

Product Optimisation

Here's a few tips on how to get the most out of your online store by ensuring that your products are displayed and described in the best way possible for your customers.

The anatomy of a product

The screenshot shows a product page for a Paddington Bear plush toy. The main product image (1) is a large, clear photo of the bear wearing its signature red hat and blue duffle coat. A smaller thumbnail image (2) is located below the main image. The product title (3) is 'Paddington Bear' in a blue font. Below the title is the price '£12.00'. There are two dropdown menus for 'Choose Colour' and 'Choose Size'. A quantity input field shows '1' and an 'Add to Basket' button. The product description (4) provides background information about the bear's origin and includes a note about a lost luggage tag. Social sharing icons for Facebook, Twitter, and others are at the bottom.

1. Main Product Image

Where possible the main product image should be a clear representation of the product. This is used throughout the website and aside from the product name it's the best way to encourage users to view your product.

2. Additional Product Images

These can be used to show alternative aspects of a product or details, this is useful if there are any distinguishing features of the product.

General Image Tips

- Use images with a clear white background
- Ensure images uploaded are an appropriate size (at least as large as the product page image, if not larger)
- Ensure that the colours in the image are representative of those in the product in real life.

3. Product Title

The product title acts as a basic description for the product, it should be fairly short and clear. It appears alongside the main product image on category pages.

4. Product Description

This area of text is intended for a detailed a product description, use it to tell your customers about the product and mention any important aspects, such as restrictions that this product may have.

General Text Tips

- Text is very important for your online store, it's what Google references when people search for products that you stock. So if you're wondering how to name a product just think – 'If I wanted to find it on Google, what would I search for?'
- Write naturally – So a product titled 'Shot Glass I Love London' becomes 'I Love London Shot Glass'
- Use unique descriptions. Try not to repeat words and phrases throughout your descriptions, Google likes unique text.
- Be descriptive. The more you can say about the product the more likely somebody will find it, and the more they know about a product before they buy the less likely they are to return an item because it's not what they were looking for.