



SALSIFY

| GUIDE

# PRODUCT PAGES: BEST PRACTICES FOR RETAILERS

A Strategic Guide To Creating Great Product Pages

## THE RAPID GROWTH OF ECOMMERCE

Online commerce is developing at an unprecedented rate. According to [Business Insider](#), ecommerce sales reached \$3.914 trillion worldwide in 2021, and [Oberlo](#) research predicts that number will increase to \$5.7 trillion by the end of 2022.

The ecommerce phenomenon is global, as well, with China leading the market with more than \$1,535 billion in ecommerce sales in 2022, according to Oberlo. The U.S. is poised to reach \$875 billion, Japan will make \$241 billion, Germany will bring in \$148 billion, and the U.K. will land around \$143 billion in ecommerce sales in 2022.

And this immense growth is only going to continue: By 2026, the global ecommerce market is projected to own 24% of total worldwide retail sales, [Oberlo](#) reports. [Forrester](#) estimates that the growth of ecommerce in Europe should reach an average of 25% of retail sales (excluding travel and food), with the U.K. market expected to remain the leader with nearly 50% of digital sales by 2025.

Consumer expectations around quality and quantity of product content continue to evolve. Retailers who extend their product pages beyond basic information — turning them into full brand experiences — will capture more consumer attention and loyalty, leading to increased conversion rates.

According to Salsify data, enhanced content increases customer conversion rates by up to 15%, with 25% of shoppers are more likely to make purchases. And the average basket size increases by at least 50% when the shopper watches a video on a product page. [Salsify's 2022 Consumer Research](#) found that 54% of British shoppers, 50% of German shoppers, 47% of French shoppers, and 41% of U.S. shoppers rate image and product description quality as a top-three factor for choosing where to shop online.

Conversely, when product pages don't contain any additional information, customers will go elsewhere to learn more about the product. In other words, retailers can lose customers to competitors who provide a richer customer experience on their product pages.

How do you stand out against the competition in this omnichannel world, where new sales channels — such as social networks, marketplaces, or direct-to-consumer (DTC) — are becoming more important by the day?

The digital shelf is the collection of digital touch points that shoppers use to engage with brands and research, discover, and purchase products. To win on the digital shelf, you need to see product pages as an opportunity to provide a better product experience. Implementing a product page strategy will put you on the right track to win over your customers and increase your market share.

# Table of Contents

04 Why Retailers Should Adopt a Product Page Strategy

---

04 4 Core Elements of a Winning Product Page

---

06 Category-Specific Product Page Tips

---

17 10 Best Practices for Product Pages

## WHY RETAILERS SHOULD ADOPT A PRODUCT PAGE STRATEGY

When customers buy products from brick-and-mortar stores, they get a full physical experience. Replicating that experience on the digital shelf can be hard. Having a product page strategy that focuses on core elements for success can help.

## 4 CORE ELEMENTS OF A WINNING PRODUCT PAGE STRATEGY

Let's take a look at the four core elements needed to build a product page from top to bottom and lay the foundation for consistent content.

### 1. Copywriting

When building a product page, it can help to think like a customer to determine what they need and want out of the page. A good way of putting yourself in your customer's shoes is to research common queries so you know what to answer in your product descriptions. You can also look to your competition — especially those who generate more effective listings — for inspiration.

Using the right language and a consistent tone can help you tell a story. Use words associated with strong feelings, such as “silky,” “delicious,” “soft,” and “sharp.” Descriptive language helps customers think about using the product, which makes them more likely to see the value of it.

#### Product descriptions should include:

- The product's features and technical details
- The product's composition
- The benefits of using the product
- Instructions for using the product
- Warranty information
- Important product information

Be careful not to use too much jargon, clichés, or other empty words that take up valuable space on your page. Most shoppers won't read them anyway.

## 2. Product Visuals

Text is important because it gives customers detailed information about everything the product offers. But text alone won't help you win on the digital shelf. Even top-notch copywriting needs to be paired with visuals, such as product images, videos, and graphics.

Product images can show what the product looks like on a model or in a particular setting, such as a kitchen or garden. Customers also appreciate interactive image galleries that they can enlarge and scroll through.

Videos illustrate the product's features or show customers how to use the product. Try embedding at least one video onto each product page whenever possible.

Creating enriched content that highlights your brand and product story demonstrates your commitment to making quality products, highlights what makes those products special, and shows the product features customers love.

## 3. Interactive Elements

A conventional product page includes a description of the product, some images, and, in many cases, a video. But the best product pages go a step further to include interactive experiences.

Comparison charts, for example, can demonstrate a product's performance or features compared to similar products or other products in the same range.

Videos of people unboxing a package show customers' excitement for the product, as well as the package's contents, such as any additional elements (screws for a do-it-yourself [DIY] item, for example).

All these content elements help bridge the gap between online shopping and being able to touch or see the product before buying it, which can help lock in a sale.



## 4. Testimonials

Consumers look to other consumers to know what products to buy. If your customers like your products, encourage them to leave ratings and reviews on your product pages. Testimonials can include text reviews or videos showing the customer unboxing the package and using the product.

Reading or hearing someone else's opinion about their experience with the product is the best alternative when you can't purchase in a brick-and-mortar store. The more positive reviews a product has, the more a first-time shopper will want to buy it.

## CATEGORY-SPECIFIC PRODUCT PAGE TIPS

### 1. Food Products

The global online grocery market is a booming landscape. According to [Salsify Consumer Research](#), 88% of British, 87% of French, 77% of American, and 77% of German consumers buy food products online.

And 22% of British, 18% of American, and 15% of German shoppers consider good product images important to their online food-buying experience. What's

more, 15% of German, 13% of British, and 11% of French consumers also believe that it's important to know that a food brand has the same values — around such things as sustainability and ethical manufacturing — as they do.

