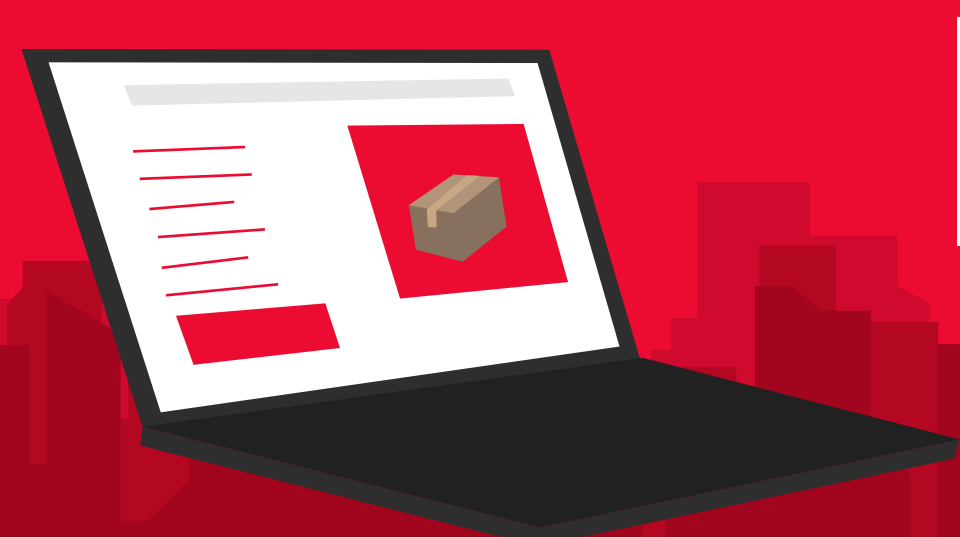


# Anatomy of a good product page



## Why do you need a product page?

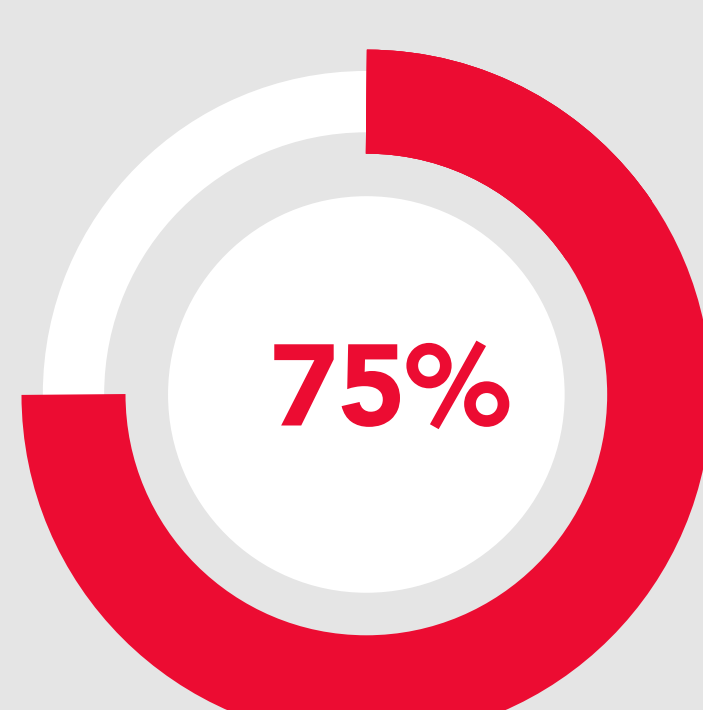
Hm? PM? LP? Avail? RFS? Ano daw?

Make customer service seamless and transactions clearer with a product page.



