KEY COMMERCE

Product Page Mastery Course

KeyCommerce Product Page Mastery Course Guidebook

Version 1.0

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INTRODUCTION

Hey there,

Congratulations on signing up for the **FREE KEYCOMMERCE PRODUCT PAGE MASTERY COURSE!** We are glad you're here and we're excited to help you create high-quality product pages for your ecommerce store.

This Guidebook is a companion to the core Product Page Mastery course, recapping the main points discussed in each lesson. The lesson includes a lesson summary as well as any additional resources we mentioned or included inside of the course platform.

We've also included an are on each lesson page for you to take notes. We strongly encourage you to do so as it will help you better internalize the information in this course.

Enjoy the course!

Sam Baldwin

1.1 High Converting Product Page Examples

Recap

Leesa Mattress, Go-To Facial Facial Cleanser, Perfect Keto, and Autonomous Smart Desk—these are just four of the best product pages that you should be aiming to achieve for your ecommerce store.

All successful ecommerce stores have really thought out what's on their product pages. They plan this stuff out and test it again and again. However, there are still so many ecommerce store owners who don't know what's possible and what the standard is. But if you create product pages like these, you are way ahead of the competition with pages that convert at 3 %, 5% and even 9% for some stores.

Notes:

1.2 Terrible Product Page Examples (Don't create these)

Recap

You've seen some examples of amazing product pages, but we can't skip to look at some examples of terrible product pages that you should never copy: CYC Service, UT Electric Bikes, Salti Life, and Pulsed EMF Store.

So learn from these stores and understand what they're mistakes are that caused these product pages to not work. By looking at these examples, you will know what you should avoid and what you could do differently for your own store.

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1.3 Create Your Buyer Persona and Understand Your Customers

Recap

When crafting your product pages, it's so important to really understand your customers. You need to create a website for a specific group of people, and this website should appeal to this specific group you're trying to target. Understand who you're selling to, create your buyer person, and to translate this buyer persona into an online store.

REMEMBER: Building your buyer persona is not just about the gender and age of your customers. It's about a deep understanding of their beliefs, needs, desires, problems and how they operate. You need to know them so well that when you craft your product page, they arrive and feel at home, and they feel like it was made for them.

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Link to Template: FREE Buyer Persona Sheet

1.4 Understanding Your Buyer's Journey

Recap

Many ecommerce store owners are soooo obsessed with increasing their traffic, without realizing that there is so much potential in the other important areas in their buyer's journey.

They focus all their efforts towards getting new traffic each time to their store. But what they don't realize is that ecommerce is about getting your buyers to become loyal customers and buy from your store over and over again. By optimizing every point of the buyer's journey, you see where you need to focus your efforts for your own store.

The Buyer's Journey Calculator shown in this section represents your ecommerce funnel. This calculator will help you see how profitable you are based on traffic, conversion rates, profitability, repeat customers, and customer lifetime value.

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Link to Calculator: **Buyer's Journey Calculator**

1.5 Keep Optimizing Your Store

Recap

Many ecommerce store owners jump excitedly into creating their ecommerce website, set up their product pages the way they see "gurus" create them, and just leave it as soon as their store goes live. But these newbies don't realize that's not how ecommerce works.

They all forget about one of the most important things about running an ecommerce store: **optimization**. The huge growth, profits, and conversion rate increase for your store when you make changes based on data. So your store needs to be constantly changing and improving based on what is working for your customers. And it's your job as the entrepreneur to find out what these changes are.

You can do this by measuring and tracking results, implementing what works, and then testing something else again and again. The idea is that you make more and more changes until you create the ultimate product page. It's also the ultimate product page for YOUR store and YOUR customers.

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1.6 Don't Fall into the Dropship Trap

Recap

The dropship trap is what happens to a lot of ecommerce newbies. It's where they copy and paste products from AliExpress onto their website and try to run ads to get people to buy. This is a trap because every time you find a product that you can sell, someone else will easily steal that product by finding your supplier on AliExpress.

They also steal the Facebook ads you're running, clone your whole funnel, and copy and paste your entire business. There's nothing you can do about it. But there is another way to do ecommerce—**a better way**.

It's about building a brand store, a niche store. This is a store that's focused on a specific niche of people. You build a brand around this community and you sell products that add value. You build up your reviews, your email list, and your whole funnel. It doesn't just rely on finding a special product by chance. It means you're building a relationship with your customers, and these stores are so much better than general stores.

