

PRODUCT PAGE GUIDE



IMAGERY

- Hi-res images
- Feed image -void of text
- Additional images
- Optimized (for site speed)



USER EXPERIENCE

- Easy to navigate
- Audience-driven font selection
- Suggested products
- Clear Call to Actions



ACCESSIBILITY

- ADA Compliance
- Clear navigation landmarks
- Light on the links
- Easy to read text



SPECIFICAITONS

- Manufacturer Product Number
- product size, dimensions, weight
- Manufacturer/Brand
- Color/Color variations



VALUE

- Product price
- Product value if applicable
- Promotions and discounts
- Applicable VIP/Points program



CUSTOMER SERVICE

- Easy access to Customer Service
- Live/AI chat
- Service phone number
- Service Email address