Product page *must-haves*

MY PRODUCT

Buy now

URL
Make it short, easy to read, and use your main keyphrase in it.

Title
State the name of the product and its main features.
Optional: include the manufacturer's name, size, SKU etc.

Image
Use images that show your product in its best light, and choose the right image name, format, quality, and size.

Reviews
Build trust by featuring honest and authentic customer reviews.

Cross-selling
Help customers find other products they may be interested in.

Stock
Show if the item is in stock to manage expectations and show the amount to create scarcity and urgency.

Call to action
Make your call to action button stand out.

Delivery options
Be transparent about the delivery speed and options. Never lie!

Description
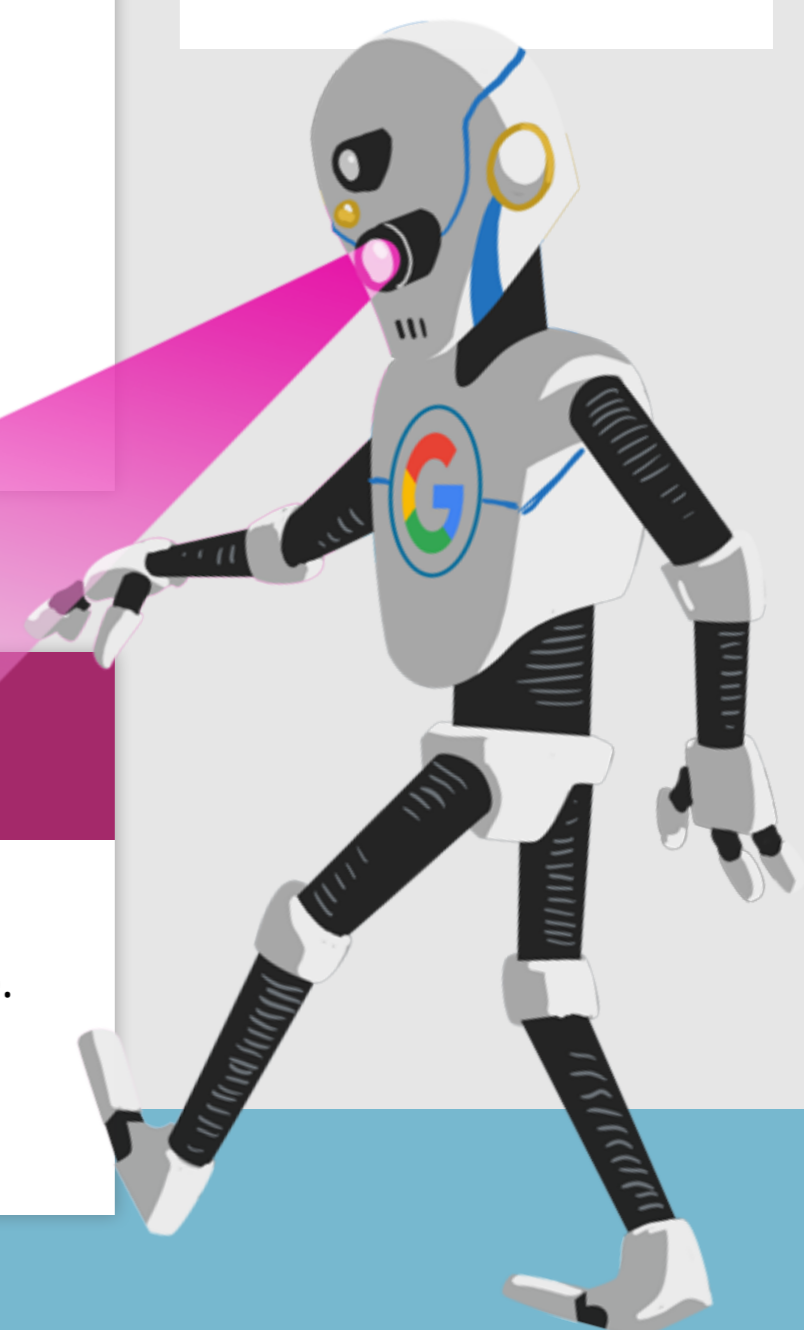Write a unique description and highlight the problems your product solves.
Make it unique and state the problems your product solves. NEVER use the manufacturer's generic description or one you found on another website.

Product   Product   Product

Help search engines understand your product pages

- Increase visibility in search results and Google Shopping by adding structured data.

- Add metadata (SEO title, meta description, slug and featured image).

- Test and (if necessary) improve the loading speed of your pages.

Improve with **Yoast WooCommerce SEO**

- Get real-time SEO and readability feedback on your product pages.
- Automatic technical SEO improvements.
- Access to the Yoast SEO academy Ecommerce training.

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