

4 Essential Factors of Successful Ecommerce Product Page Design Checklist

1 The Buy Area

The Add to Cart Button

- ☐ Keep your cart icon the same on buttons and the cart itself
- ☐ Use 'Add to Cart' not 'Buy Now'
- ☐ A strong, contrasting background colour is vital

Prices and discounts

- ☐ A bold price below the title
- ☐ Repeat the price just above the 'Add to cart' button
- ☐ Include new and old price next to discounted products

Out of Stock

- ☐ Tell users whether a product is temporarily or permanently out of stock
- ☐ Offer alternatives to out of stock products

<https://factorypattern.co.uk/?p=6771>

2 Product Images & Image Gallery UI

Product Images

- ☐ Include a scaled image so users can understand the size of your product
- ☐ Make the product images large enough to effectively inspect the entire product

Image Gallery UI

- ☐ Use a product gallery to showcase your product
- ☐ Allow your users to click the entire image to zoom

<https://factorypattern.co.uk/?p=8308>

3 Product Description & Reviews

Product Description

- ☐ Write with your target audience in mind
- ☐ Product description format to include: benefits, Keywords/ keyphrases
- ☐ Structure: bullets and paragraphs broken into short sentences

Reviews

- ☐ Make product reviews visible as soon as the user loads the product page, with the option to read in detail
- ☐ You can display reviews as a summary with a star rating below the product title or list full product reviews within the product detail area, below the buy section

<https://factorypattern.co.uk/?p=8313>

4 Shipping & Returns

Shipping & Returns

- ☐ Show your shipping and returns information on the product page
- ☐ Show delivery costs, even if users meet the free delivery threshold
- ☐ Make sure users can calculate delivery costs without adding products to their basket

<https://factorypattern.co.uk/?p=8316>