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Quick Wins

Best Practices for optimizing your PLP

UX/UI Quick Wins

Are you using best practices on your PLPs?

Keep key functions and elements above the fold

Make sure the global navigation remains sticky to the top of the page.

Indicate the total number of results on the page.

Recommendation:
- Make sure the global navigation remains sticky to the top of the page
- Avoid using a header image if possible.
- Indicate the total number of results on the page.
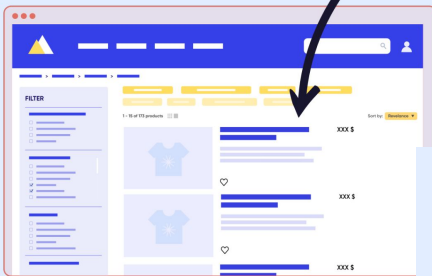
Tips for analysis
- Exposure Rate: What do visitors see, what not? → Attractiveness Rate: Are most attractive elements located above the fold?

Understand when to use lists vs. grids

Understand when to use lists vs. grids.

List...

Have more space for textual elements

Are ideal for users who rely on important details for deciding on specific products

Are ideal for users who can skim text quickly
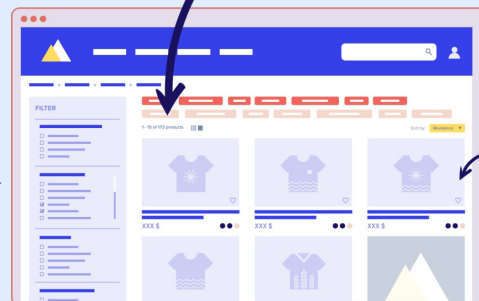
Recommendation:
- **Lists** Are ideal for users who rely on important details for deciding on specific products
- **Grids** Are better for product listings that do not require detailed textual elements

Regardless of the default view, allow users to switch between list view and grid view. Keep this feature by the sort and filter options.

Grids...

Are better for product listings that do not require detailed textual elements

Are ideal for users who are exploring products rather than searching for something specific

Are ideal for product listings where the image is the main focus for decision-making

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# In every category, presort items after "diversity"

Recommendation
After clicking on a product category ("men's shoes") make the first items shown the most representative of the category.
That way users can understand whether the category contains what they are looking for.

Three easy tips for product images

1. Use Qiuck-View to give users a better view of product details and options
2. Keep images consistent, only show more complex picture then hovering
3. Avoid too many hover actions, This makes it difficult for visitors to quickly understand new features.
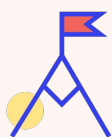
Understand navigational journeys to and from Landing Pages

1. Journey Analysis: Select required Mapping
2. Look at overall landing page performance
3. Look at "Journeys from page" for specific landing page
4. Look at reverse journey
5. Draw conclusions and next steps

Segment comparison recommendation

You can always search for optimisation opportunities in journey analysis, page comparator and zoning by applying the comparison mode and looking at the differences of behavior between segments.

Useful comparisons are:
1. Mobile vs Desktop
2. Transactors vs Non-transactors
3. New vs Returning

For zoning & page comparator specifically:
4. Bounce vs non-bounce

Additional resources

(Conversion Snack DE)
Analyzing PLPs and drive CR

(Guide) How to improve your PLP

(CS Uni Video)
Retain bouncers on landing pages

(Help Centre Article)
How to analyze a product landing page

(CS Uni Video)
Understanding navigational journeys to and from landing pages

(CS Community)
Checkout other relevant discussions around homepage or post your question/challenge

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