



# Product Page Best Practices for Consumer Goods Brands

A STRATEGY GUIDE FOR CREATING GREAT PRODUCT PAGES — FROM TOP TO BOTTOM

# What's Inside

**04** Why a Product Page Strategy is Essential

**04** 4 Essential Elements of a Product Page Strategy

**07** How PXM Supports Great Product Page Experiences

# The Rapid Pace of Ecommerce

The online consumer packaged goods (CPG) market accounts for over 40% of CPG sales growth, according to the [Boston Consulting Group](#). Whether you sell your products on Amazon, Walmart, or your own website, you're competing for space on the digital shelf.

The best strategy to outshine competition is to create a product page experience that both informs and delights your customers. You can accomplish this by implementing a product page strategy.



**Over 40% of CPG sales growth**

The online consumer packaged goods (CPG) market accounts for over 40% of CPG sales growth

SOURCE: BOSTON CONSULTING GROUP

# Why a Product Page Strategy is Essential

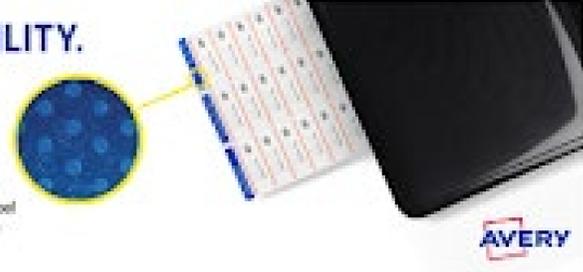
When you shop for products in a brick-and-mortar store, you get the full tactile experience. Unfortunately, this can be difficult to replicate on the digital shelf. You can offer the next best thing, however, with a product page strategy that includes key elements on your product page.

## 4 Essential Elements of a Product Page Strategy.

Let's examine the four essential parts of a product page, starting from top to bottom.

**QUALITY. RELIABILITY. PERFORMANCE.**  
That's Sure Feed

Engineers at Avery designed the special textured strip on top of our Sure Feed label sheets to help your printer rollers grip the label sheet better for a more reliable feed through your printer, and a more accurate print.



**AVERY**



From Standard Labels Standard Labels

**Avery Ultrahold Adhesive - Sticks and stays unlike basic labels**  
Our labels stick and stay secure on a vast variety of surfaces including corrugated, envelopes, glass, metal, paper, plastic, tin, and more. You'll only find ultrahold adhesive on Avery brand labels!

So many features in such a small label!



**Waterproof**  
Looking for a label that will work when exposed to water? Look no further! Avery Waterproof labels stick and stay stuck when even submerged in liquid. For best results, use a laser printer or inkjet printer.



**Trueblock**  
Have sticky issues that you want to avoid? Or those ink smudges you want to cover up? Our Trueblock labels have an opaque backing that covers up everything underneath the label but still maintains the brightness of a white label.



**Temperature Resistant**  
Feed your label to work in hot or cold environments? These labels withstand extreme temperatures, making sure what you label stays labeled!



**Oil and Chemical Resistant**  
Label resistant to oil or other liquids? Or those ink smudges you want to avoid? Our oil and chemical resistant labels won't fall apart when exposed to oil and can withstand the use of multi-surface cleaner and disinfecting wipes on the label!

Avery Labels. So many ways to use.



**Shipping and Mailing**  
Avery labels come in a variety of sizes and colors to label any envelope or package size.



**Branding**  
Lead your brand and stand out from the crowd with your label. Add your own logo, graphics, text, or unique images to create your own customized label.



**Special Occasions**  
Make it personal. Use Avery labels to make all of your special events even more special when you design the perfect label for a gift, use for favors, invitations or name tags.



**Organization**  
Stay organized! With so many label sizes and colors to choose from, Avery makes it easy to be organized at home, school, and work.

Building a product page strategy — from top to bottom — could help your brand engage shoppers with product copy, visuals, interactive elements, and testimonials.

SOURCE: AVERY, AMAZON

## 1. Product Copy

When writing product copy, it's helpful to think like a customer. What would they want to see on a product page? A great way to gain a customer's perspective is to look up common search queries so you can answer them in your product descriptions. You can also evaluate the competition — especially those with a higher search rank than you — for inspiration.

Specific product description language and a consistent tone can help you tell a story with your copy. You can achieve this by using sensory words that evoke strong feelings, like silky, lush, smooth, and sharp. This will help a customer better envision owning your product.

### **Product descriptions should include:**

- Product features, including technical details;
- Benefits related to using the product;
- Instructions;
- Warranty details; and
- Important product information.

## 2. Product Visuals

Text-based content is great. It provides customers with details about everything your product offers. But text alone won't help you win on the digital shelf. It should be paired with visuals like product images, videos, and graphics.

Product images are an essential part of a product page. You can show how the product looks on a model or in a setting, like your kitchen or backyard. Customers will appreciate image galleries that they can enlarge and scroll through.

Videos are also helpful to include on your page. You can feature videos explaining your product's features or demonstrating how to use it. Try to include at least one video.

Brand story graphics that tie all your product pages together are essential. When you create enhanced content that contains the brand story, it shows the consumer your commitment to quality products and making products customers love.

### 3. Interactive Elements

A typical product page includes a product description, a few images, and maybe a video. But the best product page experiences take it a step further with interactive elements.

For example, comparison charts explain how a product compares to similar products or other products in the same product family. Unboxing videos show the excitement of the person opening their package.

All these extra content elements bridge that gap of not physically touching and seeing the product before purchasing.

### 4. Testimonials

Consumers look to their peers to know what products to buy. If your customers love your product, encourage them to leave ratings and user reviews on your product page. Reading or hearing the thoughts of a person who has already purchased it is the next best thing to being in the store.

Testimonials can include both text-based reviews as well as videos showing the customer unboxing and using the product. The more positive reviews you have, the more comfortable a first-time buyer will feel purchasing your product.

# How PXM Supports Great Product Page Experiences

It takes a lot of work and interdepartmental collaboration to create engaging, compelling product page experiences. Creating engaging experiences like these requires a comprehensive product experience management (PXM) solution.

Salsify PXM offers the tools you need to create and deliver on your product page strategy. It provides a central location for your teams to collaborate on the content needed for your product pages.

## You can use a PXM to:

- Manage your visual content, like images, videos, PDFs, and more.
- Create enhanced content that elevates your product page experience.
- Design channel-specific versions of your product pages.
- Review your product page performance and optimize it to work for each channel.



[Request Demo](#)