Product Page Design for Online Stores: The Elements That Persuade Customers to Buy

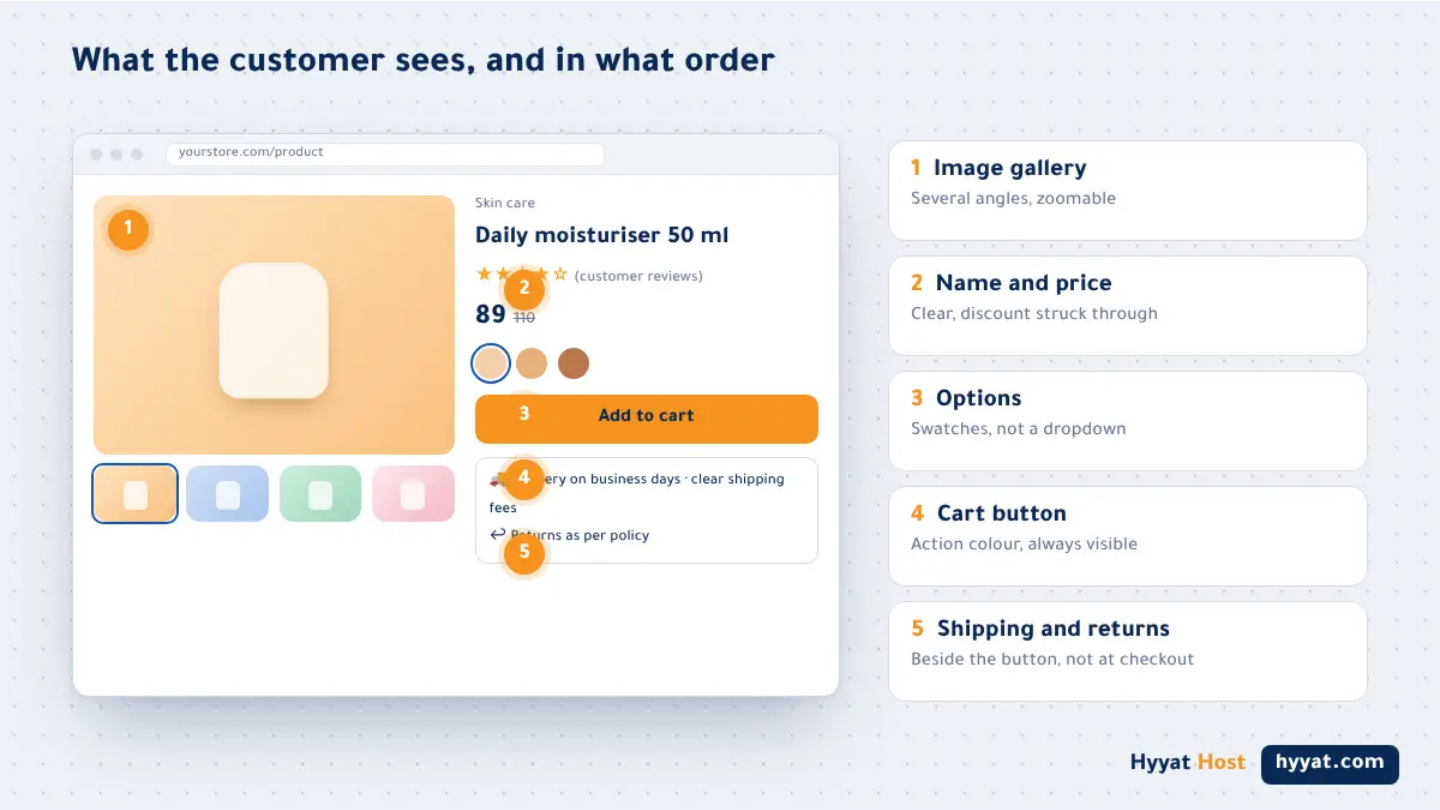
Programming and design · https://www.hyyat.com/en/knowledgebase/product-page-design/

In short The product page is the salesperson in your store. It must answer before the customer asks: **What is it? How much is it? Is it right for me? When will it arrive? What if I do not like it?** Order it like this: clear images, then name and price, then options and a visible add-to-cart button, then shipping and returns, then description and specifications, then genuine reviews. And design it for mobile first.

Embedded media: https://www.hyyat.com/wp-content/uploads/2026/11/hyyat-ds-product-en.mp4?_=1

In a physical shop, the customer picks the product up, turns it over and asks the shop assistant. In an online store, the product page does all of that on its own. If it leaves a question unanswered, the customer usually will not ask. They will leave.

This guide is about designing the product page specifically, and applies to WooCommerce and other stores. Setting up the store itself is covered in how to set up a WooCommerce store.



1) Images: the first thing people look at

- **Clear, real photos** with consistent backgrounds across the store.
- **Several angles:** front, back, details, and the product in use.
- **A photo that shows size** where size matters, such as the product in a hand or next to a familiar object.
- **Zoomable** on desktop and swipeable on mobile.
- **Compressed:** product pages carry many images, and slowness costs sales.

