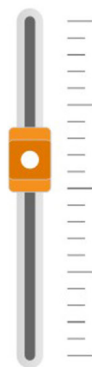
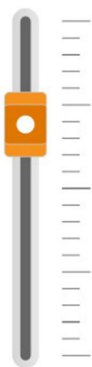
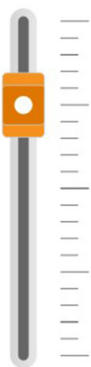
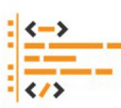


24 Quick and Easy Product Content Hacks

A practical and impactful guide to leveraging product content to drive superior shopping experience and boost conversions



As the holiday season draws near, most retailers could feel tempted to give in to the practice of price matching. After all, it's no secret that customers look for the best prices. Customers actively hunt for the best bargains, and most retailers feel the need to match prices to stay competitive. But what's the point in merely price-matching if retailers don't attract the right traffic and provide relevant buying experiences that inform, engage and convert shoppers?

Retailers and manufacturers have the opportunity to leverage product content to attract the right customers and provide a superior shopping experience, thereby boosting conversions. This includes improving the website performance, articulating product descriptions better, enriching them with quality images, and backing them with product reviews and ratings that motivate customers to buy.

The good news is that improving product content doesn't have to be an arduous task. That's why we've compiled 24 product content hacks that are easy, quick, practical and effective to help manufacturers and retailers improve the shopping experience and boost conversions without merely relying on price-matching. By the end of this eBook, you'll learn how to:

- Create more customer focused product content
- Improve organic search results
- Increase customer engagement with proven content practices
- Provide a smooth customer journey online, and much more!

1

CONTENT HACK #1: USE DESCRIPTIVE TITLES TO MAKE SHOPPING EASY AND ACCESSIBLE.

Enriching product titles with relevant and important search keywords allows shoppers to easily find the products they're looking for, while improving your website's organic search traffic.

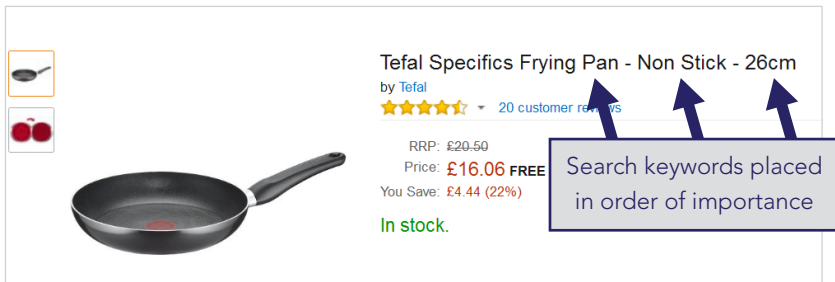


Fig 1: A descriptive title with relevant keywords



Fig 2: Improper use of keywords in the product title

2

CONTENT HACK #2:

ENRICH FEATURE BULLETS TO CONVEY HOW PRODUCTS BENEFIT CONSUMERS

Listing product features is good. But for shoppers to see value in them, try communicating the product's benefits to the end user. Why should shoppers care if a mattress is constructed with memory foam or an innerspring? Or if headphones use the Bluetooth 4.0 standard? Product features are a great way to convey these answers and provide as much detail as possible about the products on your site.

“ Bluetooth 4.0: Pair both your phone and smartwatch to the headphones simultaneously. ”


“ Memory foam reduces pressure points and helps relieve body pain. ”

3

CONTENT HACK #3: IDENTIFY PRODUCT FEATURES AND SENTIMENT THROUGH ONLINE FORUMS FOR BETTER MESSAGING.

Consumers freely express their opinions about products in reviews, blogs and other online forums. Retailers and manufacturers can use this information to recognize the product features that consumers discuss frequently and their sentiments for them. This data can then be used to enrich product descriptions and other kinds of messaging. It can be difficult to obtain a comprehensive view of consumer opinions for a large number of products, so it's better to do this for high value items during prime shopping seasons.

Riedel Vivant Red Wine Glasses Set of 4



Red wines thrive in this glass. A large bowl and plenty of breathing room indulges the bouquet, letting it flourish. The rim is gently flared so the front of the palate has all the fun, while the balance of fruit flavors and acidity can be savored. Set of 4 red wine glasses from the Riedel Vivant collection. Each 8-7/8H" glass holds 12.63 oz. Crafted of lead-free Tyrol crystal.

