

E-commerce



The Perfect Product Page



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The premise: Without understanding the *structure* of the **perfect product page, it's very hard to get the content right.**



Rule #1: Design for mobile. To walk my own talk, this presentation is entirely vertical.



Rule #2: Design for impulse buys. The lowest-friction path to purchase wins the most customers.



Rule #3: Plan for high-involvement customers. Provide as much info as they require, but make it optional to consume.

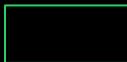
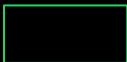
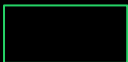
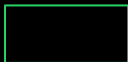




Loading the perfect ecommerce product page layout



Phase 1: Impulse Buys



Branded Lorem Ipsum SEO Title

Seasonal Deal Promoted Here



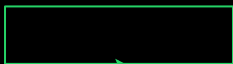
Menu

Cart

Non-obnoxious logo placement



Branded Lorem Ipsum SEO Title



Discount % Graphic (e.g Save 40%)

Visible navigation

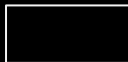
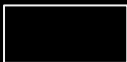
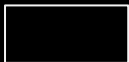
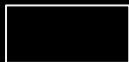


Product-focused main image (clarity!)

Show product from all angles. Product features demonstrated, benefits shown visually. Models that look a lot like customers (but slightly aspirational).



Branded Lorem Ipsum SEO Title



Time left until promotion ends (branded design)

Branded Product Name + Long-Tail
Keyword

Branded Lorem Ipsum SEO Title

★ ★ ★ ★ # of reviews

~~70,00~~ 39,95\$

Save X

Color selection



Size
Guide

Need help? Size Quiz

S

M

L

XL

Encouraging text, e.g, 92% love how it fits

Add to cart

Risk-Reversal Guarantee

Branded Lorem Ipsum SEO Title

★ ★ ★ ★ # of reviews

~~70,00~~ 39,95\$

Save X

Color selection



Size
Guide

Need help? Size Quiz

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Encouraging text, e.g, 92% love how it fits

Add to cart

Risk-Reversal Guarantee

Branded Lorem Ipsum SEO Title

★ ★ ★ ★ # of reviews

~~70,00~~

39,95\$

Save X

Color selection



Different color so it stands out
Discount second to anchor
users to the full price.

Size
Guide

Need help? Size Quiz

S

M

L

XL

Encouraging text, e.g, 92% love how it fits

Add to cart

Risk-Reversal Guarantee

Branded Lorem Ipsum SEO Title

★ ★ ★ ★ # of reviews

~~70,00~~ 39,95\$

Save X

Color selection



Limit variation choices when possible. Streamline, don't overwhelm.

Size Guide

Need help? Size Quiz

S

M

L

XL

Encouraging text, e.g, 92% love how it fits

Add to cart

Risk-Reversal Guarantee

Branded Lorem Ipsum SEO Title

★ ★ ★ ★ # of reviews

~~70,00~~ 39,95\$

Save X

Color selection



Offer help in multiple modals

Size
Guide

Need more help? Size Quiz

S

M

L

XL

Encouraging text, e.g, 92% love how it fits

Add to cart

Risk-Reversal Guarantee

Branded Lorem Ipsum SEO Title

★ ★ ★ ★ # of reviews

~~70,00~~ 39,95\$

Save X

Color selection



Positive, encouraging language

Size Guide

Need help? Size Quiz

S

M

L

XL

Encouraging text, e.g, 92% love how it fits

Add to cart

Risk-Reversal Guarantee

Branded Lorem Ipsum SEO Title

★ ★ ★ ★ # of reviews

~~70,00~~ 39,95\$

Save X

Color selection



Size
Guide

Need help? Size Quiz

S

M

L

XL

Encouraging text, e.g, 92% love how it fits

Add to cart

Risk-Reversal Guarantee

Big thumb-friendly button

Branded Lorem Ipsum SEO Title

★ ★ ★ ★ # of reviews

~~70,00~~ 39,95\$

Save X

Color selection



Size
Guide

Need help? Size Quiz

S

M

L

XL

Encouraging text, e.g, 92% love how it fits

Add to cart

Risk-Reversal Guarantee

Does what it says it does or your money back

<H2> Benefit Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse iaculis tellus ut nisl finibus molestie. Donec a tellus non tortor porttitor vulputate quis non urna