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Module 2: Product Page Mastery Checklist

2.1 Welcome to the Product Page Mastery Checklist

Recap

In this section, we're going to go a little deeper and discuss the different parts of your product page. When building your product page, it's always best to have a checklist that goes through each of the items your store needs so you can make sure you're doing it right.

Your product page serves as your ultimate salesman. It will show potential customers what your product is, its benefits, special features, and other important information that will guide them in making a purchase.

Here are a few important things you should remember:

1. **Optimization is just as important as best practices.** You need to be constantly updating your page and testing it to make sure it works. This step is crucial, and most successful ecommerce stores are obsessed with testing and improving their store.

2. **Know the right tools.** Don't just rely on Shopify and your theme to build your pages. Invest in tools that will allow you to make better improvements on your conversion rate. These tools aren't all free but you will quickly make back the money you've spent on them with the huge amount of extra sales you'll get by using them.

3. **Create long-form product pages.** This is the new standard in ecommerce. It takes a bit more effort to do, but it brings in so many more sales. Long-form product pages include the title, description, images, videos, reviews, CTAs and additional information that will guide potential customers in making the purchase.

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Link to Checklist: [Product Page Mastery Checklist](#)

2.2 What are "Long Form Product Pages"?

Recap

The old ecommerce product pages feature the product title, images, bullet-form description, and a CTA. But again, that's the "old" way of doing ecommerce. The new way is creating **long-form product pages**. These are high-converting product pages on your website that have multiple sections and this type of product page easily increases your conversion rate and gets way more sales.

With a long-form product page, you create sections that really sell the product to generate way higher conversion rates, sales and profits. This strategy is very professional and is being used by a lot of very successful stores, and has been for a few years now. If you take the time to build what we call a long-form product page, you give so much more info for your customers and you can really convince them to buy on your store.

If you're ahead of the pack in this way, you'll clean up with way more sales because people will just convert better on your site than the others that don't do this.

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Module 2: Product Page Mastery Checklist

2.3 Your Product Title

Recap
Your product title is the first part of your product page. It's right at the top of the product page and is the headline for your product. What should your product title be? Well it's going to differ based on your brand and niche, but the most important thing you should always think about when creating product titles is your customers.

The product title isn't just shown on the product page, it will also appear on your collections page, and anywhere else you are linking to your products. It will also show up in the search results for your SEO, unless you have set your titles to be different to what's on the page, and in your Google Shopping ads, unless you have made changes to it in your product feed.

Here are important tips in choosing product titles:
Try to be descriptive, but concise.
Make it clear to customers what your product really is.
Include important features.
If there are new versions of the product, make sure it's easy for the customer to know which one they're getting.

Honestly, the product titles are really easy, once you follow some basic rules.

Notes:

Module 2: Product Page Mastery Checklist

2.4 Your Product Images

Recap
Your product images are one of the most important parts of your product page. Why? Because it almost always catches the attention and eyes of your customers. It's the first thing people notice and it is a deciding factor if someone will purchase the product. So it's very important that you optimize your product images on your product page.

Here are my fundamental tips to get more conversions from your product images:
1. Have more than one image.
2. Make sure your images are high quality.
3. Make sure your images align with your brands' style.
4. Make sure your product images are all in the local language you're selling to.
5. Add in a zoom function.
6. Add photos of people using your product.

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2.5 Your Product Description

Recap

How do you craft a product description that really sells for your ecommerce store? This is a very common question that many store owners ask. The first thing you need to do is understand the purpose of your product description.

It's there to educate customers, build trust, highlight the features and the value of your product, and boost SEO and search engine rankings. But don't overthink it, it's just what it says it is. It's a description of your product.

How do you write a good description? You're going to have to write it yourself specific for your store and your customers. Here are my tips:

1. Think about your customers.
2. Know the benefits of your product and highlight them.
3. Use the keywords or search terms your customers are using to find your product.
4. Tell a story and create a visual experience.
5. Always spell check your description.

I also recommend checking out your competitor's website to see what they are writing about their products, and create a better one for your store. You can also check out Amazon to get more ideas.

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2.6 Your Product Video

Recap
Product videos are incredibly powerful content, but not a lot of ecommerce stores really take advantage of them. It can be harder to get than images but it can really help your store a lot.

Here are the steps to create amazing product videos:
1. Plan out your video.
2. Write your script.
3. Film the video.
4. Edit the video.
5. Upload it on YouTube or on similar platforms and get it on your website.