A large bowl with plenty of breathing room indulges the bouquet, letting it flourish
Crafted of lead-free Tyrol crystal
Set of four 12.63-oz. red wine glasses
8.88H"

Hand wash
Number of Pieces: 4
Capacity (volume): 12.5 Oz.
Material: Glass
Care and Cleaning: Dishwasher-safe
Dimensions: 3.5 " W x 3.5 " D x 8.82 " H
Glassware Style: Wine
Drink Type Held: Red Wine




Fig 3: Product detail highlighting the features customers are looking for

★★★★★ Alison · 11 months ago

Wonderful glasses, **lead-free** is more healthy

Acidic liquids (like wine) and fats will leach the lead from crystal. This is incredibly dangerous! Over time, it can cause a decline in mental abilities, insanity, and even death. This has been known for centuries, yet we use it because it adds more luster and weight to the pieces.

About ten years ago, I went looking for quality wine glasses that were **lead-free**. This was the only option I could find....and I am so glad I bought them. I have the red and the white wine glasses and they are wonderful. Maybe I am more careful than most people, but I have only broken one of these glasses in the last decade. The lip is nice and fine, plus they gleam beautifully. And I love that these beautiful glasses are not leaded!

👍 yes, i recommend this product.

helpful? yes · 4 no · 0 report

★★★★★ Anonymous · 8 years ago

It's the weight, not the capacity

These glasses are great. Simple, classic, and Riedel. I didn't buy them for a while because I like large red glasses and the description said these are 12.63 oz (way too small for a **red wine**). When I saw them in person I realized it was a mistake and I bought a set. They actually hold 18 5/8 fl oz. I now believe the 12.62 oz is the weight of the glass and not the capacity. So if you were reluctant to buy due to the small size, fear not. They are really nice.

helpful? yes · 1 no · 0 report

Fig 4: Identifying relevant product features from user reviews

4

CONTENT HACK #4:

INTEGRATE BLOGS TO THE MAIN WEBSITE TO INFUSE RELEVANT KEYWORDS

A smart way to connect and engage with shoppers is to offer fresh information that's not directly related to selling your products. While it may not immediately contribute to sales, it gives you the opportunity to establish your brand as a thought-leader in your industry, creating a strong reputation while building relationships with your shoppers. It also gives you the opportunity to infuse relevant search keywords and add new content to make your website more optimized for search.

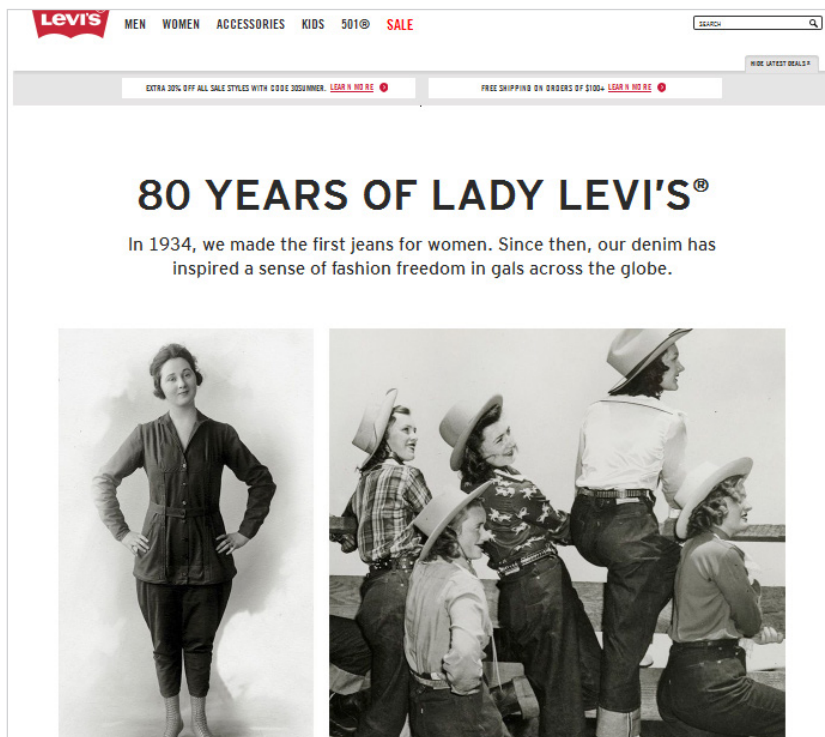


Fig 5: Levi's incorporates rich content on its platform in the form of news and articles



CONTENT HACK #5:

REFRESH PRODUCT CONTENT PERIODICALLY TO MAINTAIN A HIGH PAGE RANK

Product descriptions and related content that have not been refreshed in a long time can lower search traffic and directly impact the bottom line. Quite often, while a product is still in demand, the keyword terms that shoppers use to search for it can change over time. Not updating the content with the latest search keywords can result in losing out on potential customers.