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- **Phase 2: Persuading** facilisis in,
- **higher-Involvement**
- **Customers** efficitur
- Cras tincidunt nisi ut eleifend blandit

VIDEO SHOWING PRODUCT

<H2> Benefit Headline

→
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Why you will love this

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse iaculis tellus ut nisl finibus molestie. Donec a tellus non tortor porttitor vulputate quis non urna

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- Maecenas non odio ligula.
- In quis risus ut sapien tempus efficitur vitae sit amet dui.
- Cras tincidunt mi ut eleifend blandit

VIDEO SHOWING PRODUCT

<H2> Benefit Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

↑
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse iaculis tellus ut nisl finibus molestie. Donec a tellus non tortor porttitor vulputate quis non urna

Calling out audience directly


- Sed neque purus, molestie et venenatis et, auctor eget elit.
- Donec elit sapien, sagittis vitae facilisis in, convallis et justo.
- Maecenas non odio ligula.
- In quis risus ut sapien tempus efficitur vitae sit amet dui.
- Cras tincidunt mi ut eleifend blandit

VIDEO SHOWING PRODUCT

<H2> Benefit Headline

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 - Maecenas non odio ligula.
 - In quis risus ut sapien tempus efficitur vitae sit amet dui.
 - Cras tincidunt mi ut eleifend blandit

Product promise

VIDEO SHOWING PRODUCT

<H2> Benefit Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse iaculis tellus ut nisl finibus molestie. Donec a tellus non tortor porttitor vulputate quis non urna

- Sed neque purus, molestie et venenatis et, auctor eget elit.
- Donec elit sapien, sagittis vitae facilisis in, convallis et justo.
- Maecenas non odio ligula.
- In quis risus ut sapien tempus efficitur vitae sit amet dui.
- Cras tincidunt mi ut eleifend blandit

Reason why it will deliver the promise. X because of feature #1, Y because of feature #2, etc.

VIDEO SHOWING PRODUCT

<H2> Benefit Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse iaculis tellus ut nisl finibus molestie. Donec a tellus non tortor porttitor vulputate quis non urna

- Sed neque purus, molestie et venenatis et, auctor eget elit.
- Donec elit sapien, sagittis vitae facilisis in, convallis et justo.
- Maecenas non odio ligula.
- In quis risus ut sapien tempus efficitur vitae sit amet dui.
- Cras tincidunt mi ut eleifend blandit

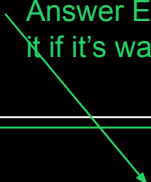
Objective: Prove the product's promise/claims (elasticity, comfort, etc.) are true by demonstrating them.



VIDEO SHOWING PRODUCT

VIDEO SHOWING PRODUCT

Answer EVERY question, e.g, “How do I wash it if it’s waterproof?”



Expandable FAQ

Expandable Return Policy

Expandable Sizing Help

Related products

Product 1

Product 2

VIDEO SHOWING PRODUCT

Clear and transparent, no matter what it is.

Expandable FAQ

Expandable Return Policy

Expandable Sizing Help

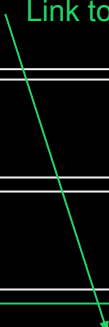
Related products

Product 1

Product 2

VIDEO SHOWING PRODUCT

Link to size guide and/or quiz.