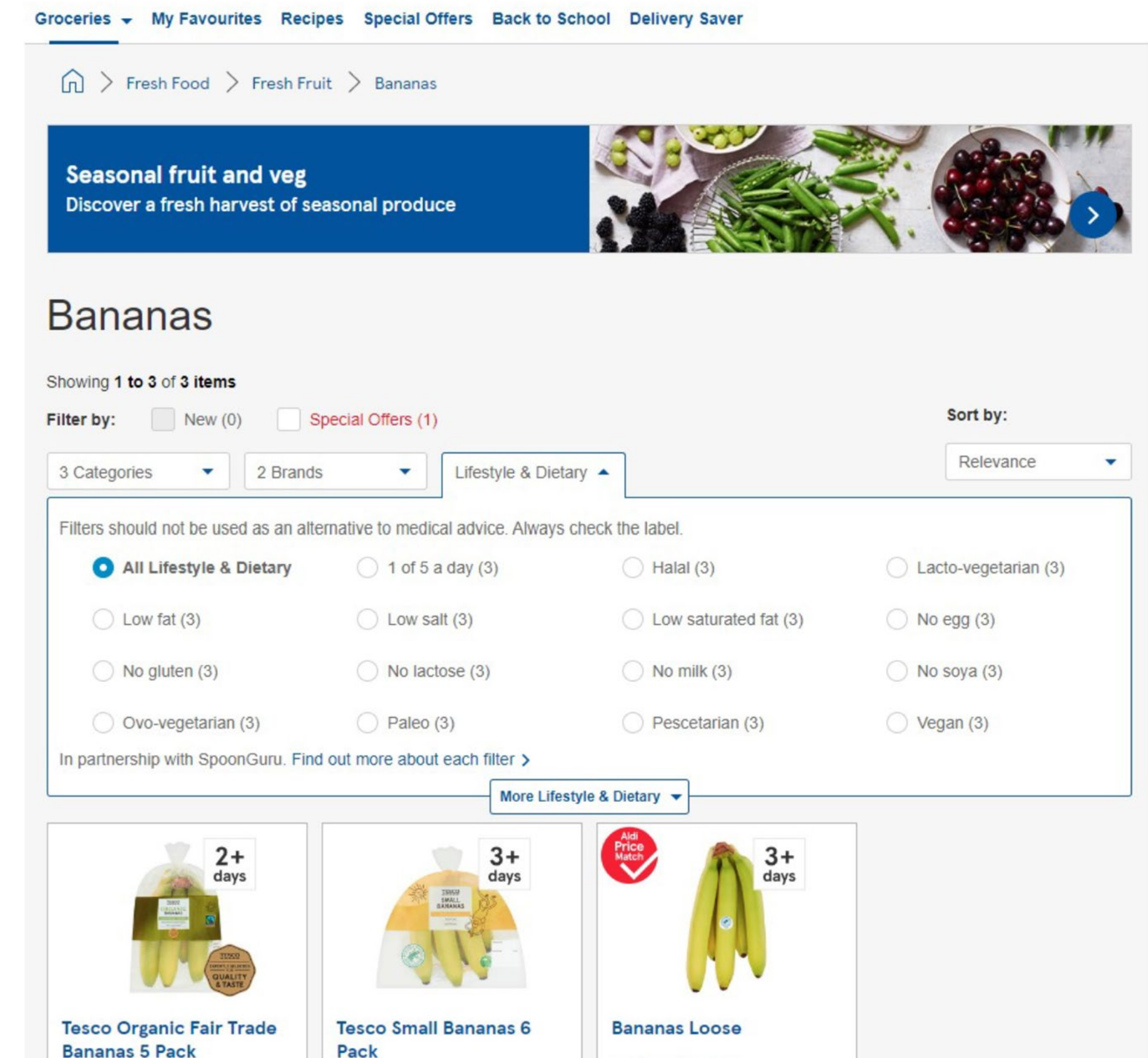
With a growing ecommerce grocery market and consumer product detail needs, it's important to ensure that you provide consumers with all the information they need to make an informed purchase. Start with basic and regulatory information: Is this information accessible at first glance? Many retailers struggle to put together even the most basic product data, passing up the chance to optimize their product pages. And yet the expiration date or the salt content of a product is essential information for some consumers.

Enhanced content and media are important even for everyday food items. Photos of milk being poured into a bowl of cereal will persuade more consumers to buy cereal than more static or generic photos. The same goes for an image of meat splayed out on a wooden cutting board. Since beverages are one of the most colorful product categories, they provide the perfect opportunity to deliver engaging consumer content. Just like in stores, food presentation is and will always be an essential factor to influence consumers' online purchasing decisions.

According to the Salsify 2021 Consumer Research Report, 54% of U.K., 50% of German, 47% of French, and 41% of American shoppers ranked the “quality of online product images and descriptions” as one of their three most important factors in choosing where to shop. Food is no exception to the rule. Creating categories, keywords, and images that reinforce the idea of mobility associated with certain products, such as “on the go,” “backpack format,” or “hiking,” helps bring images and descriptions to life.

Customer reviews drive sales in every product category. For food products, including recipes and recommending complementary products should be the norm. Shoppers want information about nutrition, terminology, company background, or new products that’s precise, accessible, and inspiring.

Don’t skimp on the details: Leading brands’ product descriptions are often five to 10 times longer than those of underperforming brands on the same website.



Tesco.com displays the shelf life of fresh products and provides filters shoppers can use to select products according to their dietary preferences.  
Source: [Tesco](#)



## 2. Appliances

Electrical appliances need precise information. Since consumers inquire about how they'll use the appliance (such as, "How many people is this fryer designed to serve?" or "Does this tumble dryer have a sports setting?"), it's essential to anticipate these questions and provide precise answers with clear information to keep online shoppers on your website.