CONTENT HACK #6: **ENCOURAGE REVIEWS FROM VERIFIED SHOPPERS TO BUILD CUSTOMER CONFIDENCE.**

In a world where seeded and machine-generated reviews are common, it's easy for shoppers to doubt the authenticity of user reviews. Encourage reviews by verified shoppers instead, especially for key-value items, to stand a better chance in winning the trust of your customers and helping them to be confident in the products they purchase.

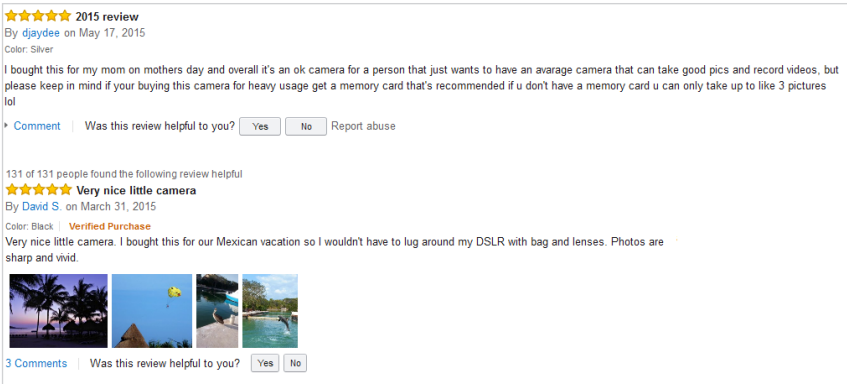


Fig 6: Shoppers find reviews by verified customers to be more helpful

7

CONTENT HACK #7:

INCLUDE RELEVANT KEYWORDS IN IMAGE FILE NAMES AND ALT-TEXT TO IMPROVE SEARCH TRAFFIC.

Apart from the content on your website, search engines also crawl for keywords in image file names. To ensure you don't miss out on customers searching for your products, use relevant search keywords when naming image files. Similarly, Alt-Text (the text within the 'alt' tag in the product page's source code) helps search engines 'read' images and bring them up in relevant searches.

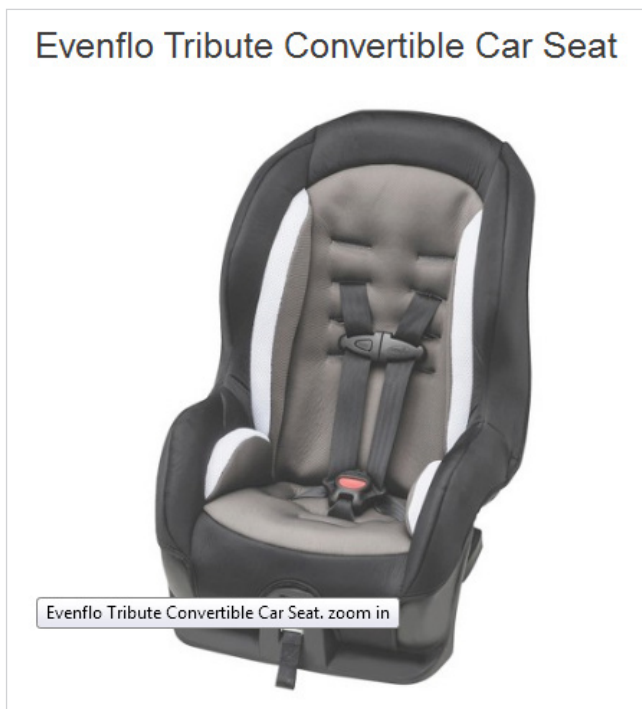


Fig 7: Product image with search-friendly Alt-text

8

CONTENT HACK #8: USE GOOGLE TRENDS TO LOOK FOR THE MOST POPULAR KEYWORD TERMS.

What search terms do shoppers use when researching products? An easy way to find out is by Google Trends. It lets you compare similar keywords to identify the most popular terms, which you can then use in your product titles and other messaging so that shoppers can easily find your products when looking for them.