Expandable FAQ

Expandable Return Policy

Expandable Sizing Help

Related products

Product 1

Product 2

VIDEO SHOWING PRODUCT

Highlight discounts + # of reviews

Expandable FAQ

Expandable Return Policy

Expandable Sizing Help

Related products

Product 1

Product 2

Reviews

4,4



UGC Photo

UGC Video

UGC Photo

UGC Video

UGC Photo

UGC Photo

Write a review button

Reviews (# of reviews)

Filter reviews:

Sort

Reviews

User-generated content by your customers

4,4



UGC Photo

UGC Video

UGC Photo

UGC Video

UGC Photo

UGC Photo

Write a review button

Reviews (# of reviews)

Filter reviews:

Sort

Reviews

4,4



UGC Photo	UGC Video	UGC Photo
UGC Video	UGC Photo	UGC Photo

Write a review button

E.g 32, 317, X

Reviews (# of reviews)

Filter reviews:

Sort

Reviews

4,4



UGC Photo	UGC Video	UGC Photo
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UGC Video	UGC Photo	UGC Photo
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Write a review button

By size/variation, by
having image/video,
by rating, by time,
by most helpful

Reviews (# of reviews)

Filter reviews:

Sort

Customer name



Review rating

Review headline

Full review Lorem Ipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit

of people who found it helpful

Customer name



Review rating

Review headline

Full review Lorem Ipsum.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit



of people who found it helpful

Customer name



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Review headline

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of people who found it helpful

Customer name



Review rating

Review headline

Full review Lorem Ipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit

of people who found it helpful

Customer name



Review rating

Review headline

Full review Lorem Ipsum.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit

UGC Photo

of people who found it helpful

Featured In

Insert logo



Quote by PR publication here.

Insert logo



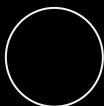
Quote by PR publication here.

Insert logo

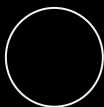


Quote by PR publication here.

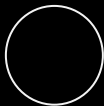
Featured In



Quote by PR publication here.



Quote by PR publication here.



Quote by PR publication here.

Scroll to top ▲

Back to
product
selection

Newsletter sign up form

Incentive to sign up now

Email here

Social
Media

Social
Media

Social
Media

Social
Media

Social
Media

Company info

Customer info

Scroll to top ▲

Be smart. If you don't have repeat purchases, offer repeat discounts.

Newsletter sign up form headline

Incentive to sign up now. 10% Off for your next 3 purchases.

Email here

Social
Media

Social
Media

Social
Media

Social
Media

Social
Media

Company info

Customer info

Scroll to top ▲

Don't ask for more info than you need.

Newsletter sign up form headline

Incentive to sign up now

Email here

Social Media

Social Media

Social Media

Social Media

Social Media

Company info

Customer info

Scroll to top ▲

Link to
social
media
profiles

Newsletter sign up form headline

Incentive to sign up now

Email here

Social
Media

Social
Media

Social
Media

Social
Media

Social
Media

Company info

Customer info

Scroll to top ▲

About us
Careers
Influencer
applications,
etc.

Newsletter sign up form headline

Incentive to sign up now

Email here

Social
Media

Social
Media

Social
Media

Social
Media

Social
Media

Company info

Customer info

Scroll to top ▲

Contact,
shipping
info, returns
policy, help
desk, etc.

Newsletter sign up form headline

Incentive to sign up now

Email here

Social
Media

Social
Media

Social
Media

Social
Media

Social
Media

Company info

Customer info

Congratulations. You did it. You now know how the perfect product page looks like for an ecommerce company.



Your mission
should you
choose to accept
it is this...



#1 Critically and honestly assess your product page. What elements of the perfect product page could your developers implement? Which ones do you need?



#2 Deeply research
your customers so
you understand the
content you need to
fill the **perfect**
product page's
blanks effectively.



#3 Share this presentation with a friend or colleague that could benefit from it. Link back to [georgekapernaros dot com.](http://georgekapernaros.com)



What's next?





Advanced Creative Optimization

Learn how to make creatives that
brand *and* sell without looking ugly.

[Access your free webinar](#)



Thanks!

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