

Get Free Email Updates (No Spam)

Our blog and email newsletter provide you with the guidance you need to help you succeed with online analytics, marketing and testing.

Join For Free!

Can't see the form? [Sign up here](#)

 **KISSmetrics Infographics**

 **Marketing Guides**

Share this article:

Seven Tips for Creating Killer Product Pages

If you run an e-commerce site, your product pages are the moment of truth for your business. Either they convert your visitor into a customer or they don't. This is not new information. Everyone knows that successful product pages are important to a successful e-commerce website; so why are there so many bad ones out there?

Each visitor that makes it to a product page represents the heavy lifting and *money spent* to get them there. The product page is not the time to squander that hard work. It's up to you to create a user experience that gives the visitor what they need to become a customer.

So what's the definition of a good product page user experience (UX)? Simple: one that provides the information, assurances and motivation the visitor needs to become your customer. This definition will vary from site to site and industry to industry, so it's up to you to test and find the mix that works best for your business.

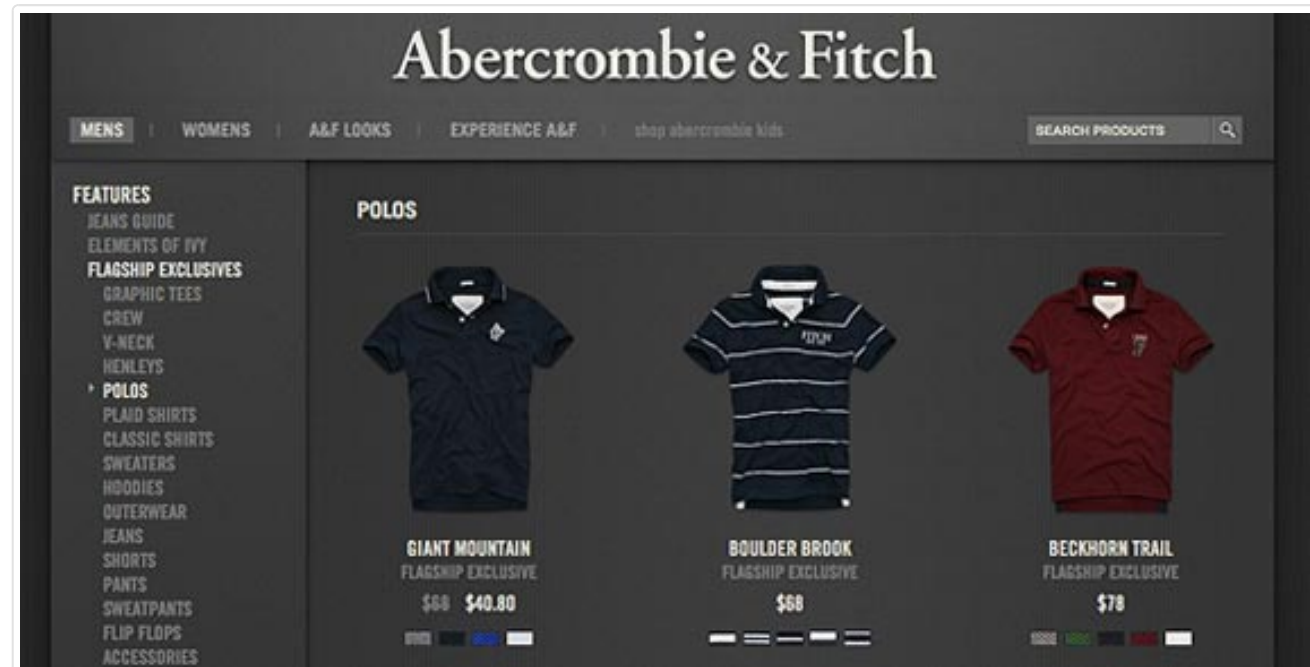
To help you get started, we asked the UX pros at [digital-telepathy](#), a user experience design company, to identify things you can do right now to improve the user experience of your product pages. Below are seven ways to get more from your product pages, with examples from some of their favorite e-commerce product pages and insight into what makes them work so well.

