

5 Common Reasons for Low Converting Product Pages



5

Poor Product Images

Ask, "If I knew nothing about this product, would I be able to figure out what I need from these product images?"

4

Poor Mobile Experience

You could be missing out on website visitors who are already done with research on mobile and ready to purchase.

3

Selecting Products

Make sure it is easy and clear for customers to pick the product, color, size, etc. that they want.

2

Pricing and Shipping

Make sure your prices are at least somewhat competitive. Consider offering benefits your competition offers.

1

Unclear CTAs and Benefits

Your customers want to know, "Why do I want this, and how do I take the next step?"



Bonus: Users Want Clarity

Users want to be able to do research on any device on their own terms.