Consumers will sometimes ask these questions in the frequently asked questions (FAQ) section of brand websites or in marketplaces. To ensure you're meeting these consumers, check out brand or marketplace pages and include FAQs in your own product pages.

Shoppers may not understand why one product is more expensive than another or how products differ. Help shoppers make up their minds with product comparison charts, which enable them to see at a glance the slightest differences between products or within a range of the same brand in your catalog. Do some cross-checking work for them by listing six or so features in each comparison chart.

Lastly, design easy-to-understand icons so consumers can quickly and easily read product information. You can display the products in specific settings — such as the kitchen or bathroom — and invite your customers to do the same. Inspirational content and shopper reviews are essential for many product categories, including household appliances.



Jamie Oliver by Tefal Cook's Classics Stainless Steel Frying Pan, 20cm

**£62.00 - £88.00** ★★★★★ (54 reviews)

10 year guarantee included

**Free standard delivery**

[View delivery options](#) [View product description](#)

**Size**

**Quantity**

**£62.00 - £88.00**

**Add to your basket**

[Share](#) [Check in-store stock](#)



### Style inspiration

Share how you styled this product and feature on our website. Simply mention @johnlewis in your Instagram or upload a photo.

*John Lewis invites online shoppers to post an inspiring photo for each product to share on its website.*

Source: [John Lewis](#)



### 3. DIY Products

Although do-it-yourself (DIY) products are many and varied, they all require one thing: specialized know-how. That's why information is crucial to reassuring customers and helping them make purchasing decisions.

According to [Salsify's study on DIY shopping trends in Europe](#), British, Dutch, Italian, French, and German consumers all consider the following information to be very important to their buying decision:

- Price
- Stock availability
- Detailed product descriptions
- Installation information
- Use instructions
- Product photos
- Customer reviews

Specifically, the quality of product information is very important to 42% of German, 32% of Dutch and Italian, 30% of British, and 22% of French consumers surveyed.

Because DIYers range from weekend craft enthusiasts to construction experts, they need a range of resources. Enhanced content can provide shoppers with videos, image galleries, comparison charts, downloadable instruction guides, and so much more — regardless of the customer's experience level.

Practical advice is especially important, given that many DIYers may be attempting a home improvement project for the first time — or for the first time in a long time. Help them shop confidently and feel secure with how-to videos, image galleries, and step-by-step guides.

This category is particularly good for recommending other products on your ecommerce site that they might not be aware of. Seize cross-selling opportunities and use enhanced content to showcase the breadth of your product line to explain to shoppers how the various products in your catalog will be useful during their home improvement process.

Instantly shed light on product differences with comparison charts. Consumers can easily overlook slight differences between various technical home improvement products. These types of charts can provide shoppers with a better understanding of a number of products in your catalog in just a few moments.

Using images and a set of specifications, such as size, length, range, and precision, you can visualize these important differentiating features, make the consumer's buying journey easier, and cross-sell products at the same time.

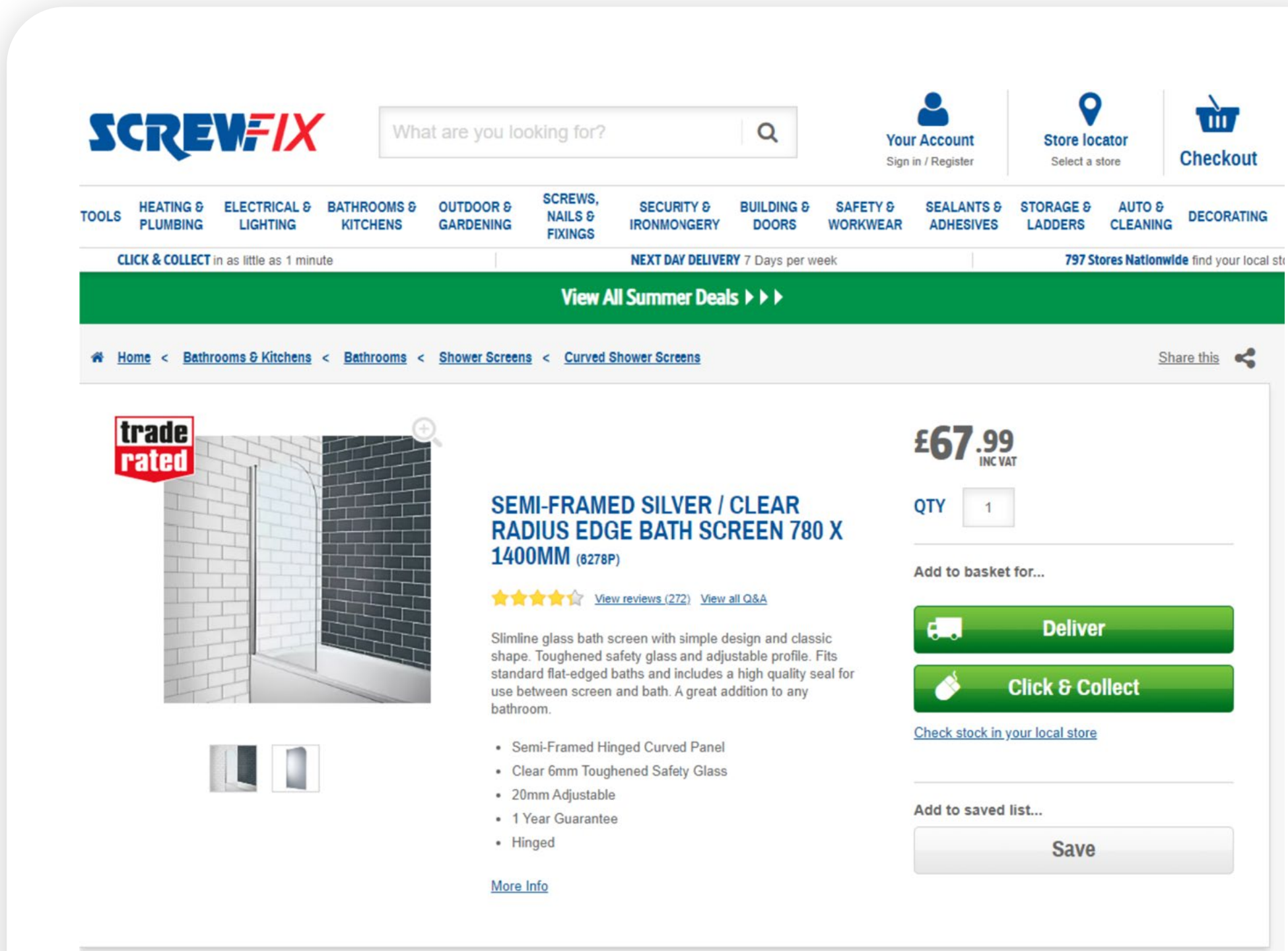
You can also inspire consumers by showing them options for using the product. Help shoppers imagine how the product will enhance their everyday life and show the extent of a product’s functions with a “Before/After” picture gallery.