Note: What works for these sites might not work for yours. It's up to you to [test features and functionality](#) against your existing product pages to determine what works best for your business.

Tip One: Cut the Clutter

Whether it's because they're not sure what page elements drive sales, or because the website owners can't agree on what's important, businesses end up cluttering product pages with dense text and frivolous functionality. It's up to you to fight for simplicity on these pages. Sure, it often makes sense to have recommendations, reviews and

other functionality; but they shouldn't muddle the call to action that helps move the sale forward. Jessica from digital-telepathy likes Abercrombie & Fitch for just this reason.

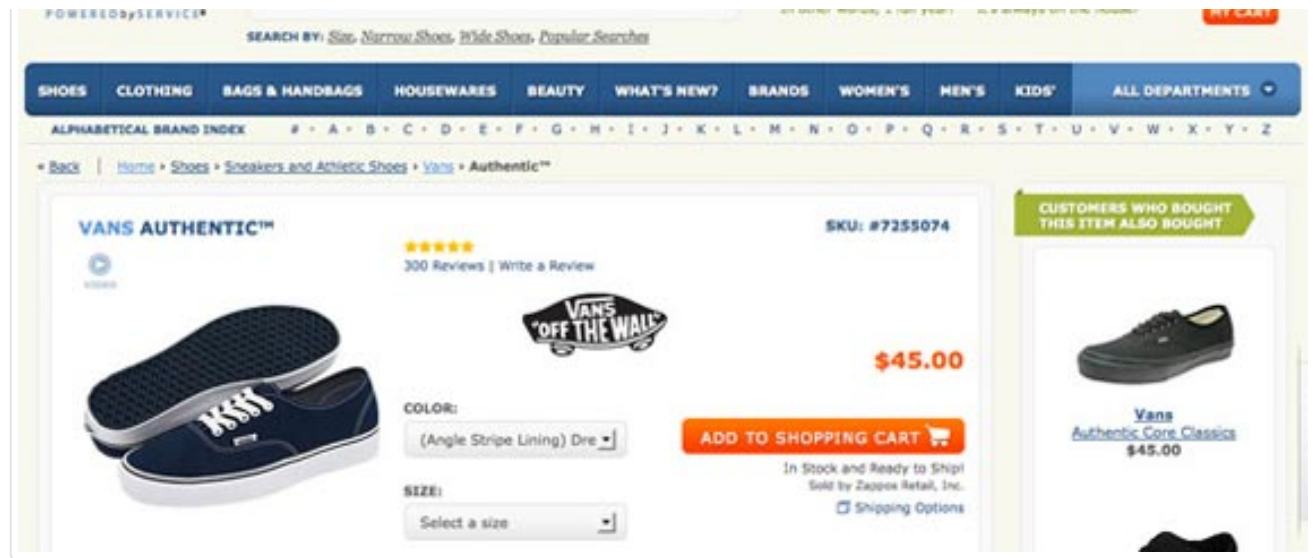


[Abercrombie & Fitch](#) – “Abercrombie & Fitch has a great minimalistic and clean product browsing experience. Only the essential browsing elements (such as search bar, navigation, and product color variations) are visible. Even the color theme is simple and optimal for easy browsing.” ~ Jessica

Tip Two: Clear Calls-to-Action

At this stage of the game confusion can kill. Make the “Add to Cart” and “Proceed to Checkout” buttons clear, consistent and highly visible. And please, these calls to action (CTA's) should be a button. Online shoppers have been conditioned to look for a button – text links and other non-standard UI will create confusion at exactly the wrong time. Dan from digital-telepathy likes Zappos for their clear calls-to-action, that stand out from the other page elements.