There's no particular format to making a product video. But there are a few things that set apart the best product videos out there:
1. They tell a story. Great videos show the product in action.
2. They are human. Great videos show emotion and make customers feel that you understand them.
3. They bring the product to life. Effective product videos give life and context to your product. It transforms the product into something that becomes an essential part of your customer's life.

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2.7 Your Product Reviews

Recap

Product reviews are important for your store because they provide a tonne of social proof for your store, help you stand out from your competitors, and improve your click through rates. Additionally, reviews are a great source of user-generated content and they build trust and improve your credibility.

Depending on the ecommerce platform you're using (Shopify or WordPress), there are a lot of plugins or apps you can use to get reviews. I recommend Product Review by Shopify and Stamped.io. These apps are designed to chase those who have completed a transaction and ask them for a review.

1. Here are a few tips to encourage customers to write reviews:
2. Send review emails at the right time
3. Personalize your email
4. Target satisfied customer
5. Explain why their reviews are important to you
6. Follow up on your requests
7. If you get negative reviews, don't hide them.
8. Offer coupons or gift cards as an incentive if a customer reviews the product they bought.

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Links to Amazing Product Videos: Roost Laptop Stand | Pick Up and Reach Tool | Solo Stove Bonfire

2.8 Your Call to Action Button

Recap
The call to action button on your product page is the button that says "Add to Cart" or "Buy Now." This button is very important because it leads customers to move further down your funnel to give you their money. So you have to make sure you do a few things to get as many of those clicks as possible.

Take note of these CTA best practices:
- Make sure your CTA stands out. Make sure that the colours and the size stand out on the page so customers can easily see it.
- Make sure you have a clear message on your CTA. Whether that's add to cart or buy now, make sure it matches your brand and is easy for the customer to understand.
- Make sure your CTA is big enough. This is really important, especially on mobile. You don't want people to have to zoom in on mobile to click this button.
- Think about floating add to cart buttons. Another great strategy is to add the CTA buttons to follow the user down the page. This means they won't need to scroll all the way back up to purchase.

Your CTA isn't something that a lot of people think about too much. But keep in mind that it's a vital part of getting more conversions and sales. So test out different colours and text, and watch the conversion rates and changes in performance.

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2.9 Assembly & Use Instructions

Recap
An instruction manual or product manual is an important resource that helps your customers get on board with your product quickly. If you're selling a product that requires it to be assembled by your customers, the product manual will help users get up to speed with your product easily.

So to make your customer journey as smooth as possible, make sure you add a user manual on your product page and allow users to download it. You can imagine that when you provide this sort of information, it makes your customers feel more secure. They know what they're buying and how it works.

There are many ways you can add an instruction manual to your ecommerce store. You can just upload a PDF file of your product manual to your Shopify store in the files section of your dashboard by going to /admin/settings/files.

You can also create a full HelpDesk on your store and add a heap of articles that answer all the questions your customers have. It allows you to save so much time on customer service as many customers can find their answers to common questions there.

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Link to recommended tool: HelpDesk (14-Day Trial)

2.10 Product Benefits Section

Recap
A **benefits section** is a section on your product page where you highlight the unique features of your product that your customers are interested to know about. This section is very important in creating high-converting, long-form product pages.

This section is usually comprised of 2 to 4 lines of text and images that goes into more detail about your product and the benefits your customers are going to get from them. But you don't just add random texts and images in there. You need to target your customers' **pain points**.

Going back to the Buyer Persona you've created, what are the problems your customers are encountering with similar products? You will then turn these problems into benefits and highlight how your product solves their pain points with its features.

Here are examples of product pages with a great product benefits section:
Minuendo Earplugs | VanMoof E-Bike | The Ridge Carbon Fibre Wallet

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PRODUCT PAGE MASTERY

2.11 Frequently Asked Questions (FAQ)

Recap

A FAQ, or Frequently Asked Questions, is a page or a section on your ecommerce website where you list out the common questions your customers have and you answer them. Every ecommerce store, including yours, needs a FAQ because of the following reasons:

1. It allows you to deal with your customer's questions and OBJECTIONS before they even ask you.
2. It frees up your live chat and customer service because you can answer some customer questions before they even ask.
3. It also helps establish trust and turns a looker into a buyer. Having an FAQ tells buyers that you know your product well and that you can solve their problem.

The questions you need to add in your FAQ page or section should be unique for your store and type of product. But there are FAQs that can be used in any niche. These are general questions that you can also answer depending on your store. Go to the link to the KeyCommerce FAQ Template below to get these general FAQs.