Allowing shoppers to download instruction manuals can also be helpful. The product experience is so much simpler when shoppers can learn about a product before they have it in their hands or view the instruction manual via a keyword search, instead of rummaging through a drawer.

Describe exactly what the package contains. Before making a purchase, most shoppers want to know exactly what they’ll get. This information helps avoid returns and frustrated customers.

Use images and text to describe each part and piece of the product so that shoppers can decide if they want to get additional accessories or replacement parts.

Lastly, display the product dimensions to scale. This will enable future users to understand and visualize the product’s size, giving them the right information they need to make a purchase.



The Screwfix website recommends complementary products, and users can view the product’s availability in just one click at the point of sale.

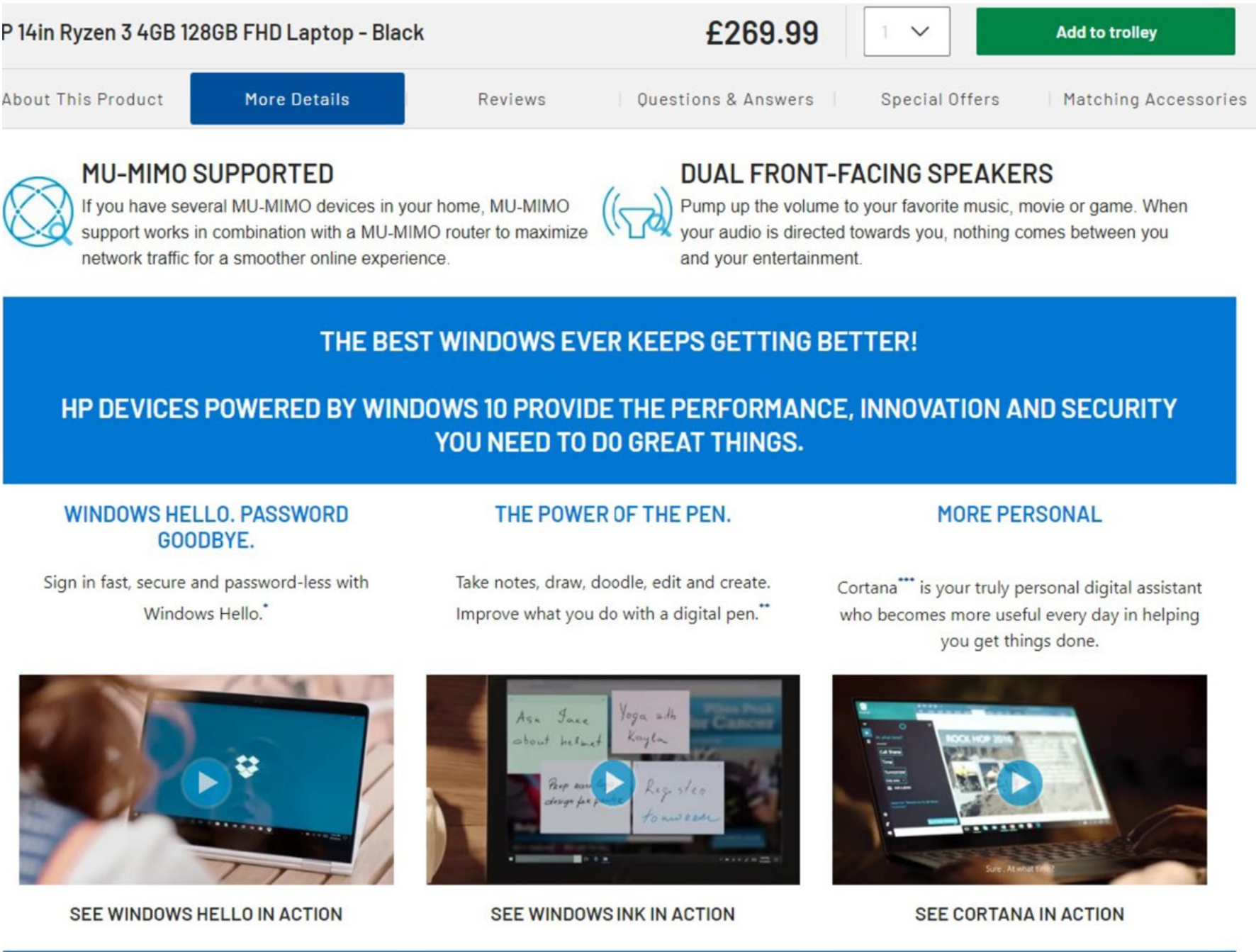
Source: [Screwfix](#)



## 4. Electronic Products

The content for electronic products must be consistent across all channels — but adapted to suit each audience. What works well for occasional electronics purchasers might not work for more knowledgeable, tech-savvy consumers. Create a product page with content that’s easy for everyone to understand, with concrete, specialized, and accessible details.