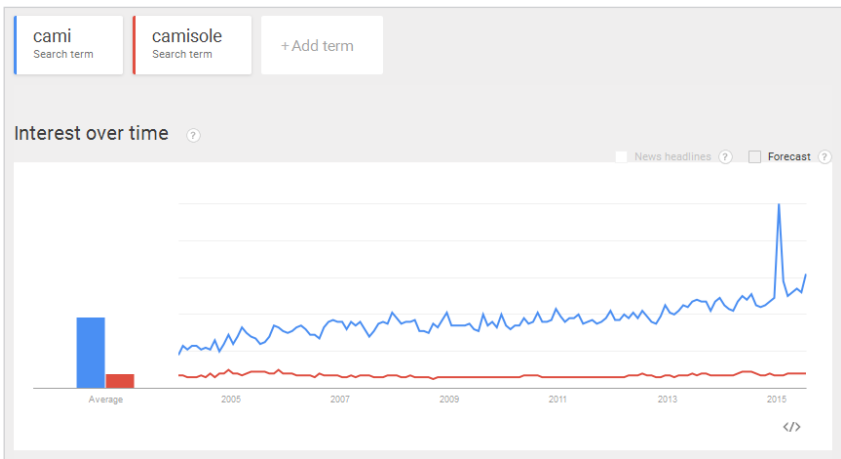


Fig 8: Search trends can help gauge the right terms to use when naming products

9

CONTENT HACK #9:

EMBED CALLS TO ACTION (CTAs) ON VIDEO LANDING PAGES TO DIRECT VISITORS TO THE PURCHASE PATH.

Adding videos to showcase a product's usability is increasingly gaining popularity among omnichannel retailers, as it increases organic search rankings. However, product videos do little to increase conversion if shoppers don't come back after watching them. To avoid losing potential sales, direct shoppers to the transaction page by placing appropriate calls to action (CTAs) where the video is playing.

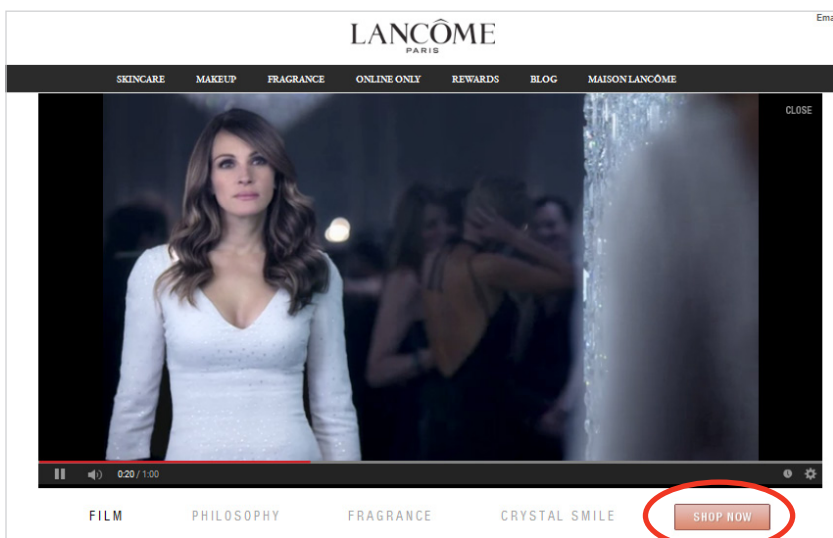


Fig 9: This strategically-placed 'Shop Now' button prompts visitors to buy the product

10

CONTENT HACK #10:

IMPROVE THE TEXT-TO-CODE RATIO TO MAKE WEBPAGES LOAD FASTER.

Nobody likes a slow website. Improving the text-to-code ratio, or ensuring that there's more readable content than the code, can make it load faster and improve the performance of your website. You can make use of free online tools such as [What's My IP](#), [Site 24x7](#) and [Small SEO Tools](#) to identify the text-to-code ratio of your site and decide if the code needs to be effective.

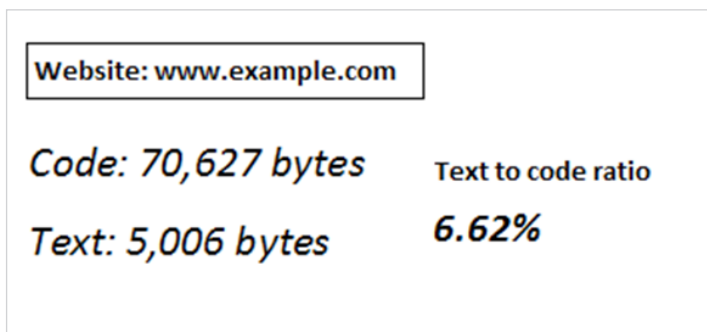


Fig 10: Slow websites have more code than the readable content



CONTENT HACK #11:

CHANGE DYNAMIC URLS INTO STATIC URLS FOR A BETTER CLICK-THROUGH RATE (CTR).

