product with another?
- How do you differentiate your upsell and cross-sell products? There is an important difference between the two.

Frequently Bought TogetherTotal price: **\$153.03**[Add all three to Cart](#)[Add all three to Wish List](#)

- ✓ **This item:** GoPro HERO **\$129.99**
- ✓ Lexar High-Performance MicroSDHC 300x 32GB UHS-I/U1 (Up to 45MB/s Read) w/Adapter Flash Memory Card... **\$15.55**
- ✓ AmazonBasics Head Strap Camera Mount for GoPro **\$7.49**

CONCLUSION

FINAL THOUGHTS ON CREATING PRODUCT PAGES THAT SELL

3 Major Concepts in Mind When Creating Your Product Detail Page

All of these best practices can help your product detail page but it is crucial to remember these three concepts when you are first designing the page:

1. Design for your customer first
2. Less is more
3. Test everything

Utilize these best practices and watch your eCommerce success increase! Remember, the product detail page is where you show your wares to potential customers and generate revenue. It might seem easy to just throw up a couple of pictures and CTAs up and call it a day, but without a fully optimized product detail page you are letting potential customers slip away. Need additional help optimizing your product detail pages? EYEMACHINE is here to help.

CHERENE ETEMADI ▶

Cherene is an Inbound Marketing Consultant at EYEMAGINE. She works closely with eCommerce businesses to devise inbound marketing strategies tailored to their growth goals.



ROCHELLE WILLOUGHBY ▶

Rochelle is an Inbound Marketing Associate at EYEMAGINE and specializes in maximizing the use of HubSpot and eCommerce platforms together to execute seamless and effective marketing plans.



ABOUT EYEMAGINE






EYEMAGINE is an eCommerce innovator and has been a leading force in the industry since 2003. We build scalable, durable, and beautifully-designed eCommerce experiences for some of the world's largest brands.

Our capabilities in design, development, integration, mobile, and conversion optimization have catalyzed online business transformation for many successful merchants. Brands like Disney, HP, TOYOTA, Cisco, Universal Audio, cinda b, BRAVEN, and StriVectin partner with EYEMAGINE to create world-class digital innovations.

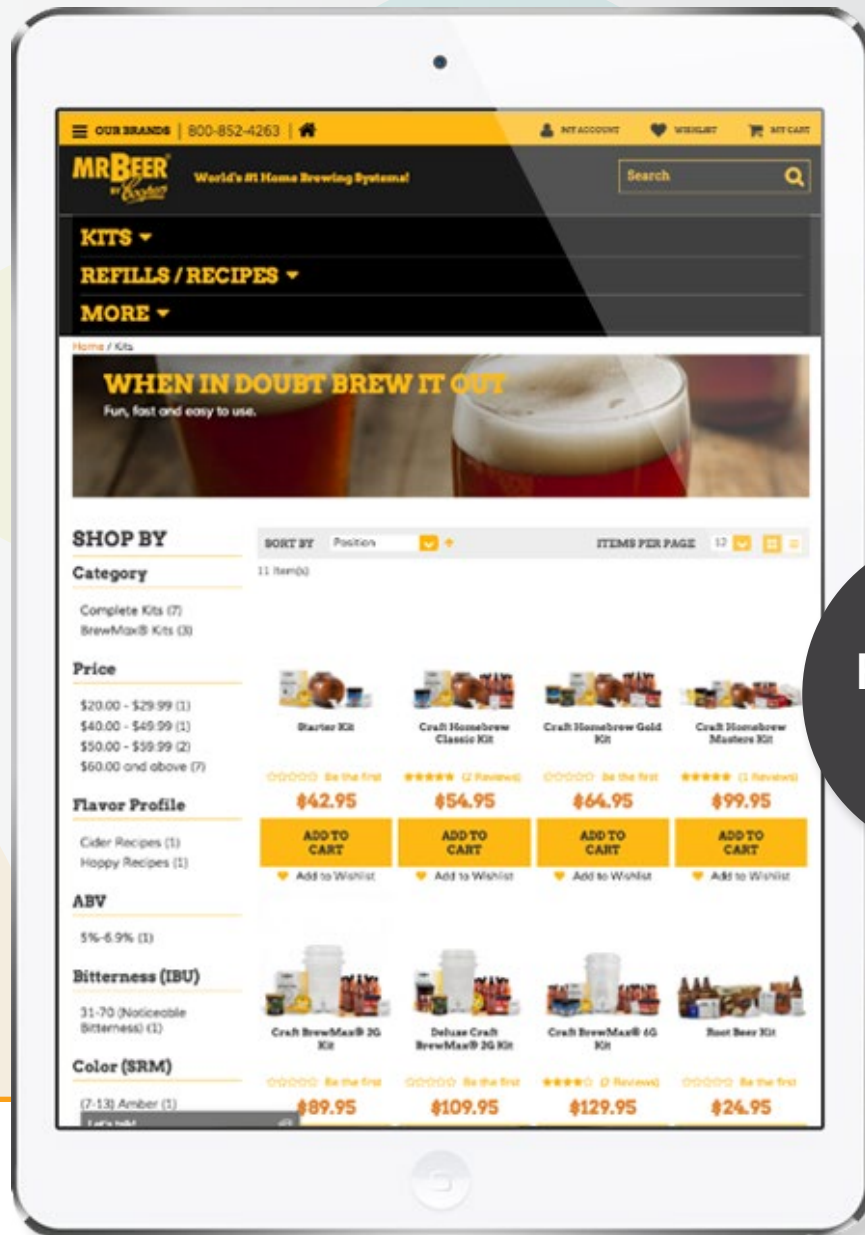
TO JUMPSTART YOUR ECOMMERCE STRATEGY, CONTACT US TODAY.

**REQUEST A
CONSULTATION**

1 Technology Drive, Suite J709
Irvine, CA 92619
(949) 218-1331 Ext. 1

 sales@eyemaginetech.com
 twitter.com/eyemagine
 linkedin.com/company/eyemaginellc

4 AWARDS WON IN 2015 FOR MR. BEER WEBSITE



FIND OUT MORE



W3 Awards,
Silver Award



IMA, Best in Class
eCommerce



WebAward,
Outstanding Website



Davey Awards,
Gold Award