Like it does in many non-food categories, enhanced content for electronics — such as detailed image galleries, videos, downloadable PDFs, and comparison charts — illustrates product features and educates consumers. This type of content is essential for carefully considered, high-involvement purchases like TVs, computers, or other electronic devices.



The Argos website includes videos of computer-compatible software, icons on the main features, and a set of FAQs for each product.  
Source: [Argos](#)

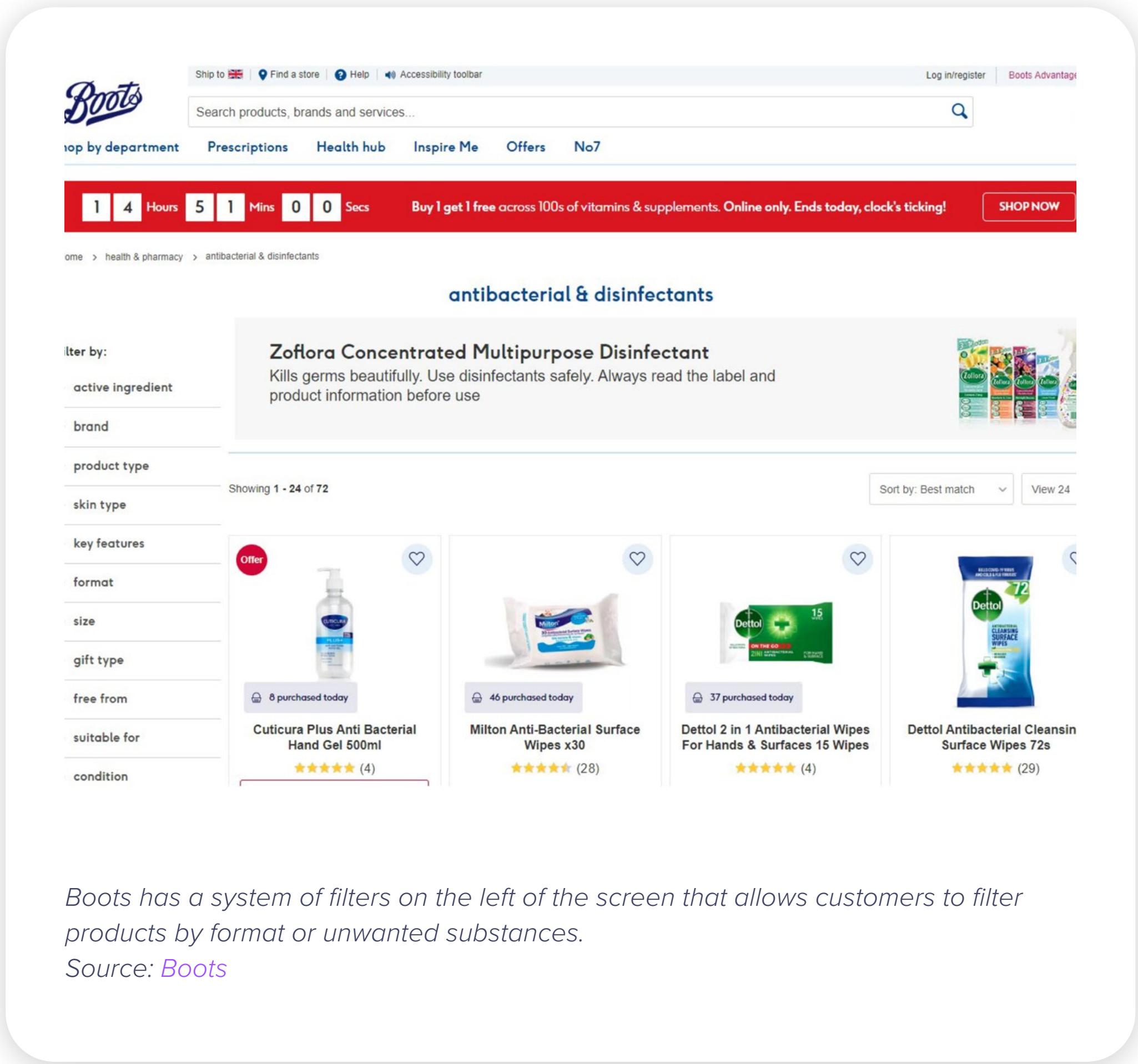
# 5. Medicine and Healthcare Products

When purchasing medicine or other healthcare products online, consumers can be concerned about safety. That’s why it’s essential to give them foundational information about the product, including the item’s name, marketing authorization, therapeutic indications, price, patient information leaflet, and a summary of product characteristics.

Beyond this mandatory information, advice on use (such as taking tablets during meals), the quantity of products in the package, and the composition of the products are all examples of useful information for customers seeking advice on matters relating to their health.

For drugstore products, adding labels around the composition of the medication — such as “organic product” — is a great way to enhance the product page. Icons can provide customers with important information, such as whether the medicine is in pill or syrup form, at a glance.

Lastly, include customer reviews, as well as a form customers can use to ask an expert a question to help them with their purchase. This option can reassure nervous customers.



Boots has a system of filters on the left of the screen that allows customers to filter products by format or unwanted substances.  
Source: [Boots](#)



# 6. Toys and Childcare Products

According to Salsify internal data, the best-performing products on Amazon and Walmart websites, across all prices, have an average of between 4.9 and 6.2 images, while underperforming brands have fewer than 3.

Many of the best-selling products incorporate one or more photos with text-in-image for unique features, which helps showcase the product without the customer needing to scroll down to read more information.

Retailers’ websites have extensive product catalogs. To make customers’ searches easier, search engines can filter products by age, new releases, and favorite characters. “Getting started” guides can make it easier to choose toys that match children’s ages or interests.