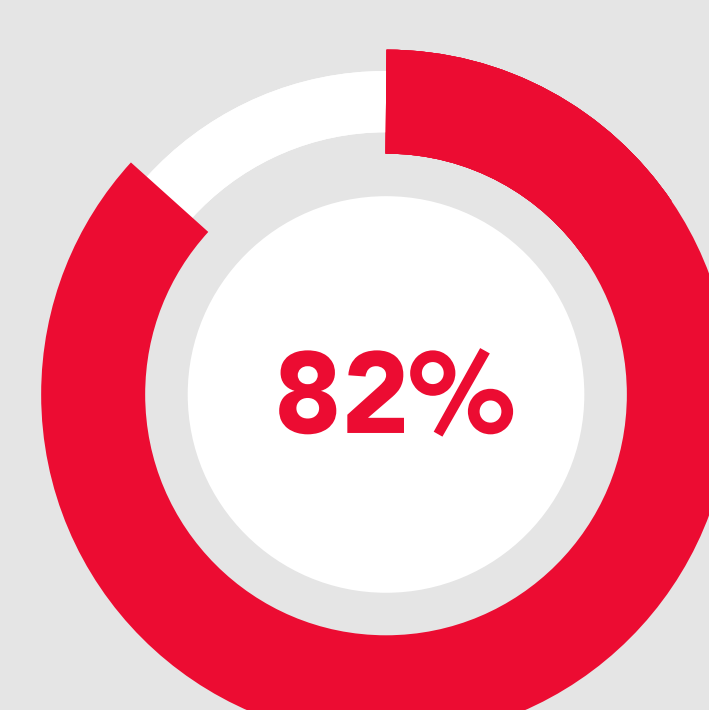
### Online shopping is here to stay

Number of online sellers increased from **1,700** in **2020** to **93,318** in **2021**<sup>1</sup>



### Sell more

Website design determines **75%** of credibility<sup>2</sup>



### Customers need it

**82%** of customers actually read product page details<sup>3</sup>

## Information your customers want to see

### Product name

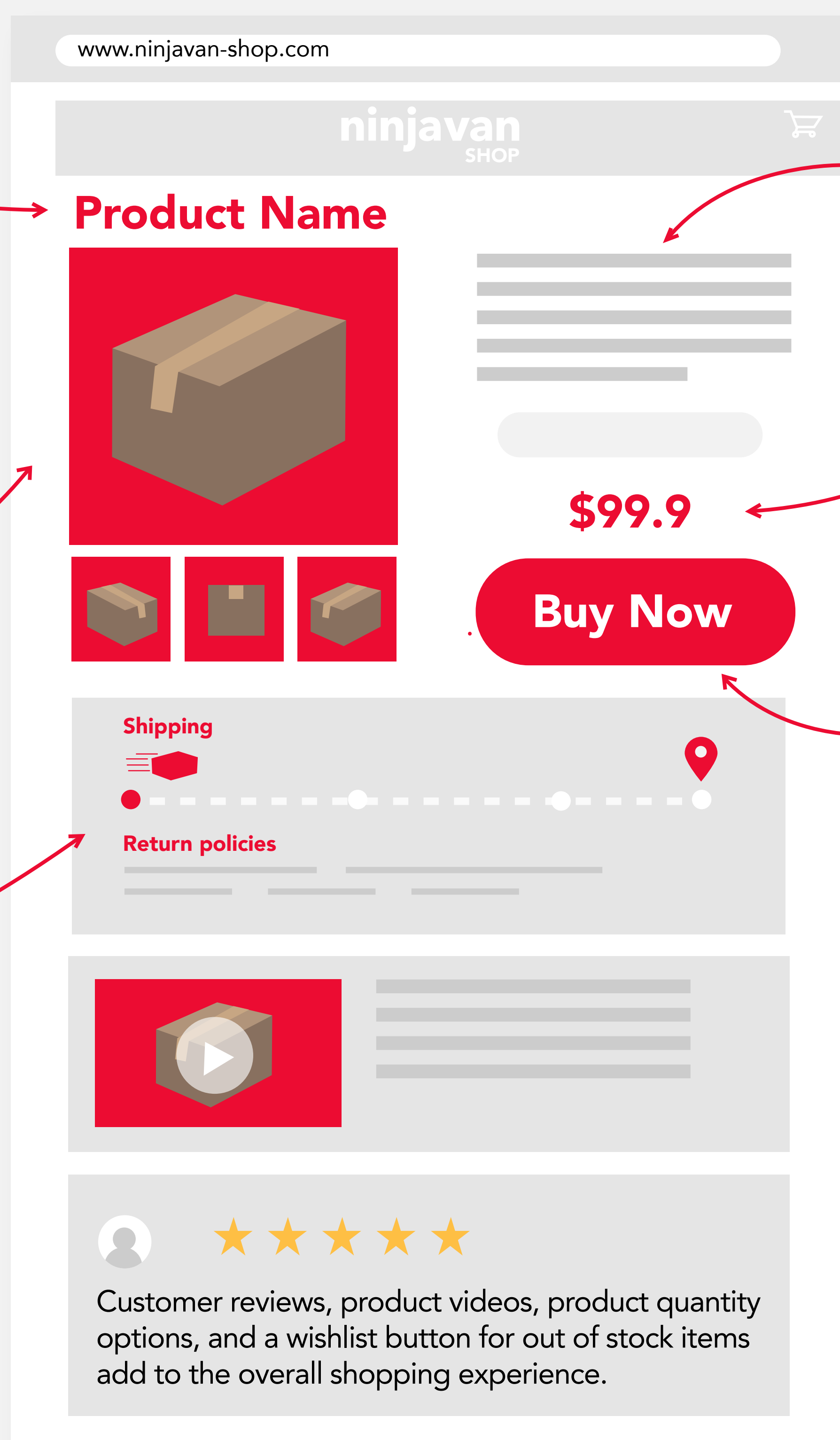
Use SEO-friendly keywords and distinctive names.

