

SALSIFY | Guide

10 ESSENTIAL PRODUCT PAGE **BEST PRACTICES** (WITH TOP BRAND EXAMPLES)

LEARN HOW TO DELIVER **ENGAGING PRODUCT CONTENT SHOPPERS LOVE**

If there's one constant for brands, it's change. The rise of the digital shelf is one of the most substantial disruptions in the industry and has led to an increasingly sophisticated consumer class.

Whether taking steps to adapt to unforeseen external market forces, realigning messaging to focus on a new kind of customer base, or correcting weaknesses in ecommerce strategy, teams at leading brands understand the importance of experimentation to stay one step ahead of the competition — and this testing must extend to product pages.

Following these 10 essential product page best practices could help your brand build engaging shopping experiences across the digital shelf.

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BEST PRACTICE 1: EMPHASIZE KEY PRODUCT FEATURES AND BENEFITS

Customers approach brand touchpoints with a problem on their mind — and ideally, walk away identifying the brand’s product as the solution. Brands must make key product features and benefits abundantly clear to potential buyers at every stage in the buying journey.

While copy should always aim to create an emotional connection with shoppers, brands shouldn’t shy away from providing bulleted, detailed specifics where it makes sense.

Think of it as taking the guesswork out of a shopper’s decision to buy. Transparent content, such as comparison charts highlighting the differences in product features, can help build trust.

One note of caution: This isn’t the place for gimmicky advertisement-speak. Avoid boastful language, unverifiable claims, and words that imply urgency or time. Write in a straightforward, honest way about what products do best.

GRAPEFRUIT GRAPEFRUIT GRAPEFRUIT GRAPEFRUIT

OCEAN SPRAY X GRAPEFRUIT

Ocean Spray Grapefruit Juice - Straight from the Grove

100% Grapefruit Juice
Our 100% Grapefruit Juice is full of goodness and is made with real fruit juice, with no artificial flavors.

Sweet, Invigorating Grapefruit Taste
Improve your daily routine with Ocean Spray Grapefruit Juice. Packed with nutrients and sweet goodness.

100 Calories Per Serving
Each serving of Ruby Red grapefruit juice is only 100 calories and contains no high fructose corn syrup.

Tropical Ruby Sorbet
6 ounces Ocean Spray® 100% Ruby Red Grapefruit Juice
1 15 1/2-ounce can tropical fruit salad, drained

Directions
Place ingredients in a food processor. Process until the mixture is smooth. Pour into a non-metal container. Freeze just until firm, about 2 hours. Break up into pieces and process in food processor until smooth. Return grapefruit mixture to container and freeze until firm. Remove from freezer about 10 minutes before serving. Spoon into serving dishes.

From Our Farms to Your Table

Farmer-Owned
Ocean Spray has been a farmer-owned fruit cooperative since 1930.

Straight from the Grove
Our delicious grapefruit juices and drinks have a fresh-picked taste straight from the grove.

The Goodness of Grapefruit
Our products are made with the fresh goodness of real grapefruit.

Ocean Spray uses a colorful layout to outline its key product features, highlighting the ingredients and calorie information within a visually pleasing design.