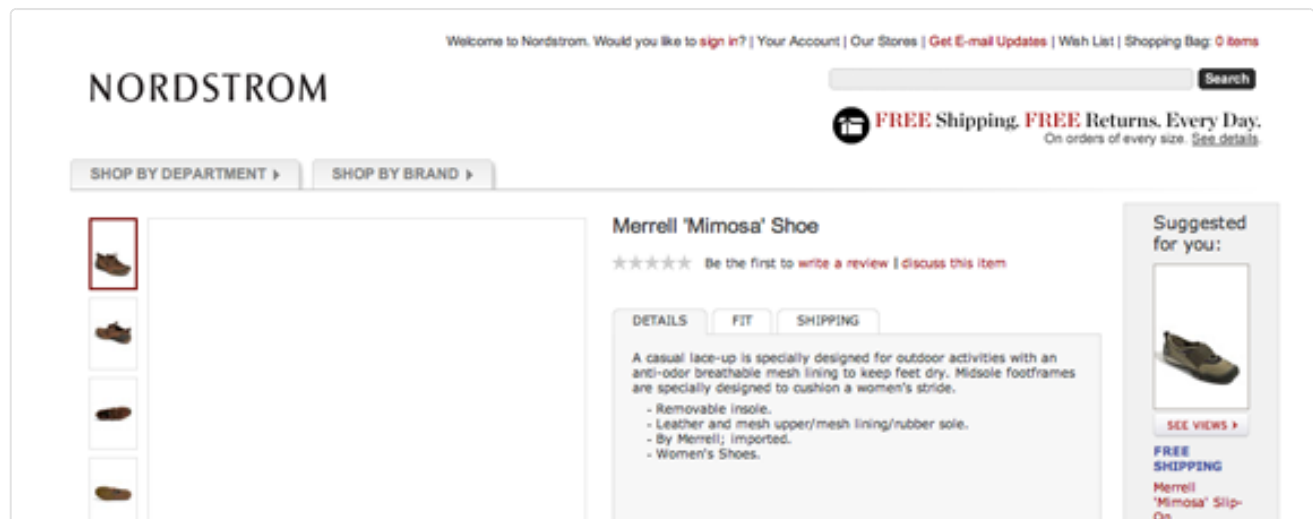




[Zappos](#) – “Zappos uses bright orange to clearly distinguish CTA’s and other important information like price and the shopping cart.” ~ Dan

Tip Three: Think Speed

Product pages need to be snappy and responsive. Laggy pages can kill confidence and breed impatience, both conversion killers. Ditch the overly designed pages for ones that load fast and respond even faster. Nordstrom is one example of a site that takes product page speed seriously.



The screenshot shows a product page for a Merrell sneaker. The main product image is a brown and black sneaker. To its right, the item number is #352408 and the price is \$109.95. Below the image, there are options for Color (two swatches), Size (a grid of sizes from 5 to 11), and Width (M is selected). There are buttons for 'ADD TO WISH LIST' and 'ADD TO SHOPPING BAG'. Below the size selection, there is a link to 'Merrell Women's Shoe Size Conversions'. At the bottom of the main product area, there are buttons for 'REVIEWS (0)' and 'DISCUSSIONS (0)', and a 'Customer reviews' section with a 'Be the first to write a review' prompt. To the right of the main product, there is a 'Complete the look:' section with a smaller product image and a 'SEE VIEWS' link. The overall design is clean and functional, with a focus on product details and user interaction.

[Nordstrom](#) – Nordstrom’s pages load very fast because of the economical use of CSS styles for background and border elements.” ~ Orville

Tip Four: Awesome Product Photos

Product photos, particularly for physical goods like gadgets, apparel and home goods are critical for building confidence and giving the user a strong grasp of what it is they’re actually buying. Invest in good photography up front, and be sure to highlight and provide access to multiple views and photos in the UI. Matt thinks that the combination of pro shots and customer photos make American Muscle a great example of using product imagery the right way.

BOSS/CS Style Lower Front Fascia (10-12 GT)