To address a low click-through rate (CTR) and rank higher up on search engines, optimize product URLs by changing dynamic URLs into static ones. This process is quick and inexpensive as it requires a minor change in the code of the ".htaccess" file. For example, this dynamic URL does not tell search engines much about the product.

http://www.amazon.com/gp/product/B00EOE0WKQ/ref=amb_link_423017882_2?ie=UTF8&nav_sdd=aps&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=center-1&pf_rd_r=18ZSHMHY5SQZM5J4CGHG&pf_rd_t=101&pf_rd_p=1841385982&pf_rd_i=507846

Shoppers are more likely to click on a link with a static URL such as this:

[http://www.amazon.com/Fire_Phone_13MP- Camera_32GB/dp/B00EOE0WKQ](http://www.amazon.com/Fire_Phone_13MP-Camera_32GB/dp/B00EOE0WKQ)

12

CONTENT HACK #12: PROVIDE USEFUL DETAILS OF YOUR CONTENT ON BACKLINKS TO INCREASE THE RATE OF CLICKS.

External channels such as online marketplaces referring to different sellers, such as sponsored posts, price comparison tools, guest blogs, social media pages, etc. allow you to add backlinks leading to your website. When adding backlinks, it's good practice to display product star ratings and/or offers right at the external source to generate more interest in your product pages.










| DETAILS | RETAILER | BASE PRICE | PROMO / TAX & SHIPPING | PRICE |
|--|--|---|------------------------|---|
|  Logitech Wireless Combo MK270 Logitech Wireless Combo MK270: U... |  Walmart.com |  \$28.99 \$19.99 | | \$19.99 go to store |
|  Logitech Wireless Combo MK270 Logitech Wireless Combo MK270: T... |  Amazon.com | \$19.99 | | \$19.99 go to store |
|  Logitech Mk270 920-004536 The reliable wireless combo with... |  eBay | \$34.99 | FREE shipping | \$34.99 go to store |
|  Logitech MK270 Wireless Combo Logitech MK270 Wireless Combo Ke... |  BH PHOTO VIDEO PRO AUDIO | \$21.72 | | \$21.72 go to store |

Fig 11: Discounts and shipping details at the external source help increase the click-through rate

13

CONTENT HACK #13:

USE IN-CONTEXT PRODUCT IMAGES TO BOOST SALES.

Let some of your key products have images that show them in use. Not only does it make images more interesting, but it also helps you cross-sell related items. For example, the following image can help promote related items such as glass bowls and other kitchenware along with the blender.



Fig 12: The Vitamix blender shown in use

14

CONTENT HACK #14: ENRICH CONTENT IN CATEGORY PAGES TO MAKE YOUR WEBSITE MORE SEARCH-FRIENDLY.

Instead of dull category pages showing only products, consider sprucing them up with unique content such as blogs or how-to's. This allows you to infuse relevant keywords and provide valuable information to improve the search performance of your website.

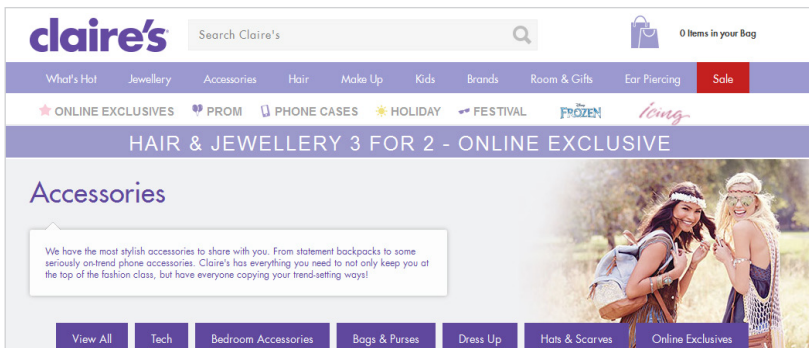


Fig 13: A category page with fashion-centric keywords

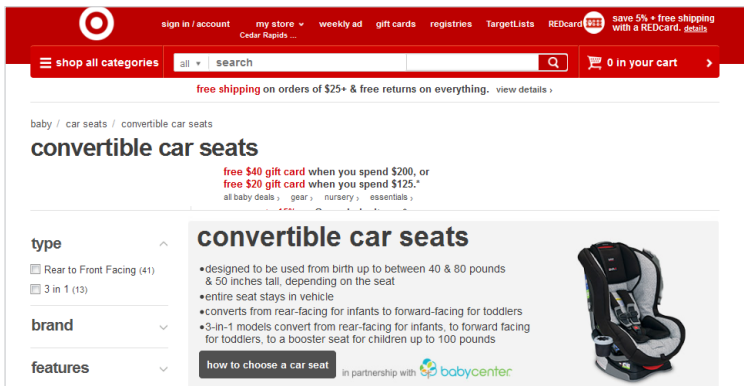


Fig 14: A category page with 'how-to-use' information

15

CONTENT HACK #15: LEVERAGE 'QUICK-LOOK' TO INCLUDE ESSENTIAL PRODUCT INFORMATION.

