

Product landing pages

We've discussed cornerstone content as one of the two types of landing pages you need to tend to when optimizing your site structure.

Cornerstone articles are generally most important for informing your visitors about a certain topic. Now, we're going to discuss a different type of landing page: product landing pages. This is a type of page mostly needed for websites that sell products and/or provide services. Note that we consider services to be products too, so when we're talking about product landing pages here, the same applies to landing pages for services.

Product pages vs. cornerstone content

Product landing pages significantly differ from cornerstone articles. The latter are lengthy, where product landing pages should not be that long. Rather than complete articles, they should be focused. These pages only need to show what your visitors need to know to be convinced. They don't need to hold *all* the information. You obviously want to rank with these pages though, and that means they need content. Enough content for Google to understand what the page is about and what keyword it should rank for. Where cornerstone articles could be made up by thousands of words, a couple of hundreds could be enough for product landing pages. The main focus of the content should be on your products.

It's much easier to set up a meaningful contextual linking structure with cornerstone articles than with product landing pages. For online shops that offer a lot of products, the way they're categorized and organized is of much greater importance. That doesn't mean adding contextual links is out of the question. Links to related products or suggesting bundled articles can be of great help to your user, and to search engines.

What are product landing pages?

Basically, we distinguish two kinds of product landing pages. The first is a product page, in which you sell one product or a small number of products. The second is a product overview page, on which you list a number of products. These are often within the same group or product type. We'll discuss both a bit more.

Single product page

If you have an online shop in which you offer one, or a few, products, it's pretty easy to decide on your landing pages. Your product pages will function as landing pages. An example is HiSmile, a company that offers products to whiten your teeth. Their homepage focuses on two options:



Image 1: Part of homepage HiSmile.com

The focus of this page is on the actual kit to whiten your teeth and other products like refills. There are some other pages, but it's clear there are only a few products and that for example, the product page of 'The Kit' is a landing page.

The 'Products' page is an overview page of the few products you can order separately. As there are only a few products and grouping them makes total sense, it's fine to list all of them on one page. That could be focused on reeling in people that search for 'teeth whitening products', rather than 'teeth whitening kit', which could be the focus of 'The Kit'.

Category archive page

A lot of online shops offer more than one or a few products. For those websites, selecting and creating product landing pages works a bit differently. People can be searching for specific products just as well as particular categories. An example would be a webshop that offers motocross attire. They might offer protective clothing for riding, spare parts, and motocross accessories. People could be looking for general terms like 'motocross clothing', but they could also search for a specific brand or garment. Or even branded garment. Obviously, you'd like to rake in all those different kinds of searchers.

The best way to do so is by making sure your category archive pages are your most important landing pages. The motocross website could have a motocross helmet archive page that functions as a landing page. Filters could also be used to cater to different audiences. For instance, separate landing pages for motocross wear for adults and children.

Example: Susan's online bookshop

Let's go back to the example of Susan's online bookshop. Susan offers a lot of books. This means people will probably not only search for single products, like the name of a specific book, but they could also search for books written by a certain author, a book genre, a book series, or children's books, for instance. That's why it would be a good idea for Susan to make her fantasy category archive page the landing pages for people looking to buy fantasy books, for example (see Image 1). And she could make her 'The Lord of the Rings' series category archive page the landing page for people looking to buy one of the books from the 'The Lord of the Rings' series. To rake in all of these visitors, Susan should make sure her category archive pages are her most important landing pages.