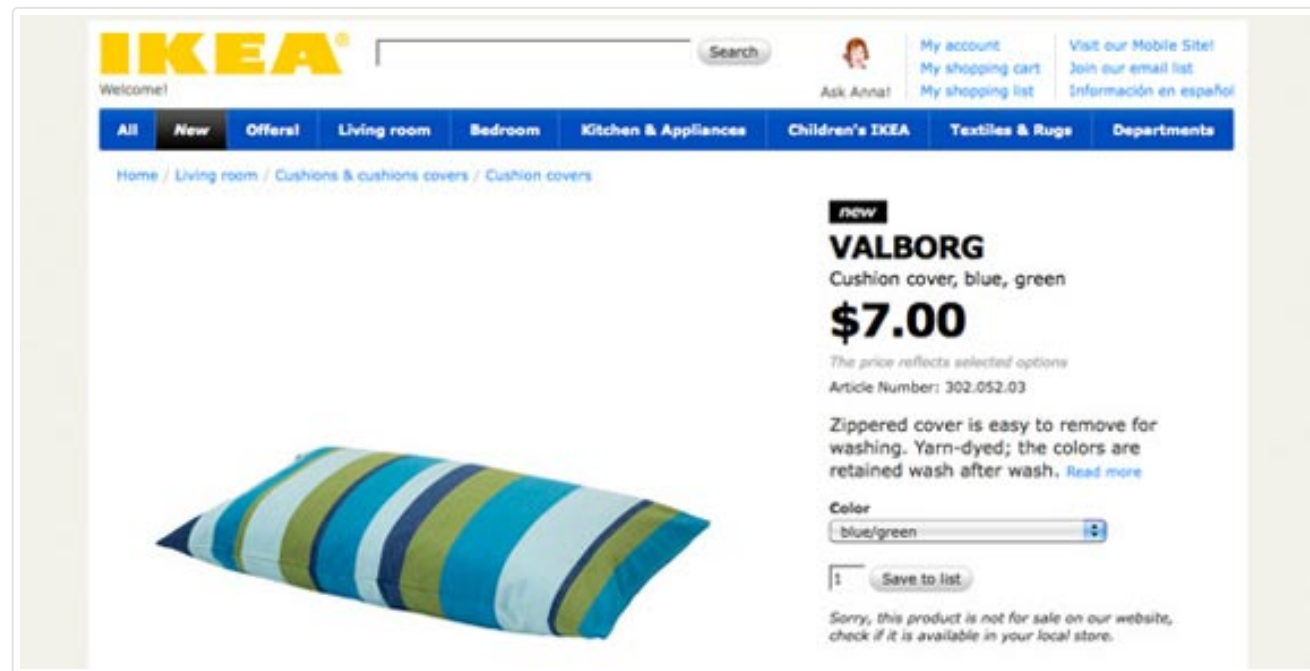
 [16 CUSTOMER IMAGES](#)

[American Muscle](#) – “American Muscle not only has a great collection of photos for almost every product from every angle, on and off the car, but also allows customers to upload their own pictures. These customer shots are often better than the corporate shots and include angles that customers really want to see.” ~ Matt

Tip Five: Concise Copy with Conviction

You can't get very far without copy on your product pages. So let's make sure that the copy you put on each page is top notch and working hard to help your potential customer. The table stakes for great product page copy are things like price, shipping options and information, availability, sizes/colors, sizing charts, and more. Make sure

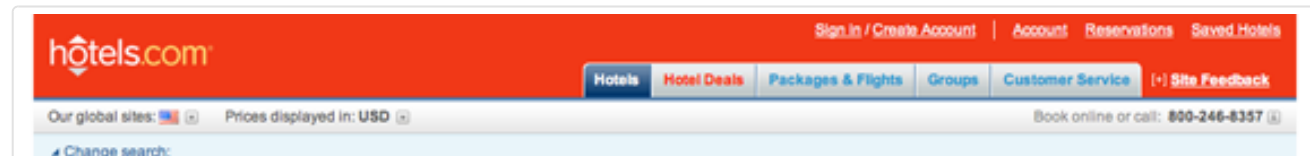
you've got the basics in place. Keep copy concise and highlight the high points. Use bullets to help visitors read and digest them quickly. In other words, do as Ikea does.



