

Best Practices Creating a Product Listing Page (PLP)



Recommended by Boveda

1. **Prominent Call to Action or Header**

Examples:

- Boveda: No mess. No worries. Enjoy.
- Boveda: The Original Terpene Shield™
- Boveda: The Global Leader in 2-Way Humidity Control

2. **Big, Clear images:** Web quality—no blurs or pixelation—and be creative with using lifestyle photos. These images show the product in a relatable situation to help customers imagine themselves experiencing our product in a similar way. Example: Boveda in a humidor, jar or with an instrument.

3. **Easy Navigation:** Utilize grid view with two to four images or a list view with one product per line. The grid view brings more attention to the product picture and is often used by fashion brands, whereas the list view offers more information about each product and is best used for electronic brands, food brands, etc.

Hot Tip: Pages should load within 2 seconds!

4. **Links to Boveda Product Pages (Backlinks):** Link your product page listings to our detailed Boveda product pages for more information and videos.

5. **Clear Product Titles & Descriptions:** Descriptive and keyword-optimized.
Example: BOVEDA 72% RH SINGLE SIZE 320 FOR HUMIDOR HUMIDITY

6. **Correct Price (MSRP):** Refer to our pricing guidelines on [Brand Central](#).

7. **Create FOMO (Fear Of Missing Out):** Done by creating/highlighting: urgency of a sale, new or limited stock items, best selling items.

8. **Spice It Up With Boveda Videos! [See Addendum]**

9. **Customer Reviews:** Leverage social proof; Ratings and reviews inspire trust that the product is worth their time and money.

10. **Add Shopping Cart Button:** Make it possible to add items to cart right from a PLP as well as a single product's details page.

11. **Use Boveda Product Recommendations to Personalize:** They work well because manufacturers, retailers and brands can usually display products that are similar to the ones a customer has already browsed, resulting in that customer clicking on an additional item or increasing their basket/cart size.

12. **Offer recurring Order option (Subscriptions):** Saves time and money requires less maintenance to acquire and service customers.

Here's what your PLP should consist of:

- A clear and easy-to-locate search bar
- Popular searches, best selling products, and other relevant products
- Relevant offers and deals you are offering to your customers
- Tools that will help the audience navigate through the products
- Tools that will help personalize the search results
- SEO keywords that are relevant and customized to your webpage
- A list of all products in your store with photos (Including Alt Text) and appropriate descriptions
- Plenty of call to actions (CTAs), encouraging the audience to make a purchase or learn more
- Terms & Conditions, Privacy Policy, and Return, Exchange & Refund Policy

A well-researched and optimized product listing page will help to boost your conversion rate and improve your overall sales figures.

The most important tasks you must perform when optimizing your PLP are:




- Determining which keywords to target on your PLP
- Creating high-quality product descriptions that deliver value to the customer while addressing their search intent
- Planning a landing page strategy in tandem with your ad campaigns and keyword bids
- Ensuring that the pricing of the products featuring on your PLP reflects market trends
- Setting up conversion tracking
- Include Alt Text on all images

Addendum

Boveda YouTube Channels:

- Tobacco <https://www.youtube.com/bovedainc>
- Cannabis <https://www.youtube.com/bovedacannabis>
- Music <https://www.youtube.com/channel/UCe02Xfx9mkpttvSY4FUGoGw>

Video Clip Ideas:

- Tobacco -  Step-by-Step Instructions for How to Use the Boveda Humidor Starter Kit
- Cannabis -  How to Store Hemp and other herbs. Take the Boveda Challenge Smell for Yo...
- Music -  Taylor Guitars (Feat. Rob Magargal) | Boveda Music