Limit the characters inside 'quick-look' boxes to include only the information that's absolutely necessary for a shopper to make a purchase decision. As a rule of thumb, a 'zoomable' image, product ratings (if any), specifications, price, and an 'add to cart' button should go within the quick-look window.

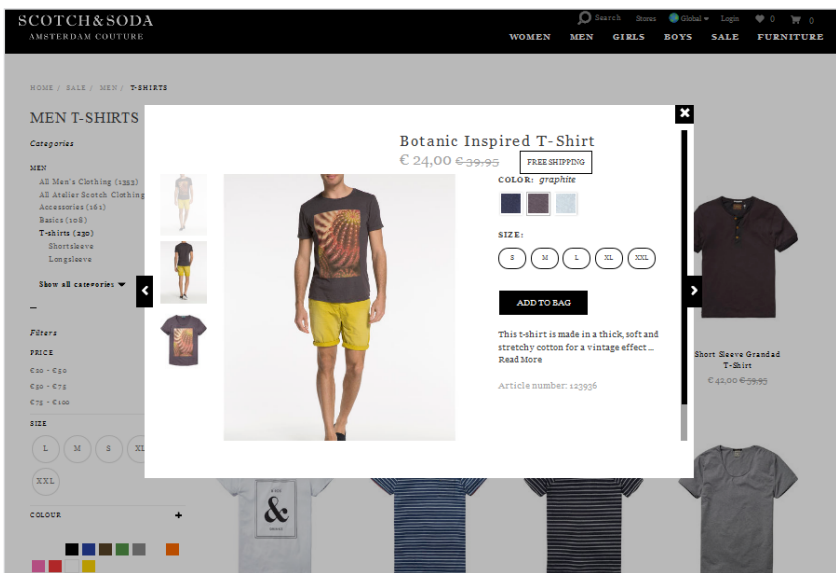


Fig 15: Scotch & Soda's clean and effective quick-look box

16

CONTENT HACK #16:

USE IMAGES CREATIVELY TO ILLUSTRATE THE USABILITY OF PRODUCTS IN THE REAL WORLD.

When effectively used, images can make up for the shopper's need to touch and feel products in a brick and mortar store. Depending on the product category, you can customize how you use images for a greater impact. For example, you can use text within images to explain the different components of a large industrial appliance (Fig 16), show the information printed on a packaged grocery item (Fig 17), or bundle several images that show the various angles of an outfit (Fig 18).



Fig 16: Image explaining the different components of a complex tool



Fig 17: A high-resolution zoomable image lets shoppers see the fine print



Fig 18: A clothing line that uses bundled images to show the various angles of an outfit

17

CONTENT HACK #17: USE DYNAMIC BREADCRUMBS BASED ON SEARCH RESULTS FOR EASIER NAVIGATION ACROSS THE SITE.

Breadcrumb trails that show the hierarchy of the website are most useful when they are designed keeping the shopper's purchase journey in mind. However, having a lean breadcrumb trail can be a challenge for large websites with several product categories, sub-pages, and microsites. That's where dynamic breadcrumbs come into the picture. Having dynamic breadcrumb trails based on search results, allow shoppers to land on product pages through different paths and navigate easily across a large website.

