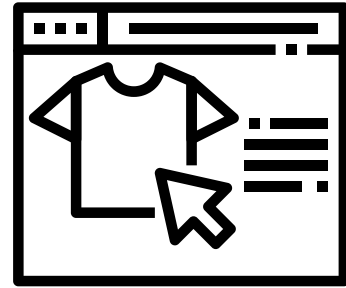


PRODUCT PAGE OPTIMIZATION



Product pages are one of the most important factors in making an eCommerce sale. A quality product page should contain all the information needed for prospects to make the “buy” decision and present the material in an organized way.

Consider The Following:

1. Is the design of product detail pages **clean and intuitive**?
2. Are **images high quality**, clear and maintain resolution when zoomed-in?
3. Is **product copy relevant**, concise and benefit-driven?
 - a. Are the complete product details made available (e.g. tech specs, dimensions, weight, materials, MSDS, etc)?
4. Are **cross-sell and related products** accurately mapped for max relevance (e.g. if a remote control is added, are batteries shown as a cross-sell prior to checkout)?
5. Are **flexible payment options** prominently displayed (e.g. Financing, Payment Plan, PO, CC, Alternative Payments)?



Want to learn more?

[Download the complete 60+ point B2B eCommerce Optimization guide.](#)

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