

5 Tactics to Improve Product Page Conversions

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When trading online many businesses focus on their homepage but underestimate the importance of product pages.

In order to engage customers and drive conversions, it's key to have product pages that pop and influence a customer to press that all-important 'buy now' button. In this article, we look at 5 tactics that can help improve your product page conversions.

1) Share your story

Consumers today are bombarded with information online. In order to cut through the virtual noise, it's key to connect with customers on a human level and that can be done effectively through storytelling.

Think of a mega brand such as Coca-Cola. Wanting to connect with their customer on a more personal level they launched the 'Share a Coke' campaign which used the power of personalization to engage customers. The result was the sale of 150 million named bottles worldwide and a [relaunch](#) of the campaign with a holiday twist in 2017.

While the scale of this campaign may be hard to replicate for an SME, the concept isn't. Armed with details of your audience, take each person on a journey and speak to them or their needs directly to show why they should purchase your product/s. This can be accomplished by developing a storytelling-based campaign around the ethos of your brand or USP of your products such as 'straight from the farm' or 'sugar-free'.



2) Get to Know Your Customers

The beauty of digital marketing is that it can provide detailed information about your customers that traditional methods can't. Through analysis, you can understand what your customers are looking for on your product pages, where they are looking and how they are looking for it.

One of the best ways to do this is to use heatmaps. These allow you to track where your customer looks on the product pages, how far they scroll and what they click on. Once you know how the behaviour of users, you can ensure there are no distractions on the page to draw them elsewhere.

A tool such as [Hotjar](#) can help you track behaviour and then optimize pages by adopting a simple page design or make images clickable that you may have otherwise overlooked.

3) Include reviews and trust seals

Did you know that products with customer reviews have a 10% higher conversion rate than those without?

Today's customer wants to know what other people think about your products. The best way to build trust and embrace transparency is to allow customers to leave reviews which can also be used as testimonials to promote on social networks.

Reviews demonstrate people's experience of your product and encourage brand advocacy. Done right, this tactic could create product evangelists that do a lot of the promotional work online for you!

In addition, trust badges and SSL certificates add a seal of approval to your website such as Norton, McAfee, and TRUSTe. With 61% of customer stating they had cancelled a purchase due to the absence of trust badges, it's an avenue worth looking into.

4) Embrace new visual formats

43% of customers want to see more video content and that's only going to rise in 2018. In addition, the rise of live video on platforms such as Facebook and LinkedIn are providing SMEs with new platforms to engage and ultimately convert.

Similarly, images can drive conversions. This could be as simple as showing your product from different angles, using a zoom function or using high-resolution imagery that can be used on your product pages and across social platforms such as Pinterest and Instagram.

Bear in mind this doesn't have to be an expensive process. Sites such as [fiverr](#) and [Upwork](#) can help you tap into freelancers that can produce high-quality content.



5) Consider SEO

Along with optimizing your product pages for user experience, SEO is key. By optimizing pages for SEO you will influence the ranking of your brand and product pages so people can find them more easily. To achieve this you should:

- Use a catchy title with a focus on the product name
- Include a product description
- Include a memorable meta description
- Add ALT text to all images

While SEO can be time consuming initially, once cracked it can help your company and products move up the ranks of search engines such as Google resulting in increased traffic and conversions.

In conclusion, when trading online these 5 tactics can help optimize your product pages to build brand loyalty and improve conversions. With some work and dedication you should see sales increase in no time.