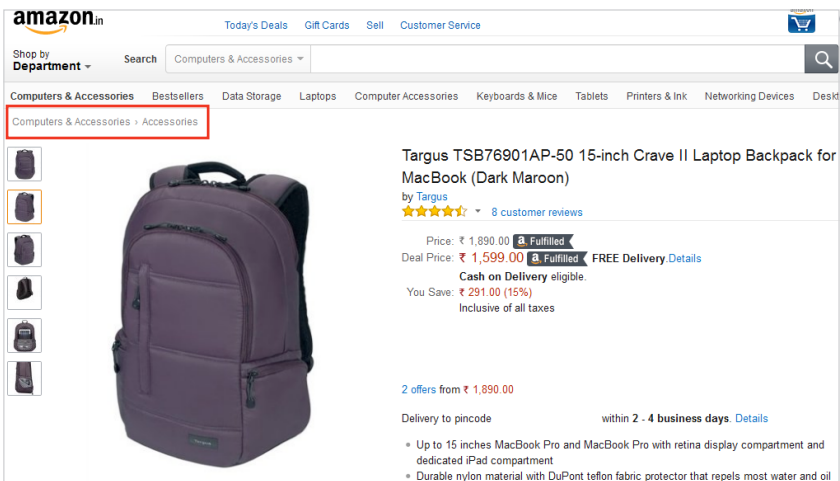


Fig 19: The product page's breadcrumb trail when arriving from a search engine

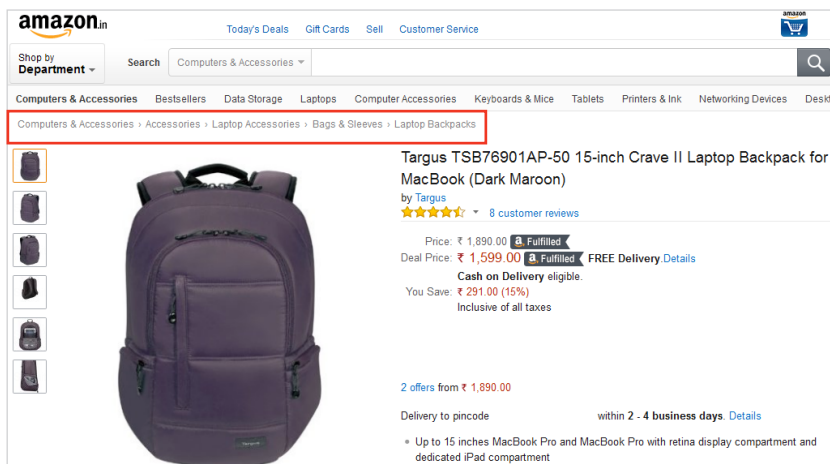


Fig 20: The breadcrumb trail looks different when searching within the site

18

CONTENT HACK #18:

LIMIT THE LINK-TEXT IN BREADCRUMBS TO NO MORE THAN THREE WORDS PER CATEGORY.

While breadcrumb trails help in easier navigation, it's important that they don't clutter webpages with too much information. In order to make them unobtrusive to visitors, keep text to three words or less and assign a smaller font size than the rest of the page.

19

CONTENT HACK #19: CLEARLY INDICATE ADDITIONAL CHARGES AND PRODUCT AVAILABILITY TO AVOID BASKET ABANDONMENT.

Conveying any additional charges or the unavailability of products at the checkout page is guaranteed to make shoppers feel disgruntled and could consequently result in customers abandoning their purchases. To ensure that shoppers have a good experience when buying products, indicate any additional charges or the unavailability of stock clearly on the product pages.

Rachael Ray Hard Enamel Nonstick 14-Piece Cookware Set

★★★★★ 145 reviews Q&A By: Rachael Ray
Walmart #: 553525902

\$99.00

FREE shipping

Actual Color: Orange

Quantity: 1

[Add to Cart](#)

[Add to Registry](#) [Add to List](#)

Sold by Walmart.com

Shipping
See delivery options

FREE pickup
Not available

| Type | Arrives | Cost | |
|-----------|-------------|--------|-----------|
| Value | Fri, Jul 10 | Free | per order |
| Standard | Thu, Jul 9 | \$4.97 | per order |
| Expedited | Thu, Jul 9 | | |
| Rush | Wed, Jul 8 | | |

Fig 21: Walmart indicates the shipping costs and availability of free pickup services on the product page



CONTENT HACK #20:

ALLOW CUSTOMERS TO SHOP WITHOUT REGISTERING TO ENABLE PROMPT PURCHASES.

Many shoppers have limited time on their hands, and a compulsory registration with too many form fields can put them off. Allow shoppers to carry out some purchases as a guest to keep them from abandoning their shopping carts due to a cumbersome registration page.



CONTENT HACK #21:

MONITOR COMPETITOR WEBSITES PERIODICALLY TO STAY AHEAD OF THE GAME.

Comparing your website against your competitors' will help you determine where you can stand in terms of page rank, images, keyword density, backlinks, product titles, and metatags. It gives you the chance to find out where your website is lacking and make the necessary content changes for key-value items.

22

CONTENT HACK #22:

ADD PRODUCT-PAGE LINKS DIRECTLY INTO CONTENT FOR A SEAMLESS SHOPPING EXPERIENCE.

Product information pages, especially within category pages, often include blogs, product comparisons, FAQs, and expert advice to boost SEO. While this is a great way to infuse SEO-rich content and drive useful traffic, you can always turn passive readers into buyers with strategically-placed links taking them to the product or transaction page.

Clickable images linked to the product page

Meet the New Face of Skin Hydration

Start and end your day with Neutrogena® Hydro Boost. Apply it daily under makeup for an oil-free, smooth complexion. Then use it at night for more hydration benefits. So you can wake up with your skin looking refreshed.



