eko

[Cheat Sheet] 40 Product Detail Pages Tips for 2023

7 Strategic Questions

1. Who comprises your target market?
2. What issues does your product address?
3. On which platforms will your products be sold (e.g., website, Walmart, Amazon, Etsy, eBay, etc.)?
4. Is your eCommerce store mobile-friendly?
5. Is customer support available?
6. Is the checkout process easy?
7. How will you measure success?

Start Here

6 Must-have Product Visuals for Conversions

1. Six Product Images
2. 360° Images
3. Product Video
4. Interactive Video
5. 360° Product Video
6. Product Promo Video

7 Copywriting Tips

- ☐ Tailor product descriptions to address specific concerns and desires.
- ☐ Clearly communicate the benefits and advantages of using the product.
- ☐ Organize your description with a clear structure.
- ☐ Highlight what sets your product apart from competitors.
- ☐ Use bullet points to present key features and benefits in a scannable format.
- ☐ For products that require technical information, provide accurate and relevant details.
- ☐ Use relevant keywords to improve search engine visibility, but avoid keyword stuffing.

10 PDP Optimization Tips

- ☐ Do you have great product visuals (e.g., images, video, 360 videos, etc.)?
- ☐ Do you have the right product photography?
- ☐ Do you have Image variants?
- ☐ Do you have a clear call-to-action (CTA)?
- ☐ Do you have the right amount of detail for your price?
- ☐ Is the product category classified correctly?
- ☐ Is the product description clear and detailed?
- ☐ Do you have aspirational content?
- ☐ Do you have social proof?

4 Metrics to Track

Views	Number of page views
CTR	Conversion rate of the page
CPL	Cost per lead
RPV	Revenue per visitor

6 Tool Stack

Six marketing technologies
(e.g. eko, Bazaarvoice, Figma, Google Analytics, Klaviyo, Hotjar)
for your eCommerce tech stack