Product Detail Page (PDP) Optimisation Checklist

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CHECKLIST

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Product Detail Page (PDP) Optimisation Checklist

Your Product Detail Page is the digital storefront where browsing converts to buying. This comprehensive checklist encompasses 11 critical optimisation areas designed to maximise conversions, enhance user experience, and improve search visibility. Use this as both a launch checklist for new products and an audit tool for existing product pages.

Keyword & Title Optimisation

- [ ] Keyword research conducted and primary, secondary, and voice-friendly terms identified
- [ ] Product titles structured to include brand, product type, key features (e.g., size, colour, material)
- [ ] Primary keyword front-loaded in titles, adhering to platform character limits
- [ ] URL structure optimised with descriptive, keyword-rich slugs

High-Quality Visuals & Media

- [ ] Multiple high-resolution images included, showcasing various angles, context, and scale
- [ ] Lifestyle images utilised to demonstrate the product in real-life settings if applicable
- [ ] Short product videos or animations added to demonstrate usage or highlight features
- [ ] User-generated content (customer photos/ videos) integrated if available
- [ ] Media optimised for fast loading and mobile responsiveness
- [ ] Descriptive, keyword-rich alt text used for all images (accessibility & SEO)

Engaging Descriptions & Content

- [ ] Benefit-led copy used, explaining the problem the product solves
- [ ] Key features, specifications, and FAQs presented in clear, concise bullet points
- [ ] Engaging, sensory, or lifestyle language used to create an emotional connection
- [ ] Size guides, fit guides, or measurement tools included where applicable
- [ ] Product FAQ section implemented for customer enquiries

Social Proof & Trust Building

- [ ] Star ratings and review counts displayed prominently
- [ ] Verified customer reviews featured to build trust and authenticity
- [ ] Trust badges (SSL, secure payment icons, guarantees) displayed
- [ ] Product authenticity verification displayed (for premium brands)
- [ ] Customer testimonials and case studies if relevant

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Smart Pricing & Offers

- [ ] Competitive pricing ensured by monitoring market rates
- [ ] Bundles, tiered pricing, or bulk discounts offered to encourage higher-value purchases
- [ ] Urgency triggers like limited-time deals or countdowns implemented
- [ ] Stock countdown displayed for low inventory items
- [ ] Free shipping threshold set just above average order value (AOV)
- [ ] Free shipping offer prominently displayed on product and cart pages
- [ ] Multiple payment options available (BNPL, digital wallets, traditional methods)

Related Products & Cross-Selling

- [ ] Cross-sell recommendations (e.g. “You may also like”, “Complete the look”) incorporated
- [ ] Bundles and value sets of complementary items displayed
- [ ] Personalised product recommendations based on browsing history
- [ ] “Frequently bought together” suggestions implemented

Technical Optimisation & Performance

- [ ] Schema markup added for product data (price, availability, reviews, ratings)
- [ ] Core Web Vitals optimised (LCP, FID, CLS scores)
- [ ] Page load speed optimised across all devices
- [ ] Internal linking strategy implemented to related categories and products
- [ ] Accessibility features included (screen readers, keyboard navigation)

Shipping, Tax & Purchase Confidence

- [ ] Clear estimates for shipping and taxes provided.
- [ ] Stock availability shown with “notify me” options for out-of-stock items
- [ ] Return/refund policy prominently displayed and easily accessible
- [ ] Detailed shipping information and delivery options
- [ ] Error handling implemented for out-of-stock or discontinued products

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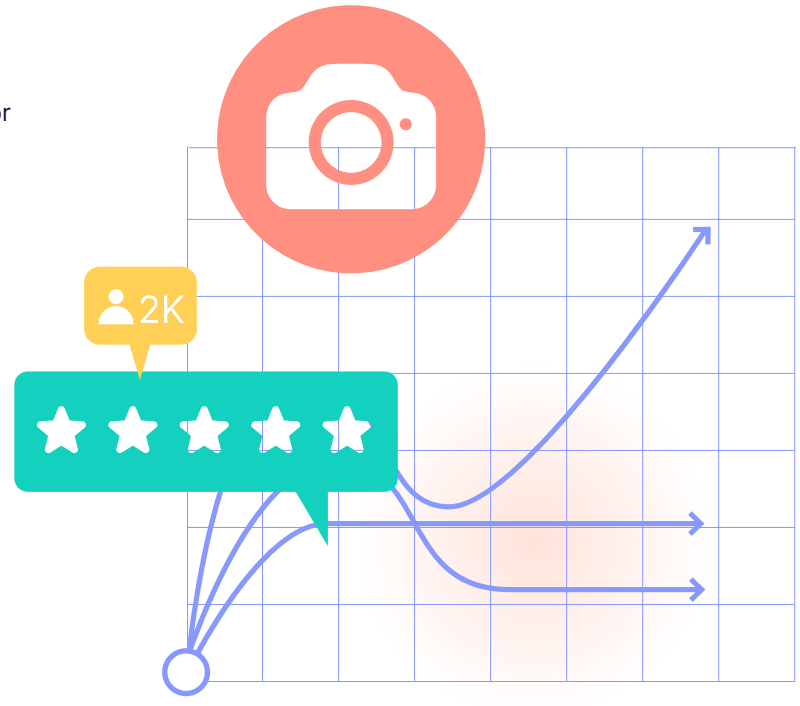
Navigation & User Experience

- [ ] Breadcrumb navigation implemented for better site structure
- [ ] Product variants/options clearly displayed with availability indicators
- [ ] Recently viewed products section included
- [ ] Wishlist/save for later functionality available
- [ ] Product comparison functionality for similar items if applicable
- [ ] Live chat or customer support integration

Voice & Mobile Optimisation

- [ ] Conversational, long-tail phrases included for voice search optimisation
- [ ] Designed with mobile-first approach ensuring seamless mobile experience
- [ ] Buttons, calls to action, and media optimised for mobile use
- [ ] Touch-friendly interface with appropriate button sizes and spacing

Advanced Features & Personalisation

- [ ] Dynamic pricing based on inventory levels or demand
- [ ] Personalised content based on user segments or past behaviour
- [ ] Inventory management integration with real-time stock updates
- [ ] Multi-language and multi-currency support if applicable
- [ ] Advanced search and filtering capabilities
- [ ] Product recommendation engine optimisation