Here are other tips in writing your FAQ:

● Go to three competitor websites, grab some of their FAQs and answer them based on your product and store.
● Go to Amazon and find your product. Most buyers post very specific questions about your product which will vary

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Link to template: _KeyCom - FAQs for ecommerce Stores_

2.12 Shipping & Returns Info

Recap

You won't be able to run any paid traffic unless you have Shipping and Returns information clearly indicated on your website. One of the biggest things that stops people purchasing is not knowing how the shipping works.

But what are the pieces of information you need to include in your Shipping and Returns page? Make sure this page answers the following:

- How long will it take to get their orders to them?
- Will they receive an email or notification about the status of their order?
- Will they receive order tracking?
- What postal service or courier do you use?
- How long does it take to process the order before you ship it out?
- What's your store's policy for product returns? This includes the:
- Type of returns method: return a product for cash, an exchange, or a store credit
    - Valid number of days for returning a product since delivery
    - Condition of the product
    - Information about shipping charge for returns

Having this information on your website helps with their fear about what will happen if they don't like the product or if it doesn't work. If they have a problem with the product they have received, your customers want to feel secure knowing that they'll be able to return it and work out a good solution. This can do wonders for your conversion rates and convert more and more customers.

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Link to templates:
Shopify Refunds Policy Generator
KeyCommerce Refunds Policy Template
KeyCommerce Shipping Policy Template

2.13 Professional Design & Branding

Recap
A poorly designed site just tanks your conversion rate. If your ecommerce store has design problems, you're going to destroy any chance you had at building trust with your customers and you're not going to get the sale. It doesn't need to be an insane work of art.

It is so important that your store is professional and you build trust if you want to get people to enter in their credit card information and buy your products. But if you have a site that doesn't look professional and doesn't build trust, then it will almost always have a bad impact on your conversion rate.

Here are my tips:

1. Make sure your website is responsive and mobile-friendly.
2. Make sure all your links work.
3. Check how easy it is to navigate.
4. Make sure the images are high quality.
5. Create a strong branding that works.

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Link to video recommendation: Google Chrome Developer Tools
Book recommendation: Don't Make Me Think
Recommended tools: Dead Link Checker | SortSite

2.14 No English or Grammar Mistakes

Recap

Your website is your best communication tool. If you have English and grammar mistakes then you're failing at doing the main thing your site is used for: communicating.

These errors are similar to design errors on your site. It is a basic fundamental thing you need to check and make sure you fix them if you want to improve your conversions. Here are some steps to improve your website and avoid English and Grammar mistakes:

1.   Use a spell checker like Grammarly.
2.   Read your content out loud before publishing it.
3.   Ask someone to read and check your content.

This is the bare minimum, so check your website and make sure you don't have these errors.

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Link to recommended spell checker tool: Grammarly

2.15 Fast Load Speed

Recap
How long does it take for your website to load? Five seconds? Eight? Ten? If you're ecommerce store takes forever to load, then I can confidently say that users leave your website as soon as they land on it. Page load speed is very important if you're running an ecommerce store. And the page load speed you should be aiming for is less than 3 seconds.

Why should you care about your page load time? Well, as the seconds in your load time increase, so does your bounce rate. To know your page load speed, you can use two tools: Google PageSpeed Insights and Pingdom. Both these tools test the load time speed of your store and analyze it to find bottlenecks that are causing your website to load more slowly.
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Shogun is also a great tool that is basically used to build product pages. One of the great features of this tool is its "lazy loading" built in. This feature allows the page to only load the first part of the page rather than the whole thing, making your product page load way faster.

Another step you can take to optimize your page load speed is to install Google Analytics. You should do this as soon as possible so you can start properly tracking the data on your store and also track conversions.

Hiring a developer with experience in building ecommerce stores is also something you can consider. Knowledgeable developers can help set up your store so it loads faster.

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Links to recommended tools:

Schema Plus for SEO   **Pingdom**
Google Page Insights   **Shogun**

2.16 Let's Build Our Page with Shogun

Recap
Shogun is a powerful ecommerce page builder that helps you create customized product pages. With a custom page, you'll have faster load times that will significantly decrease bounce rates and drive more conversions to your ecommerce store.

With it's powerful drag-and-drop feature for Shopify, Shogun will help you create high-converting product pages even if you don't have any Web Development experience. This means you can a/b test and launch product pages—or even an entire store—without all the coding mess.