Source: Ocean Spray

BEST PRACTICE 2: WRITE DETAILED TITLES, PRODUCT DESCRIPTIONS, AND BULLETS

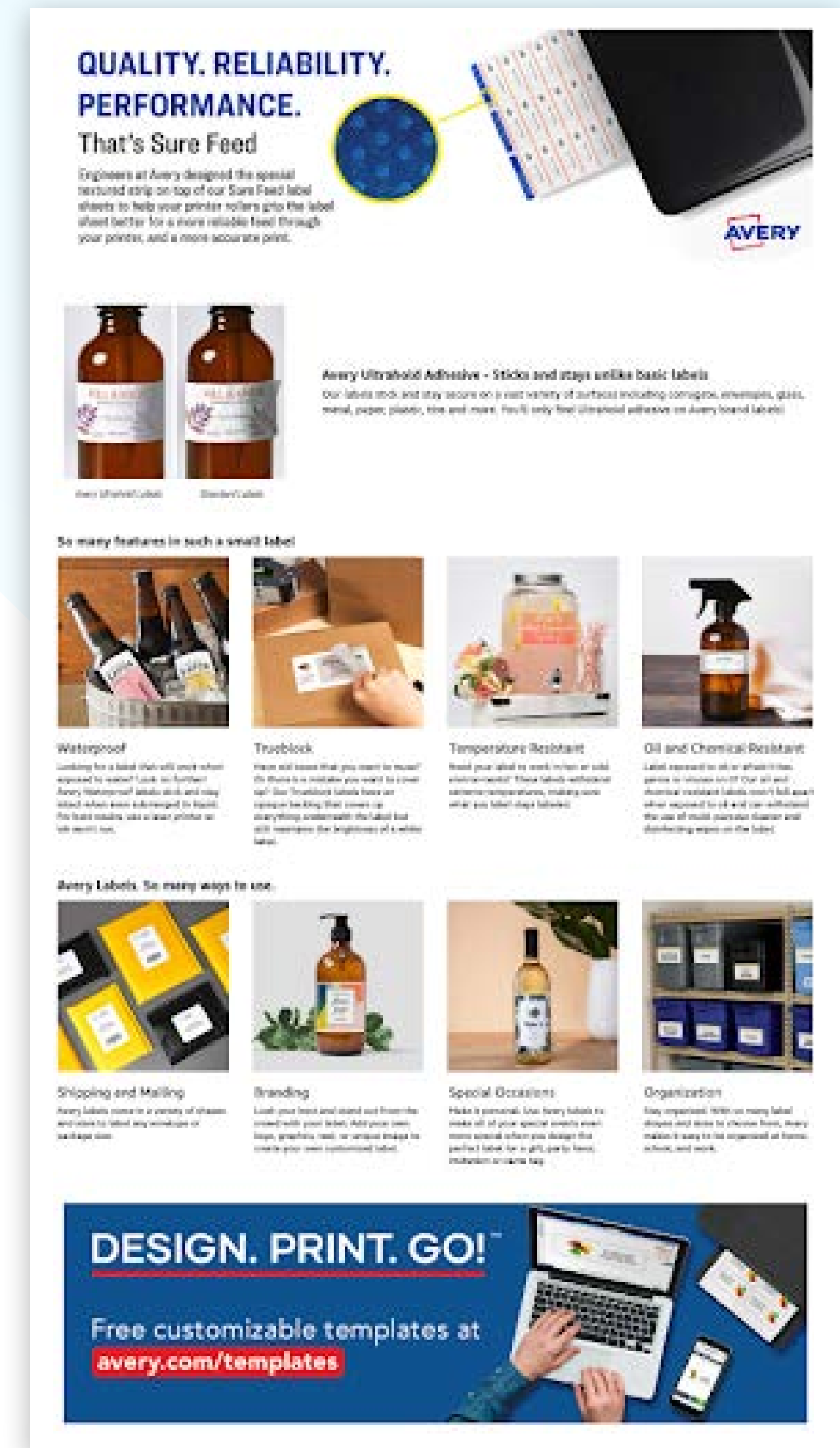
Compelling product pages have more than the bare minimum of information. Titles, product descriptions, and bullet points should provide answers to any questions your customers might have about your products.

Think about the questions that are most pressing for products within your industry: Food and beverage brands could highlight nutritional information and ingredients. Tool brands could answer critical questions about essential functions and features. Department and home brands could stress the elements, such as weatherproof coatings or sustainable materials, that make their products stand out from the competition.

This emphasis on detailed information is especially true for higher-value items, where customers can be particularly discerning before making their purchase.

BEST PRACTICE 3: USE LESS TEXT, ADD MORE VISUALS

Text isn't the only way to convey key features, and with successful product content, less is almost always more. Think about ways product pages can lean on visually appealing imagery that goes beyond static product photos: Can you provide an enhanced zoom from several angles? Can you provide a 360-degree image experience? Is there an opportunity to include lifestyle images or videos?



Avery highlights the many uses of its products using an engaging image gallery, highlighting additional template features on its direct-to-consumer (D2C) website.

Source: Avery

BEST PRACTICE 4: **KEEP CONTENT PRECISE AND CONCISE**

Remember that shoppers are always eager to get to the point. Brands must keep them on the most direct path to the information they need to make the right purchase. If messaging meanders or is unclear, customers will almost certainly notice.

It’s not just about standing out in the marketplace; brands must also demonstrate to customers that they respect their time and think about their experience. This thoughtfulness often leads to further trust and increased conversions over time.

BEST PRACTICE 5: **EMPLOY ASPIRATIONAL LANGUAGE**

Think about the ways your product can make your customer’s life easier, better, or simply more fun. How will this stationary bike improve their workout? How will this mattress improve their deep sleep? Does your copy help the customer imagine using your product in their own life? If not, they may turn to another brand that does.



Sojos leverages its product page to highlight both product and brand content, emphasizing its commitment to pet health and wellness.

Source: Wellpet, Sojos

BEST PRACTICE 6: CREATE A CONSISTENT BRAND STORY

Design product pages with the entire product catalog in mind. Product pages aren't read in a vacuum; they're an extension of the entire brand. The text, imagery, and tone of a product page should be uniform with core brand messaging.

