

5 Tips for Optimizing an eCommerce Product Detail Page

The diagram shows a browser window with the following content:

- Browser title: 50mm Single Pitched Sprocket - New Product
- Page title: Product Detail
- Product image: A grey gear icon.
- Product name: 50mm Single Pitched Sprocket
- Product description: Our 50mm Single Pitched Sprocket is one of the finest and most durable titanium sprockets on the market.
- Call to action: Add to cart
- Bread crumb navigation: Home > Sprockets > Titanium Sprockets > 50mm Single-Pitched Sprocket

Five callout boxes provide the following tips:

- 1 Page Title**
Have product name/service first (reading left to right.)
- 2 Product Name**
Always use H1 tags for the product name.
- 3 Product Description**
If you can, include the product/service and category name in the description.
- 4 Product Image**
Name the image file with the full product name. Make sure to also include an alt tag.
- 5 Bread Crumb Nav**
Include a Bread Crumb Nav showing all levels on every product page.