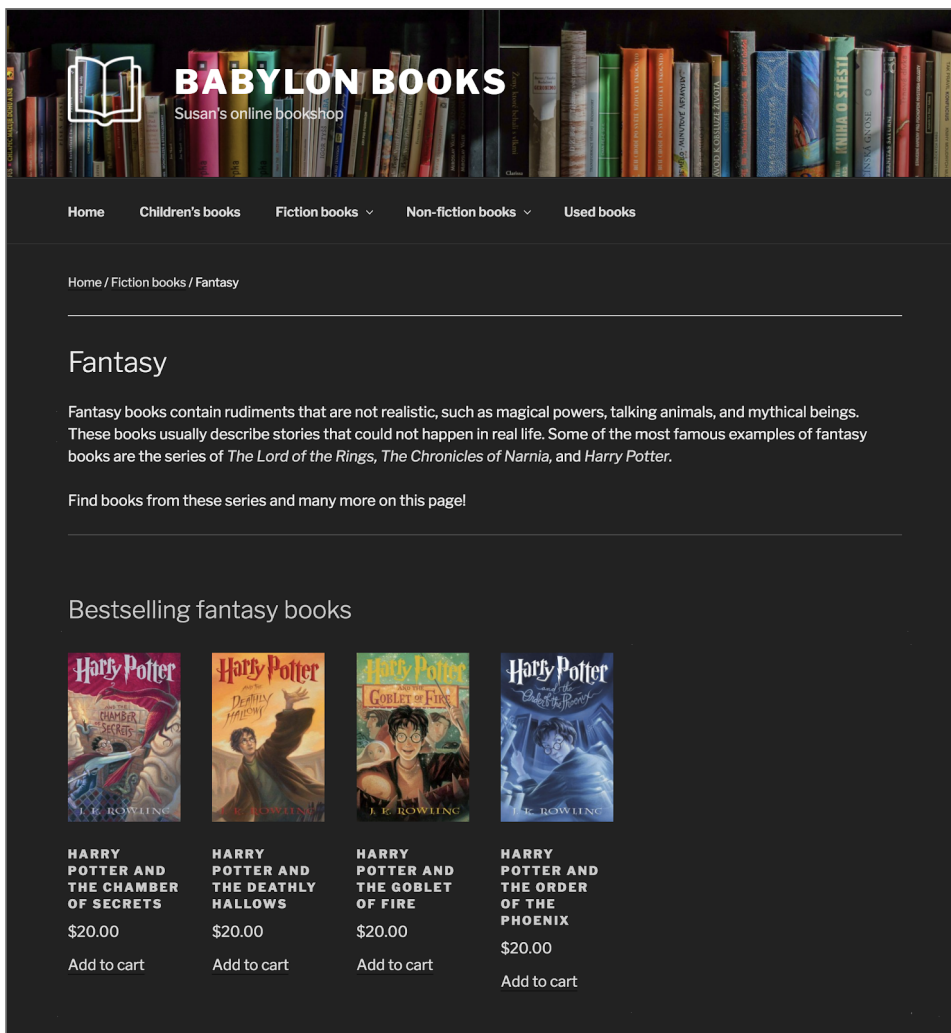


Image 1: Category archive page on Susan's online bookshop

Creating a good product landing page

You have your mission, you have your product information, now you're ready to put together some awesome product landing pages. But what makes a good product landing page? There are a few things you should definitely do when creating or optimizing them.

- Create focus**

This is the most important to do on the list: create focus on your landing pages. You don't want people to be distracted. This is where search intent comes in: people that are looking to buy need to see your products, and need to be guided towards the checkout. Make use of 'Add to cart' buttons, try to seduce your visitors into purchasing. And if you offer services, make sure a 'Book now'

button stands out. These buttons are called ‘call-to-action’ buttons, they help your (potential) customers understand what you want them to do. Image 2 shows an example of a call-to-action button that creates focus on one of the product pages on yoast.com. Consider the placement, color, and text of these buttons. Make them fit the page’s goal.

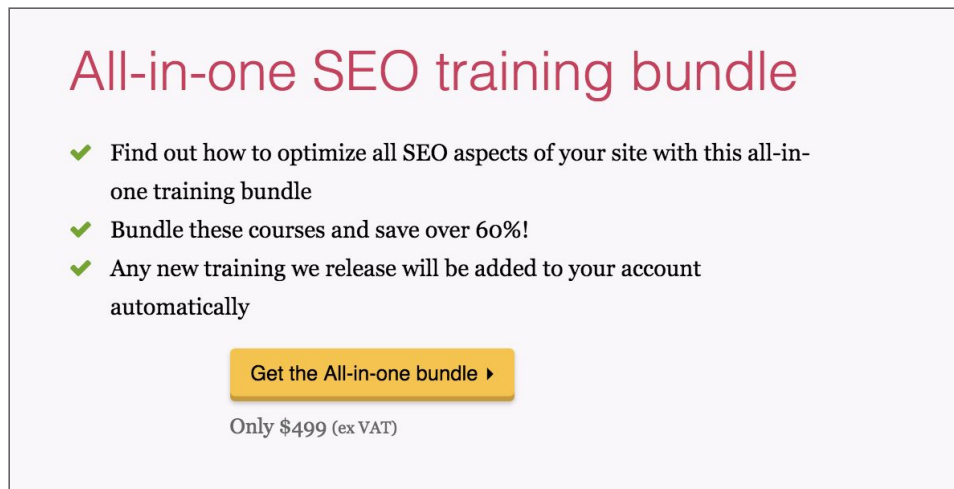


Image 2: Creating focus with a call-to-action button on yoast.com

- **Safety signs**

Trust goes a long way on the internet, especially when it comes to purchasing online. Add security seals and logos to show you meet their criteria. Actively work on your landing page feeling like a safe place.



Image 3: Safety signs

- **Payment options**

Show the different payment options you offer. If people see that

you offer multiple trustworthy payment logos, that'll give them a safer feeling about your website. More importantly: 60% of visitors will abandon their transaction on your website if they don't see their preferred payment option available. So using multiple payment options is not only convenient for your user, it also helps build trust.



