

# Top 5 Product Page Design Tips For Ecommerce Sites



In the digital landscape, product purchase through eCommerce sites has increased dramatically. There are various factors that have contributed to this achievement. Some say it is the easy check out of the products while others believe the secure online payment system. But I think the most evident thing that has helped eCommerce sites to achieve higher sales is the products showcase with all the essential information that people may want to know.

But do you know how you can enhance your product page further? How to encourage visitors to take a deeper look at your products? And most importantly, how to influence them with your customers reviews? Well, there are many questions to which you will find answers in this blog. But before you go through each of the design tips listed in this blog, I would like you to know about [our website design Los Angeles company - SFWP Experts](#).

We are one of the prominent IT companies in the US that's well known for offering [web design and development services](#) at a fraction of cost what other agencies charge. Not only do we work on the design and development of websites but also others such as copywriting, online marketing, search engine optimization and many similar.

With that over, it's time to nicely understand how you can improve your product page design.

## **5 Powerful Tips To Better The Design of Your Product Page**

### **1. Display Product Price & Features Clearly**

One thing that instantly intrigues visitors to buy your products is its attractive price. So, it is important for you to display the price of your product in the easily noticeable locations on your page. The best place to add your product price is on the top of the page near your product title or image.

Also make sure to clearly showcase the optional features related to the product purchase. Let's say you are selling water bottles on your site. Then

you can mention there what color, size or shape it is available in and how much different variants cost.

The thing is you should aim to maintain the higher level of transparency while selling your products to your customers. Never ever try to hide something from them that is related to the product and they should know before buying it. This will help you build a good relationship with your customers resulting in more sales in the future.

How neatly and nicely they have displayed their product information on the top of the page including price, features and other details. It genuinely attracts visitors attention and encourages them to make a purchase.

In case you also want to have a compelling product page for your eCommerce site, get in touch with our Los Angeles web design company now.

## **2. Put Customer Reviews In the Easily Visible Location**

One of many important things that triggers visitor's product purchase decision is customer reviews. And they can also help you to establish a strong relationship with your customers if you include it on your product page. But the question is how to show your customers reviews to your visitors to compel them to make a purchase?

Simply create a separate section for your customer' reviews and place it below the fold. Also put a small link to those reviews in the top section of your page which when clicked will take visitors to the bottom section of the page. Or, you can also show the overall star rating of the product on the top of the page so that your customers can quickly refer to it when they need.

This will help them to form an immediate impression of the product and make purchase related decisions.

They have shown average customer ratings at the extreme top of the page and also added the customers review link next to it.

If you also want to redesign your product page and make it look like Amazon's, connect with our Los Angeles web design company at earliest.

### **3. Add High Quality Images of Your Products**

It is 100% true that high quality images of your products help in boosting your sales. But the problem is how to decide which is the best image of your product. For that you need to click various images of your products from different angles and see which shows your product in a nice and elegant manner. You should let your visitors know how your product exactly looks so that they can easily decide whether it lives up to their expectations or not.

They have offered two very useful features on their product page to see the images:

- Click-to-zoom
- Thumbnail galleries

These features help visitors to see your product from different angles and that results in a better user experience.

In case you also want to implement the above features on your product page, simply give a call to our web design company in Los Angeles.

### **4. Write Easily Scannable Product Description**

You know well that whether it is desktop users or mobile users, they are always in a hurry while surfing the internet. Therefore, it is necessary for you to present the information on your product page in an easily scannable way. Doing this will get your product page the attention of even busy users who come to your site just to take a quick look of your product.

Especially, I recommend displaying your product feature right below the product header so that everyone can easily see what are the advantages of your products.

## **5. Add A Bold And Clear “Add To Cart” Button**

Having a prominent CTA button on any product page is very important. Because it tells your users what to do after coming to your page. For example, users searched the best sofa set on Google and they found your page on the top positions in the SERP. This clicked and came to your product page the next moment. Then they will see your product and look for the options to buy it. In that case, your “Add To Cart” button should appear clearly on your product page above the fold so that they can quickly click and go to your checkout page.

You must create a clear, easy to read and easy to find “Add To Cart” CTA that can be noticed instantly when users land on your product page. To do this, you can mix and match different colors, button styles and fonts. And if you successfully create and place a strong CTA button on your product page, you will see a sharp growth in your sales soon.

## **Last Words On The Tips To Design Your Product Page**

So you have seen five of the best product page design tips and I hope you got a glimpse of what your product page should exactly look like. However,

I would like to inform you that not all of the above tips may apply to all of your products but most of them will do. All depends on the type of product you are selling and the way your eCommerce site has been designed. But despite that I'll recommend checking out each product design tips one by one and see what works for you. No matter how many tips don't fit your bill, if you find even one tip for your product page that seems to improve your bottom line, implement the same without delaying.

Do you have any questions about the product design tips for eCommerce sites? Leave them in the comments! Besides that if you need any professional service to boost the traffic, leads, or conversions of your website, have a word with our Los Angeles web design company. Remember, [SFWPExperts](#) is an award-winning web design company that has worked for many top brands in the world and brought great results to their businesses. So, you can make us your project partner to avail services such as eCommerce web design, web development product page design and development, search engine optimization, online advertising, and many more.

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