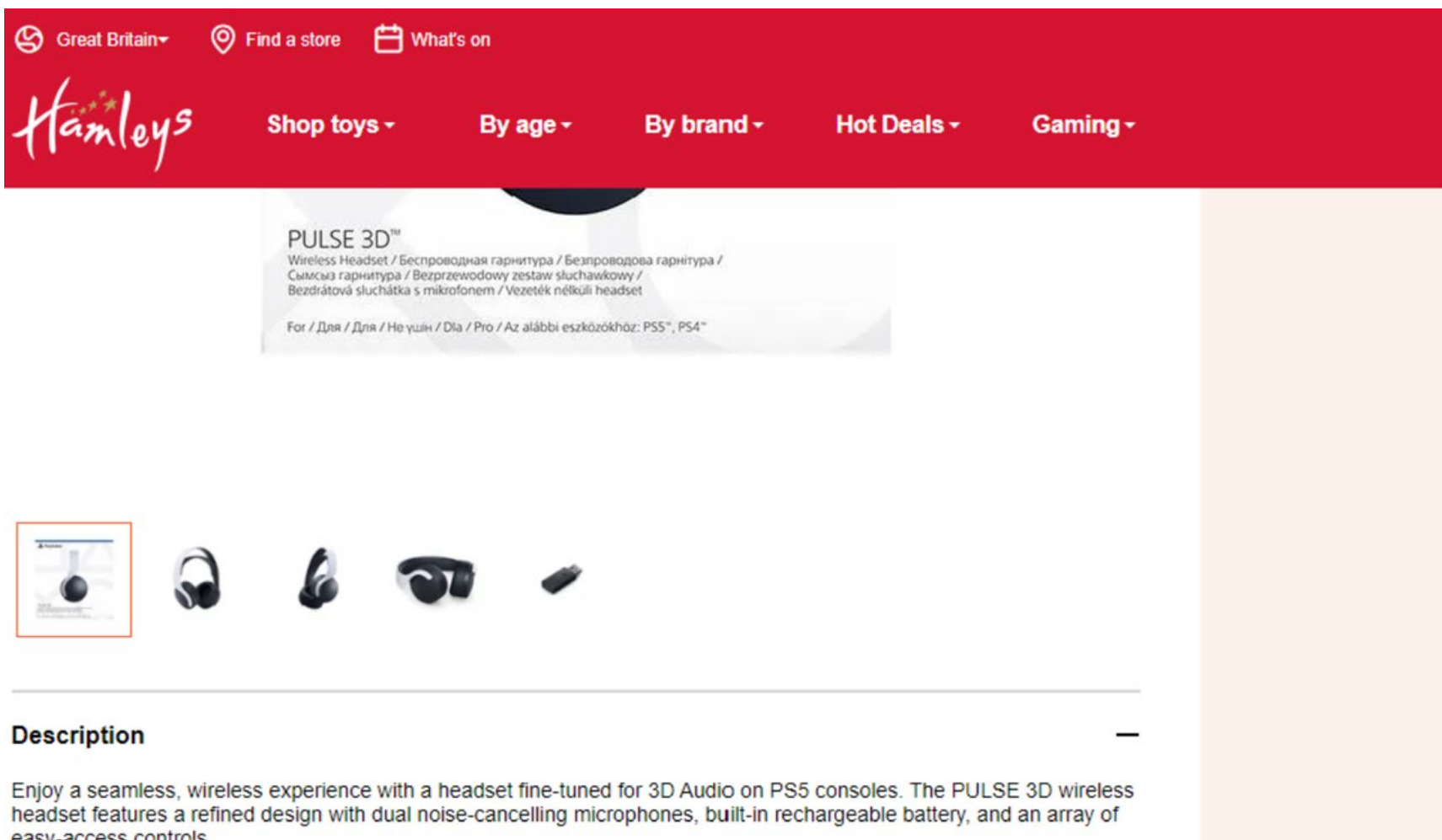
Shoppers don’t know your products as well as you do. For children’s electronic products, you can include “how it works” sections and demonstration videos to explain certain features and functions. These kinds of videos or explainers can make the product more appealing to consumers.

The toy category is perfectly suited to interactive content. You can provide an image gallery at the bottom of the page with images that turn gray when the mouse hovers over them. The image and corresponding explanation will change accordingly.

Some images and text are too small for consumers to see, especially on mobile devices. When shoppers can zoom in on enhanced content images, they can see very small electronic features such as buttons, connector holes, and speaker outputs.

The baby and children’s market lends itself to numerous parent questions. Is this stroller easy to fold? Is this toy suitable for a child under three years? Can this game be completed with another product in the range? Consider the questions parents might have, then use an FAQ to answer them clearly.

Answering questions is also an ideal opportunity to promote content via online influencers and engaging online content.



Hamleys has a drop-down, one-click section that provides information about whether other items are included with the product.

Source: [Hamleys](#)

## 7. Furniture and Home Decor Items

Many other factors come into play when designing product pages for furniture and other household items, such as homeware, textiles, or bedding. Most of these are “high-involvement purchases,” with shoppers taking several steps to gather detailed information about the product before making a decision.

While consumers might purchase consumable products, such as snacks, right after reading a short description, buyers of furniture and homeware are likely to have a lot of questions: How big is the product, and can someone install it in my home? What will it look like once it’s installed? Will it fit with my tastes or my lifestyle?

And they’ll likely also ask more practical questions: How does this product work? Does it have any special features (such as a pull-out bed)? What fabric or color options are available? How much does it cost? Is home delivery possible? What’s the return policy for a large item?

According to a [2020 Salsify consumer research report](#), 79% of shoppers don’t make a purchase due to product content issues, with 58% specifically identifying a lack of information or details as their reason.

A product page can fill these gaps by providing consistent, detailed product information and customer-aligned enhanced content across all channels.