### Images

Use high-quality photos in different contexts that help customers visualize the product uses.

### Clear shipping and return policies

Helps establish customer trust and manage expectations



### Product description

Describe how it solves your customers' problems. Keep it short, simple, and skimmable.

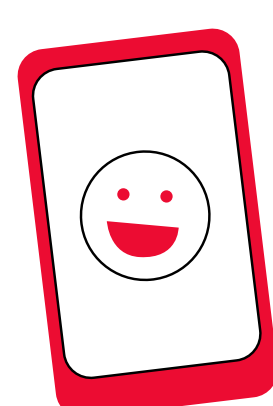
### Price

82%<sup>4</sup> of customers want you to be upfront about prices. Add it near the order button.

### Order button

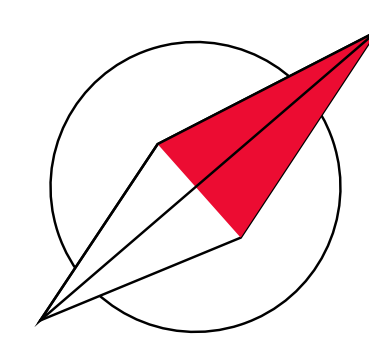
Make it as visible as possible. Use clear, simple calls to action ("add to cart" or "buy now").

## Tackling design



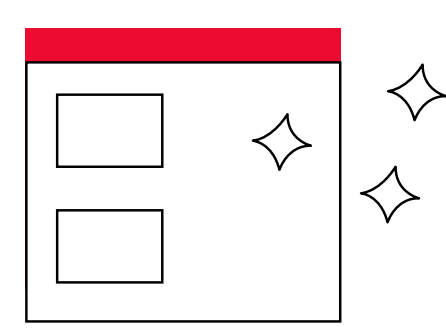
### Mobile friendly

52%<sup>5</sup> of Filipinos shop using smartphones. Make your design mobile-responsive.