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Link to Product Page Builder: Shogun for Shopify

3.1 Getting traffic for your store

Recap

Congratulations on creating your high-converting ecommerce product page. The next step is to run traffic to your store. Traffic is just one part of the whole interconnecting processes of running a successful ecommerce store, but it's a very important part.

You can't just create a store and expect to get sales without doing anything to get traffic. What you need to do is get your store and products in front of potential buyers. There are so many ways you can do this, but the fastest way is to run paid traffic through platforms like Google Ads, Bing Ads, and Facebook Ads.

I highly recommend you start off with Google Shopping campaigns. These campaigns, when set up and managed correctly, can generate huge consistent sales for your store, and do so profitably.

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 Link to Recommended Course: _KeyCommerce Google Shopping Course_

3.2 What Types of Traffic Can You Get for Your eCommerce Store?

Recap

Google, Facebook, and Instagram—these are three of the most popular traffic sources for your ecommerce store. These platforms allow you to generate consistent profits, month after month, because it's all about intent. Users go to Google and look for a product they want, and you can show your ads right in front of them. If you do this properly, you can get these people to click through and purchase on your website for a low cost.

But apart from these three, many marketers don't know about other platforms where you can get profitable traffic from. These include:

1.
2. Groupon - This a website that allows people to post links to good discounts, promotions and deals. This website is a really great way to get quick cheap traffic.
3. Online Forums - These are big chatrooms, often public, where people go to discuss things in a specific space. It's a great place to find where your customers hang out.
4. Influencer Marketing - I'm not just talking about Instagram but anyone that has authority in their niche. You can find influencers on other platforms such as YouTube, Facebook, and even TikTok.
5. Organic SEO - This is what most people call "free traffic." But any SEO expert would say that you need to invest in your SEO to be on the first page of Google, and ultimately rank first on this page.
6. YouTube - You can create a YouTube channel for your store to promote your products and build a relationship with your customers through engaging and relevant content about your store and your product.
7. Bing - This platform is very similar to Google but a smaller search engine. You won't get nearly as much traffic as in Google, maybe 10 to 20% depending on your niche. But often, these clicks are way cheaper because there's less competition on this platform.

There are plenty of traffic sources you can take advantage of. You just need to be smart in using them. But even with all your traffic, you want to make sure that you set up analytics so you can get data on all this traffic and how it's interacting with your site.

I always recommend installing Google Analytics and heatmap tracking software like Hotjar. Having these in your store will allow you to make sense of all the activities in your store and give you a lot of valuable data that you can use to improve your strategies.

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Link to recommended tools: Groupon | Hotjar

3.3 Quality of the Traffic is Key

Recap
Two important things you need to remember when running traffic to your ecommerce store:

1. Quality of the traffic is key; and
2. Not all clicks are the same.

You could get 1000 visitors to your website but not a single conversion. But why does this happen? Well those 1000 visitors could be kids who accidentally clicked on your ad when they were playing minecraft on their mom or dad's phone.

So if you're trying to convert your visitors, make sure the traffic you're getting is quality. This means making sure every click has an intent.

This is why Google Ads and Google Shopping can work so well. People are going to Google and are directly searching for a solution to their problem or directly searching for your product. These people WANT what you're selling. That's why when you get them on your website, you just need to show them that your store is the best one to help them and your product is the solution they've been looking for.

No product page will perform the same if you swap out the traffic source and the people viewing it. So keep that in mind as you consider running your traffic. Think about your store, your niche, and your customers.

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3.4 Starting with Google Ads and Google Shopping

Recap

Starting an ecommerce business doesn't end when you've finally built your store. It doesn't work that way. You can't just expect your target customers to find your website without running traffic to your store. And one of the best ways to generate traffic is through Google Ads.

When you run Google Ads campaigns, you make it easier for users to find your products and show them an ad to get them to come over to your website and purchase. Aside from running ads, you can also track all your conversions in Google Ads so you can see exactly how much money you have spent to pay for these people to visit your site and how much money you are actually making from these ads.

Within the Google Ads platform, you can run various campaigns:

- Search campaigns
- Shopping campaigns
- Display campaigns
- Video Campaigns

The most powerful campaign and our most recommended one, is Google Shopping campaign. These campaigns are specific for ecommerce stores and look totally different from all other Google Ads campaigns. When run properly, these campaigns generate insane returns, are extremely profitable, and generate a lot of sales.

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Learn more about the _**KeyCommerce Google Shopping Course**_