Image 4: Payment options on a product page onyoast.com

- **Testimonials**

Testimonials are recommendations of the quality and value of your products or services. These are mostly written reviews and they work as social proof. If you hear from other people that are like you that they appreciate a product, that helps you in making your decision. Also, try and make testimonials personal. Showing a name and a picture alongside a review makes it just that bit more trustworthy for your users.

If you don't want to think about that for every single post, just set a template. The Yoast SEO WordPress plugin allows you to set those for all types of pages.



Readability check: increase the chances that people actually read your page

Online readers don't read – they scan. Just like you are probably doing right now.

Image 5: Testimonial on a product page on yoast.com

- **Headlines**

People’s attention span is short, just about 8 seconds. You need to grab their attention quickly or they leave. That means you need clear headlines that describe your product as well as stand out. Make sure you tell all the important things at the beginning, as fast as possible. If you’ve managed to keep your visitor’s attention they’ll read on to learn more, but you need the most important information up there at the top.

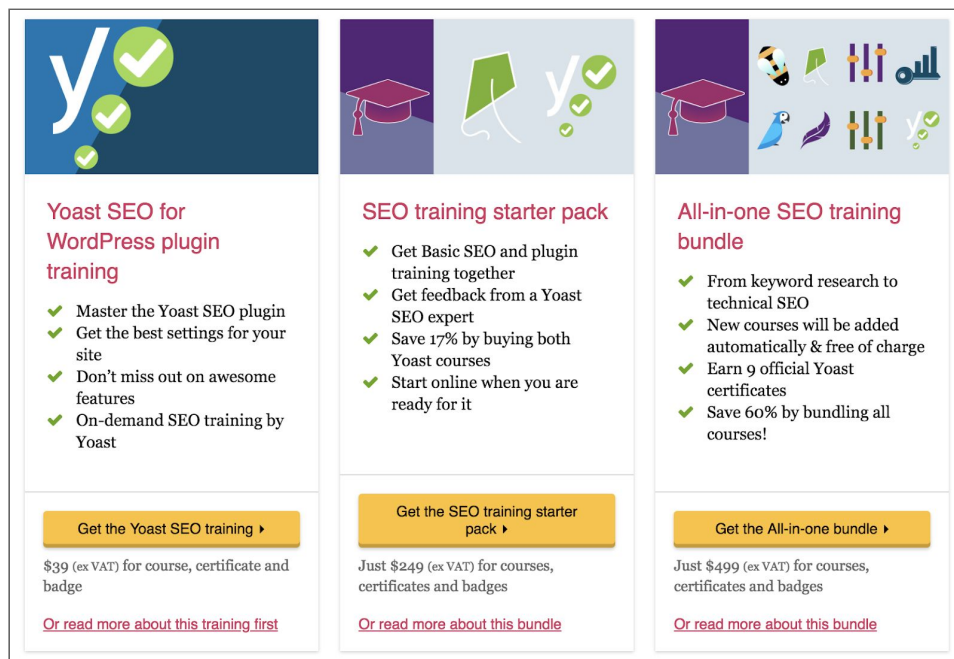


Image 6: Clear headlines on yoast.com

- **High-quality images**

Good, clear images of your products are said to have a significant impact on guiding your visitor through your website, from the landing page. Decent images of your physical products act as a replacement for what’s missing compared to an actual store: the chance to actually see and touch a product. Even if you’re selling services or other types of products, it’s worth the effort to use attractive images. In Yoast Academy, we offer several courses. We’ve made an icon and images for each course to distinguish them but also attract attention, as shown in Image 7.




	<p>Keyword research training</p> <p>Do you know the essential first step of good SEO? It's keyword research. In this training, you'll learn how to research and select the keywords that will guide searchers to your pages.</p>	<p>Get the Keyword research training ▶</p> <p>\$149 (ex VAT) for course, certificate and badge</p> <p>Or read more about this training first »</p>
	<p>Basic SEO training</p> <p>Get the SEO basics right! In this training course, we cover all aspects of SEO. Improve your site's rankings as you go!</p>	<p>Get the Basic SEO training ▶</p> <p>Only \$199 (ex VAT) to master the SEO fundamentals</p> <p>Or read more about this training first »</p>
	<p>SEO copywriting training</p> <p>Great content ranks! In this SEO copywriting training, we help you perfect your copywriting skills. Find out how to write copy that readers and search engines can't resist.</p>	<p>Get the SEO copywriting training ▶</p> <p>\$199 (ex VAT) for course, certificate and badge</p> <p>Or read more about this training first »</p>

Image 7: High-quality images on yoast.com

Conclusion

So, you have some guidelines now that help you create great product landing pages. Think about the goal of the page and how you can guide your users towards that. You want them to purchase your products or services, and there's a lot you can do to optimize your website for that. To know what works specifically for your website, you do need to put in some actual thought and testing. Try different things and see what works.