[Ikea](#) – “Ikea uses nice typography and is short and sweet with the item information and descriptions. It offers a “read more” link for users who want to dive deeper into the product.” ~ Dan

Tip Six: Build Customer Confidence

Reduce anxiety and build confidence by communicating product quality, sizing, return policies and customer service commitments that will make your visitor comfortable buying from you. Provide product reviews and testimonials from other customers who have purchased the product and surface useful reviews to the top. Adding more social cues to the user experience lets visitors know that they are not alone in their purchase. Hotels.com plays off this social dynamic:



Enter dates to check prices
 Current search: Hilton San Diego Bayfront, San Diego
 Check in: [] Check out: [] 1 room 2 adults [Check Price](#)

Hilton San Diego Bayfront ★★★★★
 1 Park Blvd, San Diego, CA, 92101 United States
 866-539-0036

Lowest price \$135
 available on 09/07/11 [Price Match Guarantee](#)

welcomerewards [Price Match Guarantee](#)

Hotel description | Map | Reviews | Like | 29 | Print | Save | Share

4.5 [\(893 reviews\)](#) 93% Recommend (Neighborhood average 4.0)

Brand new hotel staff is wonderful and it is in an ideal

Overview

This hotel has been booked 13 times in the last 24 hours

[Hotels.com](https://www.hotels.com) – “Hotels.com has a pop-up that shows how many times a specific hotel was booked in the last 24 hours. It creates confidence through social proof; other people are actually booking this hotel. It’s also valuable because it creates urgency. Only so many rooms are available, act now.” ~ Matt

Tip Seven: Provide Options

Close but no cigar is never an outcome you want at purchase time. What if your visitor would’ve bought the digital picture frame if only it had a rechargeable battery, or 16 gigs of memory instead of 8? Providing related items in an easy-to-locate manner will let more visitors complete their purchase without having to exit the funnel completely. BustedTees does a good job giving their customers options when shopping for a tee shirt.

Shirt Of The Month Club

Brands

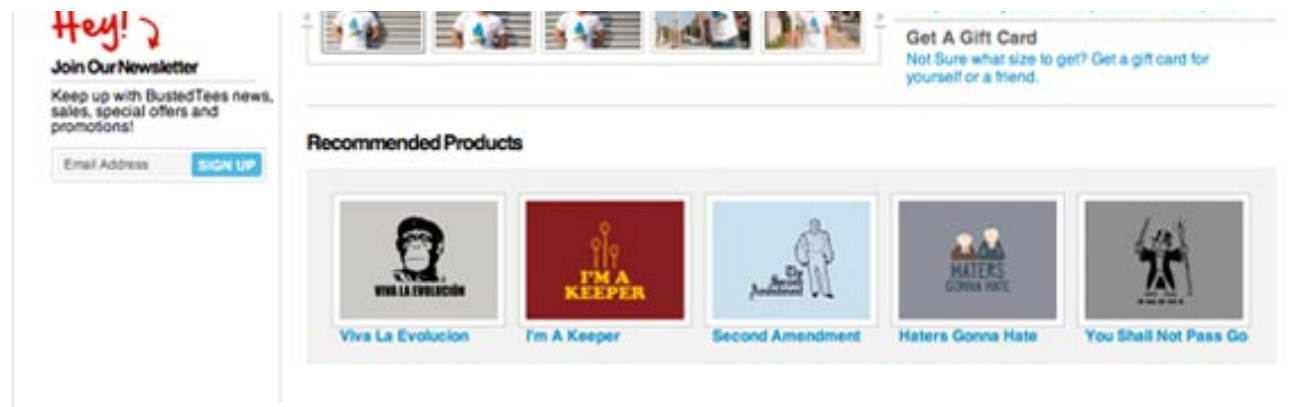
- MonsterHoodies
- Team Coco
- Someecards
- Tumblr
- More...

\$20 [+ ADD TO CART](#)

Share

[Sizing And Fit FAQ](#)
View our size chart to make sure your clothes fit.

[Add To Wishlist](#)
Keep track of your favorite products in one place.



[BustedTees](#) – “BustedTees has a great recommended products section just below the individual item content. Related t-shirt styles/humor are typically along the same line.” ~ Dairien

Putting it All Together

Product pages can make or break your websites. It’s up to you as a UX professional to create an experience that converts as many visitors into customers as possible. By experimenting and testing with these seven tips you’ll be able to identify the main conversion drivers on the product pages for your website. Have more great tips or sites that have best-in-class product pages? Let us know in the comments. And if you test out any of these tips on your site, come back and let us know how they worked for you. We hope you’ll find that your conversions increase right along with your customer satisfaction. Mission accomplished!

