Zo moet je productpagina eruit zien

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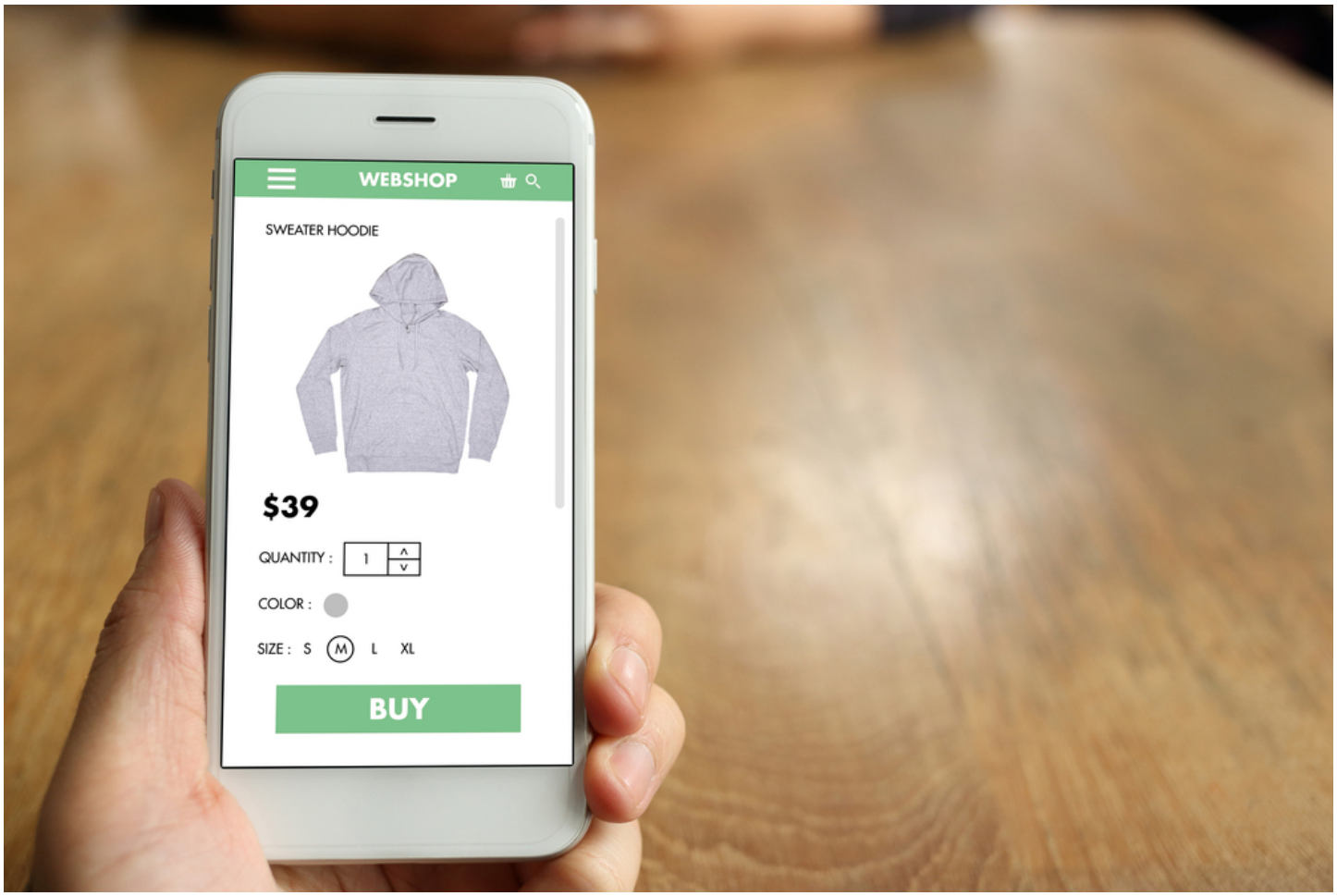

Met dominante e-commercespelers als bol.com en Coolblue valt het niet mee om met je webshop boven het maaiveld uit te steken. Je zult consumenten een reden moeten geven om een product juist daar aan te schaffen. 49 redenen om precies te zijn, volgens onderzoek van 99MedLab.com. Dat is het aantal elementen dat een productpagina in ieder geval moet hebben. In deze infographic wordt getoond welke elementen dat zijn, en waarom die van belang zijn.

49 Elements
Your Product Detail Page
Must Have

Above the Fold

1. Customer service phone number in the header
2. Bread crumb navigation
3. Name of the product in big and bold font.
4. Reviews of the product using 5 stars format:
   Schema.org integration for the review
5. Schema.org integration for the 5 star review
6. Multiple product pictures
7. Video of the product:
   Increase conversion rate by 80%
8. Show regular price of the product
9. Sale Price of the product
10. Invoice product scarcity:
    Only 4 left in stock
11. Free Shipping
    Or Flexible Shipping cost
12. Show product variations:
    Size, color etc.
13. Schema.org integration for the price
14. Call to action button:
    Add to Cart or Buy Now button
15. Most important features of the product that matters to the buyer
16. Add to Wish list option
17. Integrate social share buttons

Below the fold

1. Product Detail section:
   Add clean and original description of the product
2. Product SKU/Code:
   Add SKU (Product Stock Keeping Unit) or UPC codes on the page makes it easy for customers to find the right item when searching by a UPC code
3. Clean and easy to read font
4. Product Dimension
   If it matters to the user
5. Product Weight
   If it matters to the user
6. Product Origin
   (if important)
7. Comparison table with other models or product variations.
8. Detailed customer reviews
9. Review form to allow buyers to leave a review
10. Trust badges to invoke trust:
    It is important to prioritize trust badges and place them at the decision point
11. Call to action button again below the fold
12. Section for FAQ
13. Allow customers to ask questions about the product which you can then answer.
14. Show other related products
15. Show Return policy:
    Use of two (reference return policies) can help to reduce the number of consumers check the online returns policy before making a purchase.
16. Show any Guarantees or Warranties

Footer

1. Customer service options in the footer:
   Where visitors check. Over 50 percent of online shoppers look for help in the footer. Questions are got answers during the purchase process is important to the shopping experience.
2. Links to return policy, refund policy and shipping policy
3. Links to main product category pages
4. Links to company social media pages
5. Newsletter signup feature

SEO

1. Optimize meta title
2. Optimize meta description
3. Name of the product as H1 tag
4. Alt tags for each product picture
5. Make sure duplicate product pages are not created even if a product is under multiple categories, DO NOT DUPLICATE THE PRODUCT PAGE
6. Integrate Google analytics
7. Integrate Google Search Console
8. Search Engine friendly url structure

Technical Requirements

1. Mobile Responsive:
   Over 50% of internet users are now accessing the internet via mobile devices
2. Cross browser compatible
3. Optimize loading speed of the page:
   Visitors tend to leave the site if the page loads slow (over 3 seconds)

Sources:

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