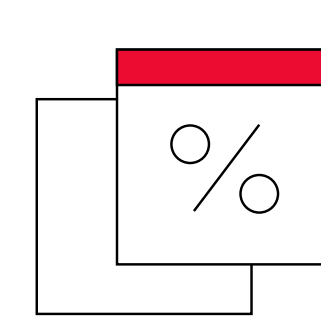
### Website navigation

Consider the customer experience and organize the content.



### Clean design

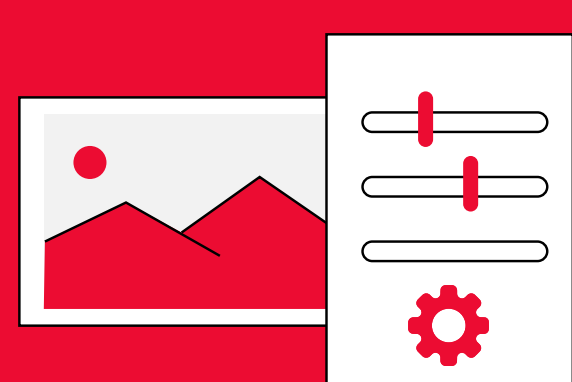
Showcase pertinent information but don't clutter your page. Make use of tabs, gallery views, and buttons.



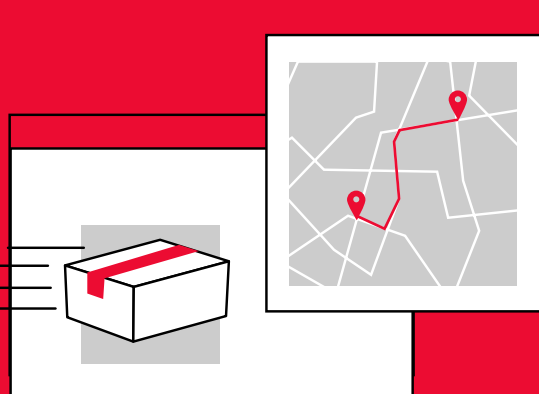
### Pop-ups

Knowing that Filipinos are bargain hunters,<sup>6</sup> make pop-ups useful by displaying discounts and deals.

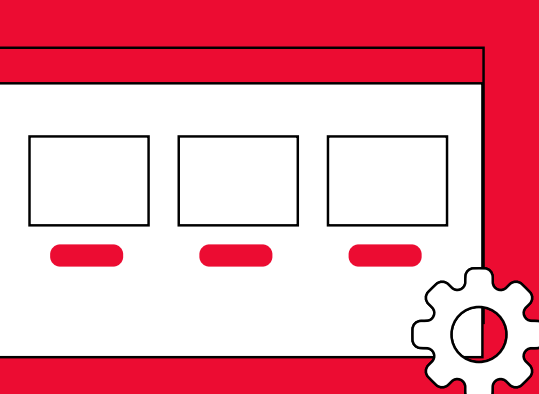
## #NinjaTips



Use tools to help style and enhance your images



Integrate delivery dashboards and trackers to your page



Use an e-commerce website builder



### Convenient Online Tools to Use

- Build an online store on Wix, Shopify and Wordpress
- Design promo materials on Canva
- Organize social media campaigns on Hootsuite
- Ship to buyers with Ninja Van

<sup>1</sup> Global Data, [Online shopping and rising internet penetration to lead Philippines e-commerce at 17%CAGR through 2025, 2021](#)

<sup>2</sup> ScienceOpen.com, [The Effect of Aesthetics on Web Credibility](#), 2009

<sup>3</sup> eMarketer, [Why Product Page Details Matter](#), 2018

<sup>4</sup> Kibo, [How to Write Effective Product Pages](#)

<sup>5</sup> PWC, [Global Consumer Insights Pulse Survey](#), 2021

<sup>6</sup> Business Mirror, [Shopee reveals 4 types of Filipino online shoppers](#), 2021