About the Author: Jason Amunwa is a Product Manager at digital-telepathy, a [user experience design company](#) that aims to improve the web by introducing new design standards.

Comments

[Add your own comment](#)

Rishi

Sep 20, 2011 at 12:17 pm

these are really awesome tips. side tip to #4 provide models using your product in a few of your pictures.

[Reply](#)

Jason

Sep 20, 2011 at 1:36 pm

Thanks Rishi!

Agreed, adding a human element to your product photos not only helps customers gauge their relative scale and size, but also allows them to envision themselves using the product.

[Reply](#)

George Lewis

Sep 23, 2011 at 10:46 am

I agree Rishi, especially if you have the budget to hire an actual model. An additional tip for #4 is to take a product picture that shows what people actually need to see when making a purchasing decision. An example that's often given is to take a picture of the ports that a TV or computer have. Most product pictures for TVs or computers just show a wide shot of the display that looks identical to every single other TV when people really need to see what ports are included and this is important for purchasing decisions. It's a lot easier to make a killer page on your own website where you can control the actual HTML and all of the code on the page. Right now a lot of businesses are focused on building up social media pages (see <http://buyfacebookfansreviews.com> for just a small sampling of the large number of companies that help businesses do this) but there are also large and significant opportunities for building up killer product pages on your own website. It's just hard to sometimes get traffic to come to your own website which is where social media comes in: so there's a balance that needs to be met and you have to be smart and use every avenue for getting visitors that you have at your disposal.

[Reply](#)

Raj

Sep 20, 2011 at 2:04 pm

Great points and examples, it's been a challenge for us to hit all those points with our clients, especially the more creative ones who don't like 'boring'.

[Reply](#)

Jason

Sep 21, 2011 at 7:16 am

Yes, it can sometimes be difficult to get clients on the "Less is more" train. In my experience, this can almost always be solved with a simple A/B test – design the page they're asking for, as well as the one you're recommending, then test them.

For one, their entry may surprise you (we did try to caveat that the points above are not guaranteed to work for everyone in all circumstances), and for another, your credibility with clients can only be helped if they can see tangible evidence of your expertise in the conversion numbers.

[Reply](#)

Horse Meds

Sep 20, 2011 at 10:33 pm

Thank you for the sharing of this seven tips for creating killer product page. Actually, I have heard this last month and I don't mind on it. Then, today I just looking for the right way to gain productivity on my product I was refer to this site.

[Reply](#)

geothermal greenwood

Sep 21, 2011 at 12:12 am

I have received emails from someone but I don't know him regarding creating killer page of the product. And I have another look at that killer page in the internet and I found this post. Thank you for this article for being helpful to the business.

[Reply](#)

Ricardus @WordPress Hosting

Sep 21, 2011 at 12:58 am

Great points for those who would like to start their own ecommerce business

[Reply](#)

Gregory C.

Sep 23, 2011 at 6:54 pm

I'd like to stress the speed aspect, if your page loads slowly, I'm gone (and so are many others).

[Reply](#)

Web Designer, London

Sep 27, 2011 at 4:27 pm

Great Post. Although you have rightly covered the most important elements, I would like to recommend a couple of minor points. I think it is also important to provide the ability to connect/interact with the company. This can be in a number of ways. Comments, Reviews, Votes and even social shares are only some such ways. Reviews also add credibility.

[Reply](#)

Jason

Sep 29, 2011 at 11:24 am

It's a great point – social proof is an important part of making it “feel real” to the visitor.

[Reply](#)

Jeff

Sep 28, 2011 at 5:35 am

Of all the aspects, possibly the easiest to change and the one to have the most affect is page speed. A slow site, means immediate departure for me.

[Reply](#)

LENCERIA ONLINE

Sep 29, 2011 at 2:35 am

I agree with all the tips. We've tried to put them all together in our product pages. We think they are a good ones.

You can see them in <http://www.coret.es>

Do you think they're good examples of your tips?

[Reply](#)

Post a new comment

Your name:

required

Your e-mail address:

required, not published

Your website:

POST YOUR COMMENT

© Copyright 2011 KISSmetrics. All rights reserved.