



# Product Page Best Practices for Sports and Outdoor Brands

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

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# The Rapid Pace of Ecommerce

Customers want to make sure they're purchasing the right sports and outdoor equipment. If your brand anticipates their needs and questions ahead of time, they'll feel more confident in their purchase.

However, if your product pages don't provide detailed product information, you won't win on the digital shelf. Follow this product page strategy to keep your customers happy and gain their trust.

# 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.



### 50 Lb. Select-A-Weight Adjustable Dumbbell Set

The Weider Select-a-Weight 50-pound Adjustable Dumbbell set allows you to maximize your storage capabilities without sacrificing the quality of your workout. This weight set delivers ten dumbbells in one set, with a compact design that will occupy minimal space in your home gym. Featuring a Smooth Selector System, these Weider dumbbells allow you to easily pick the weight you want to work with, never losing focus in between sets. Integrate these dumbbells into your strength-training routine to target muscles across your entire body.

### TOP FEATURES

- Replace 10 Dumbbells
- 5 Total Assortments per Dumbbell
- Fitted Storage Trays Included
- Smooth Selection System

### Model Number

WSAW10017

### Perform a Variety of Exercises



#### Goblet Squat

Use your adjustable dumbbells to target your lower body. Modify your weight to change the resistance based on your preferences and experience level.



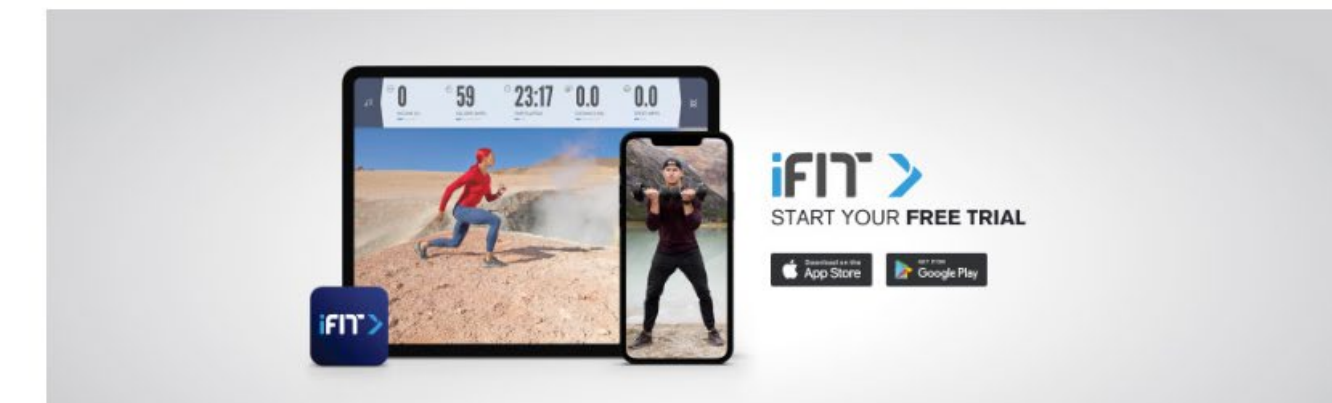
#### Bicep Curl

Isolate your biceps by locking in your form while you execute controlled reps that target your muscle peak. Perform several variations of the exercise to train different areas of the bicep.



#### Lateral Shoulder Raise

Strengthen your shoulders with this simple but effective exercise. Start with low weight and focus on perfecting your form to avoid injury and build strength over time.



### Learn How to Strength Train with iFit

The iFit app gives you access to thousands of interactive, trainer-led video workouts at home or on the go. From your own smartphone or tablet (not included), your trainer will coach you through every step of your fitness journey. Download the app to start your FREE TRIAL today. Credit/debit card and wifi required. After the trial period, your membership will auto-renew unless cancelled at least 24 hours in advance. No commitment required. Data fees may apply.

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

SOURCE: ICON FITNESS, 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.



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