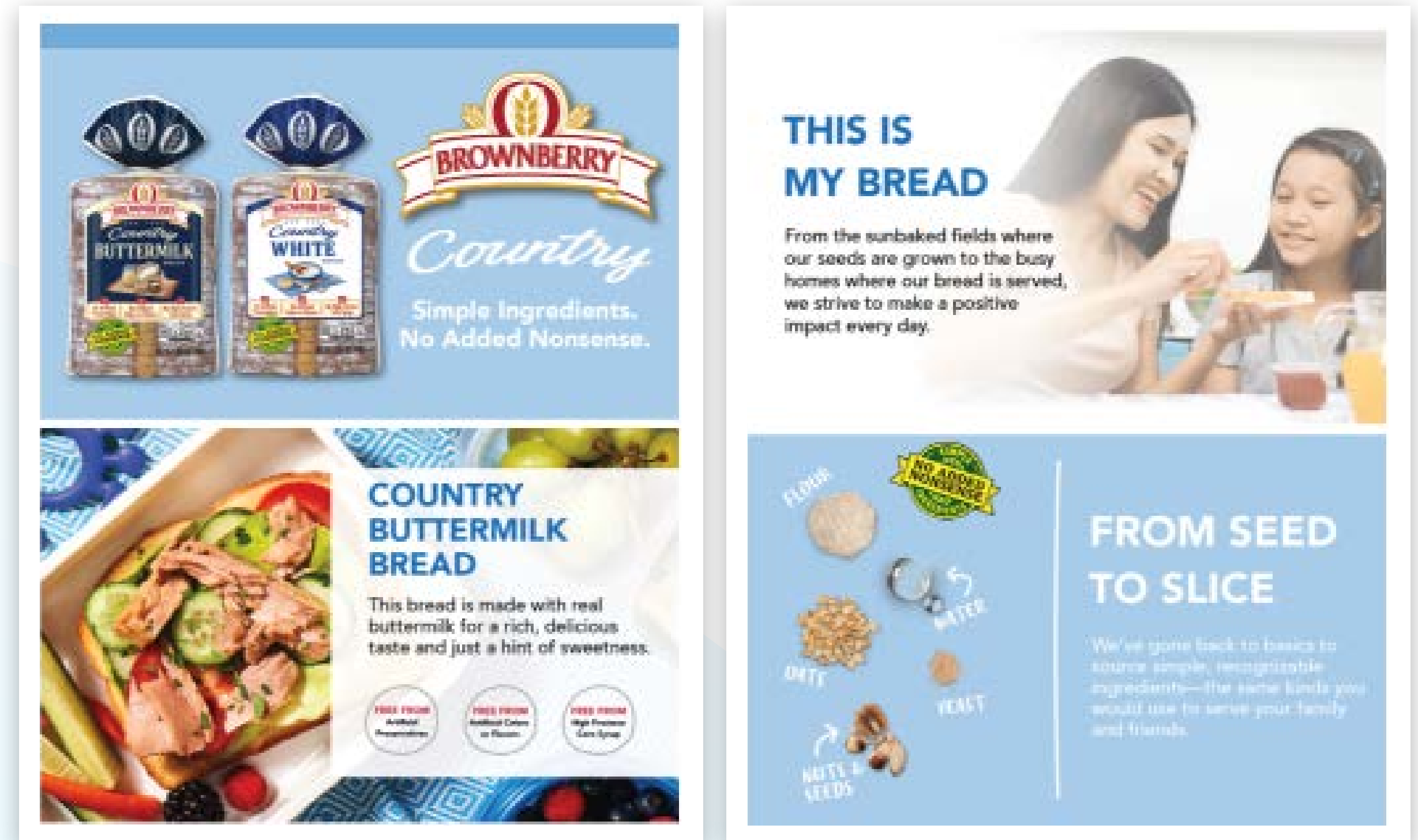
Many shoppers abandon a sale due to product data inconsistencies between sites. Maintaining standard formatting across product pages will keep customers engaged — not only with the product they need in the short-term but with the entire brand or product catalog in the long-term.

BEST PRACTICE 7: HIGHLIGHT CUSTOMER REVIEWS AND RATINGS

Product reviews are an essential element of a winning product page. Shoppers want to know what others think about your products. The more satisfied reviews your prospect reads, the more comfortable they will feel with making a purchase — or leaving a positive review — of their own.

Sharing relevant information from other sources can also help your brand gain confidence with online shoppers. Consider including a chart comparing your product's core features, price, and other vital elements with other similar products on the market.

Most customers already spend time comparing products online — and highlighting how you stand out from your competition could help shoppers make final buying decisions.



Brownberry uses product content to highlight its brand story, illustrating its baking process from “seed to slice.”

Source: Bimbo Bakery, Brownberry

BEST PRACTICE 10: **ALWAYS BE TESTING (ABT)**

Adopt a process to test different variations to see what works best for your brand, verticals, and customers — including search engine optimization (SEO).

Are you seeing lower-than-average conversion rates on a product? It's worth considering if a rewrite of the product description might bump up sales. Does your sales team frequently get asked the same question about a product feature?

It might be a crucial piece of information glaringly absent from your product description. ABT must be a mantra for your ecommerce team to ensure your brand is continually optimizing.



It's time to get started on your product page strategy. Request a guided demo of Salsify Commerce Experience Management (CommerceXM) to see how it could help you advance your product page strategy and build the best product experiences.

Request Demo