**HYDRO BOOST
WATER GEL**

Instantly hydrates and releases water into skin all day long.
Recommended for all skin types.



**HYDRO BOOST
FRAGRANCE FREE GEL-CREAM**

Rich gel relieves intense dryness to help restore skin's natural barrier against moisture loss.
Recommended for extra-dry skin.



**HYDRO BOOST
EYE GEL**

Smoothes skin around the eye area and continuously releases hydration.
Recommended for all skin types.

Fig 22: Each product image links to its respective transaction page

23

CONTENT HACK #23:

EMBED SCHEMA.ORG VOCABULARY IN YOUR WEBSITE'S CODE TO ENABLE RICH CONTENT SNIPPETS.

To establish a content format that is supported by rich snippets (the micro-text that appears under search results), embed Schema.org to your website's code. Doing so helps drive better click-through-rates and brings in more relevant traffic to your product pages.

For example, embedding <http://schema.org/Product> in the HTML code tells popular search engines such as Google, Yahoo, and Bing that it is a product page. The search results for the page would the look like this:

Tefal Specifics Frying Pan, Non Stick, 32cm: Amazon.co.uk ...

www.amazon.co.uk › ... › Cookware › Pots & Pans › Frying Pans ▼

★★★★★ Rating: 4.7 - 142 reviews

New range now available. The new Intensium Range of frypans and saucepans feature the best Tefal coating so far, intensium, and promise durable **non-stick** ...

*Fig 23: Rich content snippets generate a higher
click-through rate*

24

CONTENT HACK #24:

LIMIT METADATA CHARACTERS WHEN OPTIMIZING YOUR SITE FOR MOBILE VIEWING.

Other than smaller images and shorter text, Google also expects you to use shorter metadata text when optimizing websites for mobile viewing.

To ensure that search engines do not cut off any text when displaying products in search results, product titles should have less than 50 characters (including spaces), while meta-descriptions should not contain more than 115 characters.

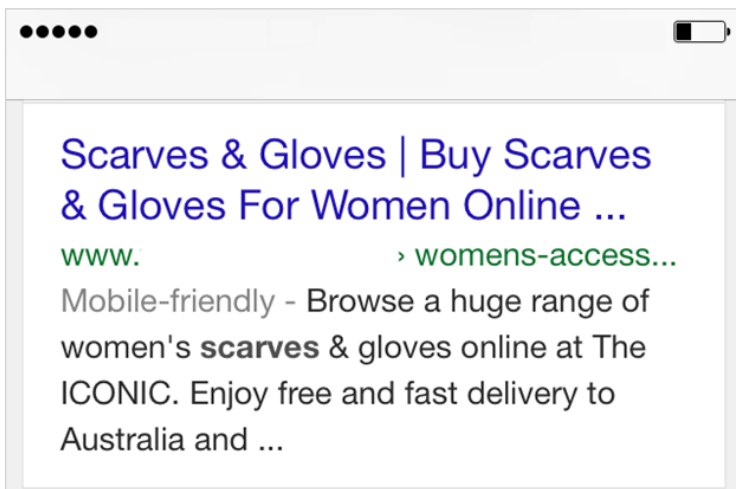


Fig 24: Optimize titles and meta descriptions for mobile devices to avoid search engines from cutting them off

MORE RESOURCES

eBook:

[How to Re-Design Your Omni-Channel Strategy with Big Data in Mind](#)

Case Study:

[Major Online Retailer Accomplishes Rapid SKU Expansion, 1/2 Million a Quarter, with the Help of Ugam](#)

Blog:

[5 Things e-Retailers Need to Consider Before SKU On-Boarding this Year](#)

ABOUT UGAM

Ugam is a global leader in managed analytics that helps retailers, brands and market research firms transform big data into valuable insights. The company's unique managed services combine a proprietary big data technology platform with deep domain knowledge and analytics expertise to empower clients to make decisions that improve their business.

For retailers, online marketplaces and brands, Ugam supports better merchandising, marketing and channel management decisions through the use of analytics. Five of the top 10 U.S. retailers, many of the world's largest brands and online marketplaces work with Ugam because of its ability to deliver high-quality insights with unmatched customer experience.

To learn more about our solutions for brands and retailers contact info@ugamsolutions.com.

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Alina Lewis

Content Marketer

Ugam



Alina Lewis has over five years' experience in content development and strategy across print and digital channels. At Ugam, Alina is responsible for driving the engagement and awareness across key stakeholders on various content platforms.

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