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# ESSENTIAL PRODUCT PAGE CHECKLIST



This checklist will guide you through the steps of creating **well-rounded, high-quality product pages**. By following this guide, you'll provide shoppers with all the details they need to **purchase your products with confidence**.

To use the checklist, simply check off each box as you complete an item. If you need another copy of the PDF, simply [head back to the blog post](#) to re-download it.

## PRODUCT PHOTOGRAPHY

More than one image provided

Photos are sharp, clear, and high resolution

Zoom feature is enabled

Photos show all aspects and views of the product (ex. included components, unassembled version, etc.)

## COPYWRITING

At least three descriptive sentences are written about the product

Copywriting is, ideally, original to your store

Content makes use of keywords and/or phrases relevant to the product in question for the purpose of search engine optimization

Content has been spell-checked and reviewed for grammar



## PRODUCT FEATURES AND SPECIFICATIONS

Features are listed in short sentences or bullet point form

Product dimensions/size is listed, or a size chart is available

Any items required for functionality are listed (ex. batteries), whether or not they are included

Country of creation or origin is listed

Any required warnings or hazards are listed

Any required legal information (logos, disclaimers, licensing, etc.) has been put in place

## RESOURCES OR DOWNLOADS

If product must be assembled, assembly guide is available

If product requires detailed explanation, PDF or manual is available

Other optional downloads have been made available as needed

## RELATED PRODUCTS

Products in the same set, family, or by the same designer/artist are linked

Additional relevant products are linked as needed



## INTELLIGENT PRODUCT SUGGESTIONS

Additional products are suggested based on the customer's browsing history

## SEARCH AND NAVIGATION

Shoppers can reach the site search from this page

Shoppers can use a breadcrumb link to return back to this product's category

The store's header and footer allow a shopper to start over again in one click

## OTHER ITEMS TO CHECK

Add to cart button is functional and easy to find

Product is linked from at least one location in your store

URL is clear (ex. /woo-t-shirt/ vs. /shirt-37837483-color-32/)

