



Contentsquare

Quick Wins

Best practices for optimizing your PDP



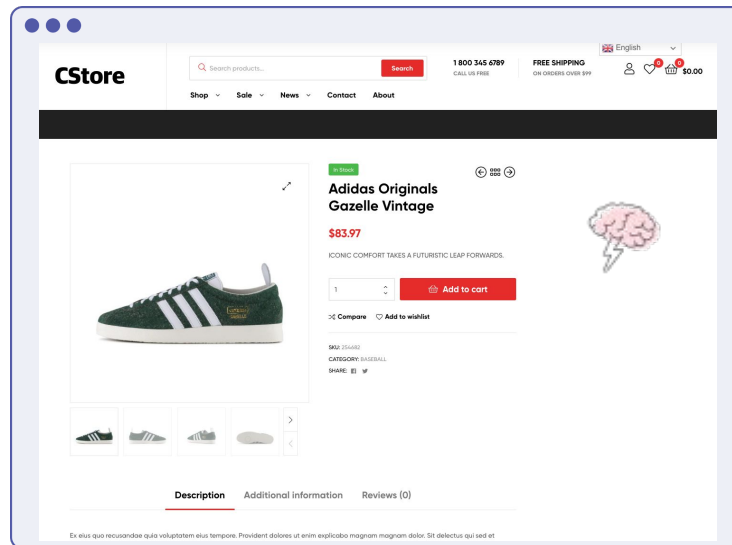
UX/UI Quick Wins

Are you implementing the following best practices on your Product Detail Pages?

Are your main elements easy visible and accessible?

Keep **global navigation** and **important elements** visible at every time - stickiness will help you!

Make sure **product images** and **additional information** are always directly visible.



Add **breadcrumbs** to make navigation for the user easy and fast.



Metrics:

Focus on Exposure Rate and Attractiveness Rate to check if users are seeing the content you want them to.

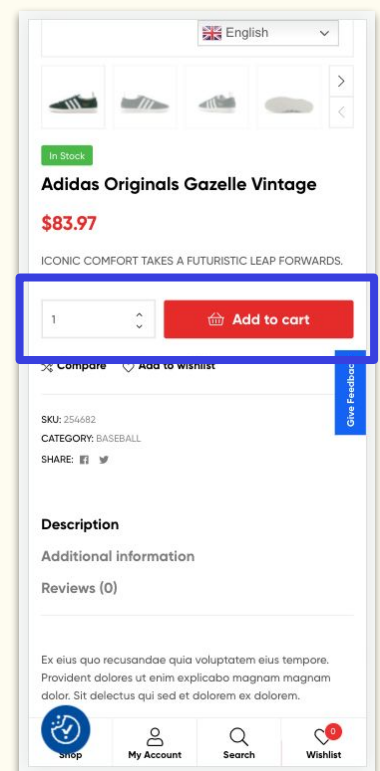
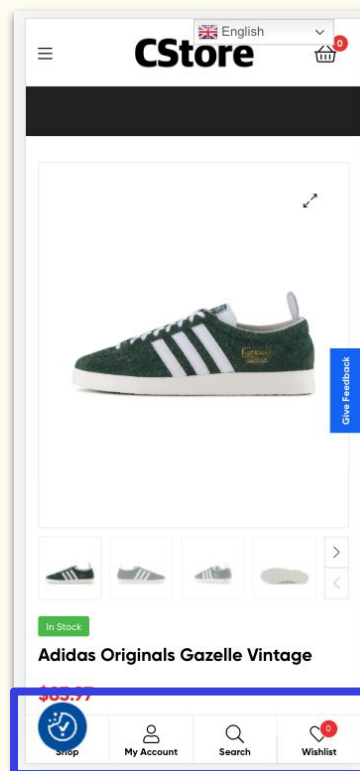
Direct line to the conversion: your **CTA!**

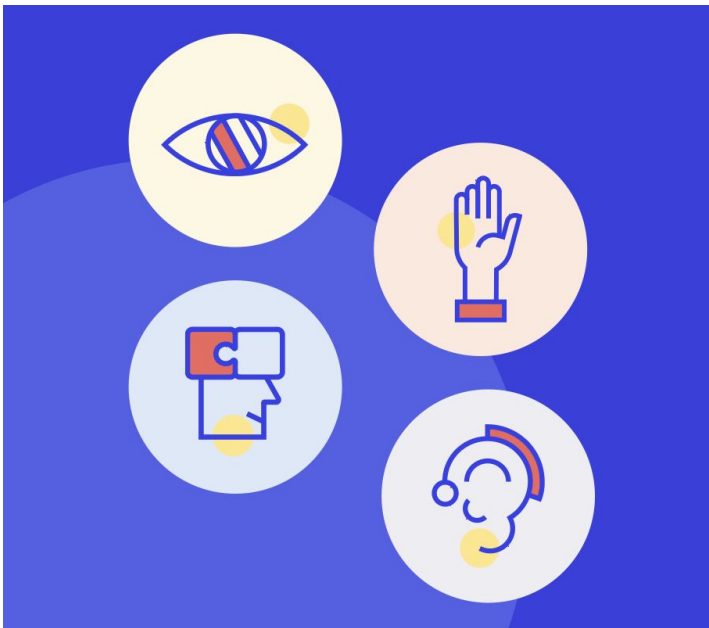
Especially on mobile, your CTA should stay in the visible section of the viewport by using a sticky CTA or button that leads the user back to the CTA.

Also include the key features that will ensure fast and easy navigation on your product detail page.

Key Features:

Inform about availabilities, offer a waitlist and features like wishlists, share buttons and comparison modules.





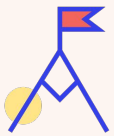
Accessibility

Avoid overcrowding – your PDPs should not contain more information than necessary to prevent information overload and decrease confusion potential.

Color contrast & font sizes – prevent visual impairments with choosing suitable contrasts and fonts in a way your content is accessible for everyone.

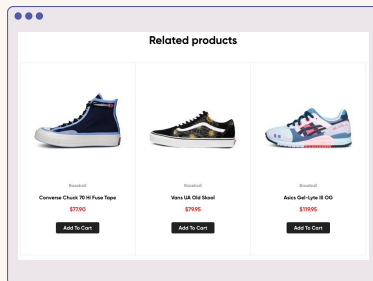
Alt text on images – include alt text for all the images on your PDP to provide a great user journey to the users using screen readers.

Everyone deserves to have a great user experience!



Personalisation & Reviews

Recommendations are a good add on to aim for cross sell / up sell or to offer supplementary products.



Reviews – Users value feedback from other users about your products. Include reviews to let your users know what other buyers think about your product and why it should be bought.



Journey Optimization

Monitoring – Find a way to monitor your product detail pages performance, use of alerts or workspace dashboards are highly recommended to stay up to date.

Keep an eye on the basics – Load Time, Error Rate, Bounces, Site Exits etc., the basic metrics will tell you a lot about your product detail pages and might uncover frictions.

Every touchpoint counts – the product detail pages is one of the most important ones as users are getting in contact with what you have to offer. Make it count!



Additional resources

[\(Webinar\)](#)

How to optimize content pages to drive business goals

[\(CS Uni Course\)](#)

Analyzing landing page content

[\(CS Uni Video\)](#)

Retain bouncers on landing pages

[\(Help Centre Article\)](#)

How to analyze a homepage

[\(CS Uni Video\)](#)

Understanding navigational journeys to and from landing pages

[\(CS Community\)](#)

Checkout other relevant discussions around homepage or post your question/challenge