Customers also benefit from dedicated brand landing pages, which provide full collection details, brand storytelling, and product and material descriptions. These pages give customers an engaging first impression.

Videos help augment the consumer experience and keep shoppers on individual product pages for longer. But make sure you use video space on the product page wisely: A video showing the main points of the brand would be excellent, of course, but a video explaining and showing how to use, style, clean, and assemble the product would be even better.

Consumers love to be inspired. Matching images with product details about its origin, materials, maintenance, and assembly gives them useful information to drive the conversion. Since consumers also appreciate local suppliers or artisanal products, including details on how and where the product was made can help enhance its special features.

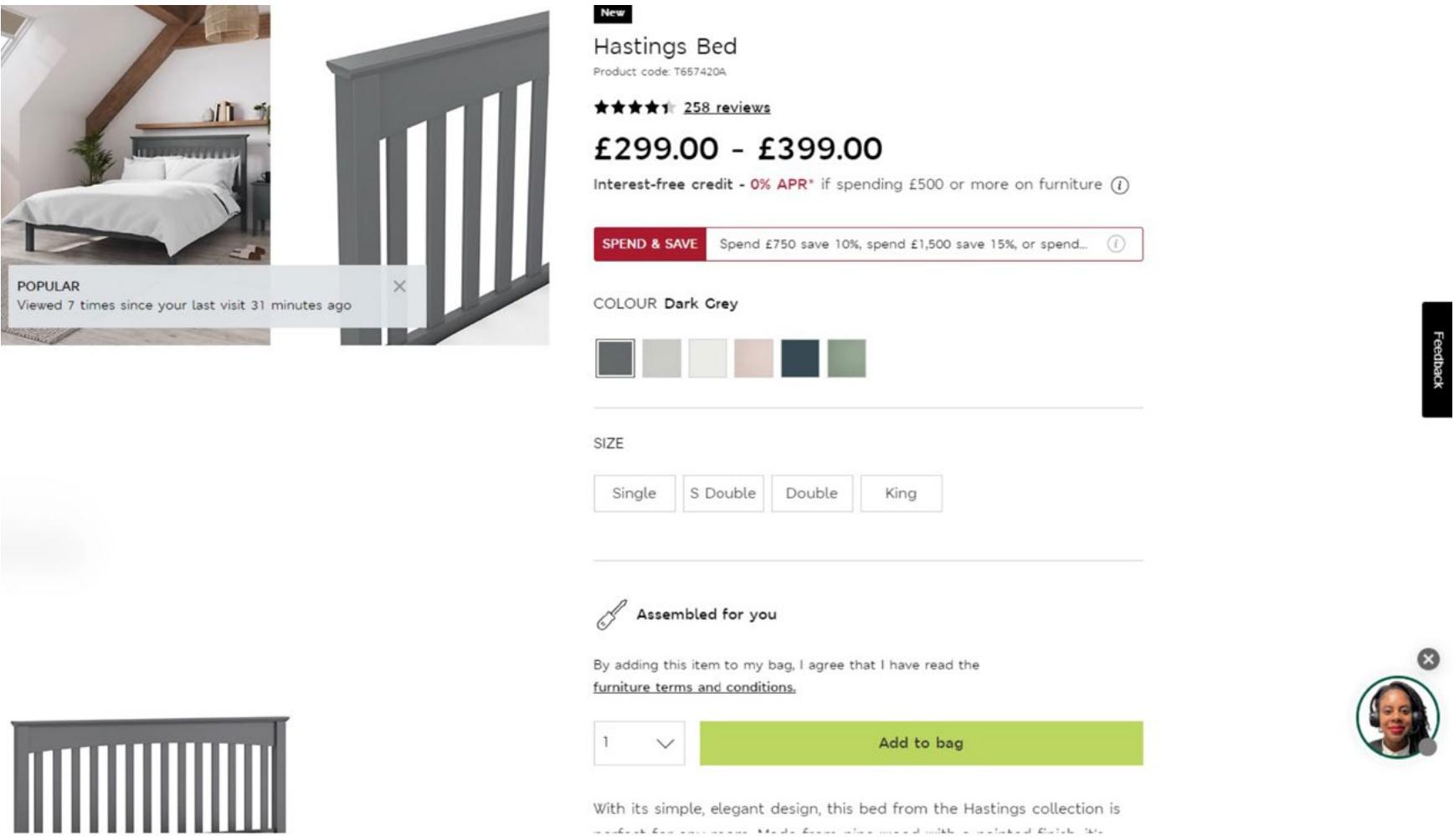
Include graphics and icons to make it easier for customers to find products with certain attributes. Graphics also help consumers absorb product information and features faster.

Think about all the product information that’s provided in the box: assembly instruction manual, list of materials, warranty information, care instructions. Embedding downloadable PDFs into the product page can help consumers search for the information they need before or after their purchase.

You can also dedicate a homepage to a brand’s entire range of products. When searching, not all shoppers know exactly what they want to buy and need advice and expert knowledge on the brand. A dedicated homepage helps them broaden their understanding of product lines and accompanying items.

Add stylized photos with presentation ideas to help consumers imagine how they’ll use the products in their everyday life or on a specific occasion. Interactive images with 360-degree views are especially good because they replicate the in-store experience, where shoppers can pick up an item, turn it around, and examine it. You could also embed Instagram or Pinterest content to capture the large social network of home decor enthusiasts.

Embedded augmented reality (AR) tools are excellent tools for helping customers envision the couches, desks, chairs, or other furniture in their home. Customers can use smartphone cameras to display their interiors with a piece of furniture or an accessory from the catalog in real size, and then view it from every angle.



Marks and Spencer provides icons with essential product information, as well as the option to chat with an advisor for any additional questions customers may have.

