

THE MUST-HAVES

- 1 The menu offers quick links to different areas of the site, including the homepage, categories, and the shopping cart.
- 2 Breadcrumbs help website visitors situate themselves on the site and make navigation easier.
- 3 Product name should be the biggest and most visible text on the page. Make sure you're using H1 tags for good SEO.
- 4 Add high-quality images and videos that showcase your product from different angles. Don't forget the 'zoom in' function.
- 5 Product price should be immediately clear to the consumer. You can use techniques like price anchoring to boost conversions.
- 6 Clearly state product options, such as color, quantity. Provide helpful information (size guides, conversion charts) where applicable.
- 7 Make your 'add to cart' button prominent, use descriptive copy, and display clear feedback when the product has been added.
- 8 Provide more details about your product features below the fold. Answer important questions about shipping and returns.
- 9 Give customers more than one way to contact you. Make it clear and accessible in the footer of every product page.
- 10 Reinforce Shipping, Returns and Refunds policies. Add an FAQ section to answer some of the most common questions.

Product detail page template | Yieldify

1 → Homepage Category 1 Category 2 Wishlist Shopping cart

11 → Only \$45.60 away from free shipping!

2 → Home > Category 1 > Product page

12 → Wishlist

3 → **Product name goes here**

13 → Read reviews

5 → \$257 | 40% off **\$155.40**

4 → [Product Image]

6 → Choose color

7 → Add to cart

14 → Only 2 left!

21 → [Zoom Icon]

15 → 50 people viewed this product today

8 → [Product Tabs: Description, Composition & Care, Shipping & Returns, Free samples]

16 → Checkout safely

22 → [Payment Methods: PayPal, VISA, AMEX]

17 → [Live Chat Icon]

18 → **Customer reviews**

19 → **You may also like**

24 → ★ 500 points

25 → **Get inspired by our community!**

20 → Subscribe to our newsletter

9 → Contact Email us Call us Chat online

10 → Policy Shipping Returns and Refunds Privacy Policy Cookie Policy

THE GOOD-TO-HAVES

- 11 Increase AOV by showing customers their progress towards an available incentive, such as free shipping.
- 12 Give customers the option to create a wishlist. You can run a promotional campaign later on based on this data!
- 13 Adding social proof above the fold can dramatically increase your conversion rates.
- 14 Use scarcity signals to showcase stock levels and increase the volume of 'adds to cart'.
- 15 Use dynamic social proof to create urgency and FOMO. Show recent purchases, daily visitors, real-time data, and more.
- 16 Use trust badges and seals to give customers an extra level of confidence when purchasing from you.
- 17 Use live chat and chatbots to provide timely assistance and help customers move down the sales funnel.
- 18 Display real customer reviews with the option to filter based on the star rating. Be transparent and don't hide bad reviews.
- 19 Cross-sell and upsell using personalized product recommendations based on browsing history, basket value, and more.
- 20 Use lead capture forms to grow your email database. Use a combination of embedded forms, overlays and exit-intent popups.

THE FANCY STUFF

- 21 Enrich customer experience with virtual try-ons and 360° photos. Allow customers to get a full sense of your product.
- 22 Next to traditional payment methods, offer 'buy now, pay later' enabled by third-party services like Klarna and AfterPay.
- 23 Play with free product samples. Furniture sellers – send them a fabric swatch. Beauty shops – help them discover new products.
- 24 Create a loyalty and rewards program. Let customers earn points for their purchases and show how much each item is worth.
- 25 Embed a social media board or a carousel to showcase how people use your product in real life.