Source: [Marks and Spencer](#)

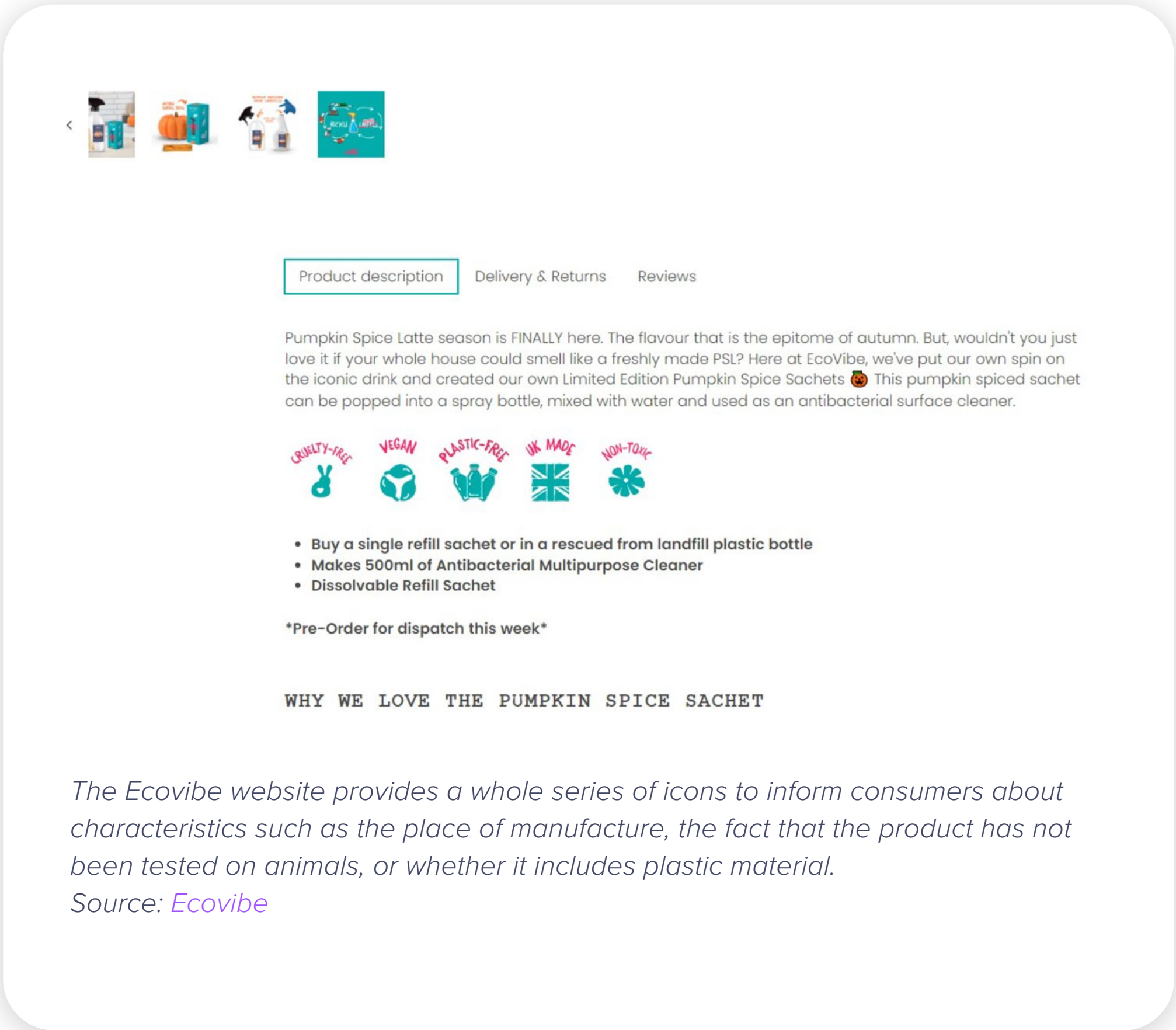


## 8. Household Goods

For household goods and maintenance products, details about a product’s usage and features likely won’t change much from one ecommerce site to another. That’s why including images and icons can help your product page stand out from the competition’s pages.

Supplement image galleries with user tips and tricks, and provide visual step-by-step instructions for the product. Make sure you optimize every piece of content and give consumers all relevant details.

Dedicating space for conveying the brand’s story and values can help differentiate between types of information, such as product information versus manufacturer information. Too much product information limits cross-selling and brand development opportunities, so content must be balanced and consistent. Product pages should also present the product’s exclusive characteristics, such as a patented technology or a unique formula.





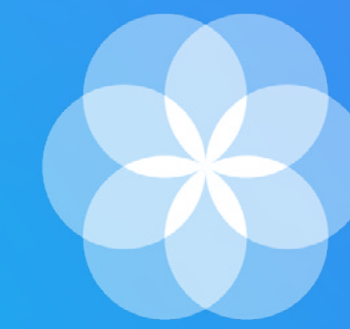
# 10 BEST PRACTICES FOR PRODUCT PAGES

**How can you design product pages that foster positive shopping experiences on the digital shelf? Follow these best practices:**

- Highlight the product's key features and advantages.
- Provide detailed headings and product descriptions.
- Use less text and more visuals.
- Keep content precise and concise.
- Use well-thought-out language.
- Include consistent brand stories.
- Highlight customer reviews and ratings.
- Align technology with commercial needs.
- Stay connected with your shoppers.
- Test — then test again.

## ABOUT SALSIFY

Salsify empowers brands, retailers, and distributors in more than 100 countries worldwide to build shopper-centric, frictionless, and memorable commerce experiences. These experiences help increase brand trust, amplify product differentiation and assortments, boost conversion rate, grow profit margins, and speed up time to market. Learn why the world's largest brands like Mars, L'Oreal, Coca-Cola, Bosch, and GSK and retailers and distributors like E.Leclerc, Carrefour, Metro, and Intermarché use Salsify to stand out on the digital shelf.



SALSIFY

[Request Demo](#)