2) Name and price

A name that describes the product the way customers search for it, not an internal code. The price clear and large, with the old price struck through next to it if discounted. If prices include or exclude tax, say so explicitly.

3) Options and the add-to-cart button

Size, colour and quantity directly above the button. Visual options such as colour are shown as swatches, not a dropdown. The "Add to cart" button is the most important element on the page: in your brand's action colour, large, visible without scrolling on mobile, or fixed to the bottom of the screen as the user scrolls.

Rule of thumb: If an option is out of stock, show it on the option itself before the customer taps, not as an error message after they press the button.

4) Shipping and returns next to the button

The questions that most often stop a purchase: when will it arrive, how much is shipping, what if it does not suit me? Put short answers right next to the button, with a link to the full returns policy. Do not hide shipping costs until checkout; a surprise at the last step is one of the most common reasons for abandoned carts.

5) Description: benefits, then specifications

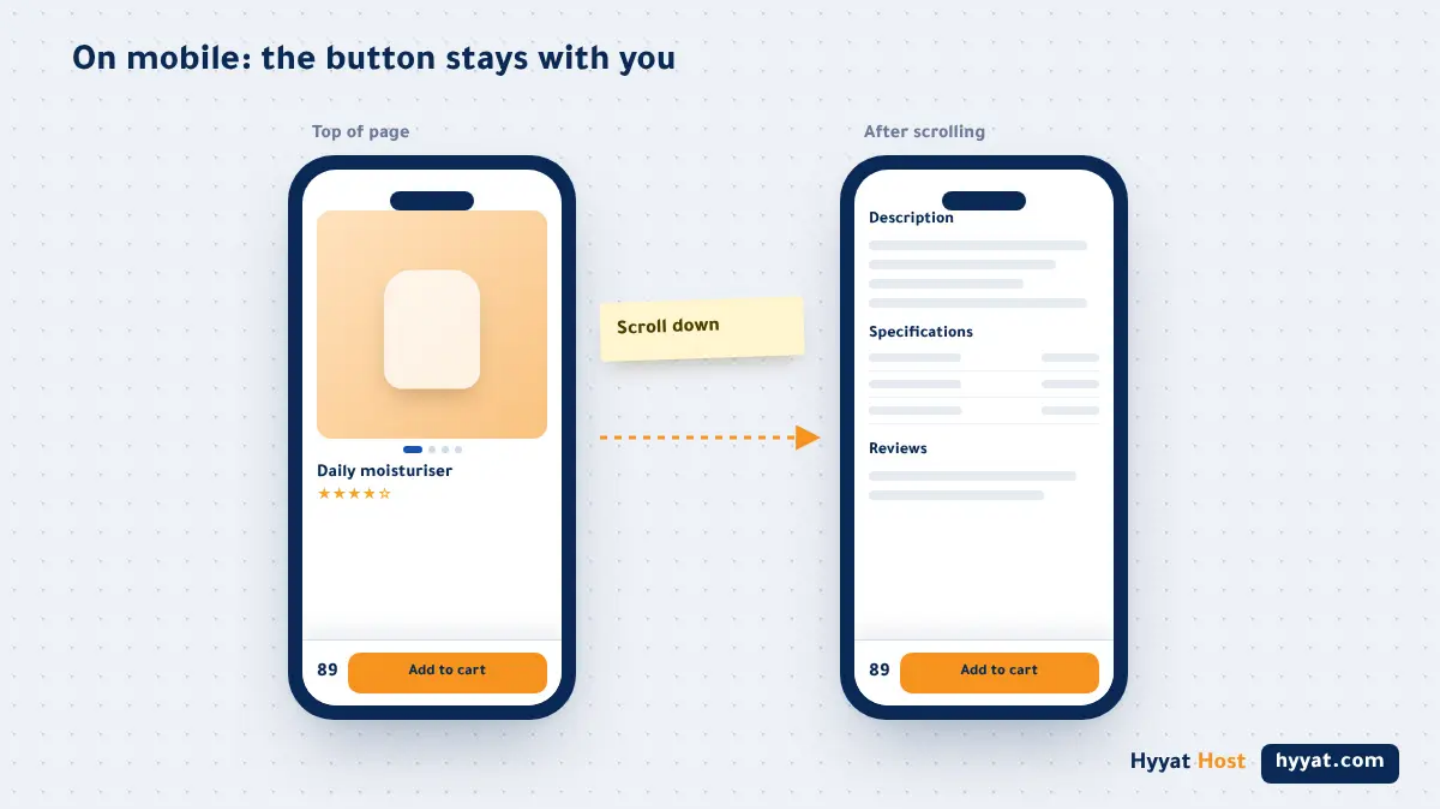
Start with a short paragraph on the product's benefit: who it is for and what problem it solves. Then the specifications in a table or bullet points that are easy to scan: size, material, weight, use and care. Write your own description rather than copying the supplier's, which appears on dozens of other stores.

Section	What it includes
Short description	Two or three sentences beside the images: what it is and who it is for.
Full description	Benefits, how to use it and what sets it apart.
Specifications	A table of sizes, materials and weights.
FAQs	Real customer questions about this product.

6) Genuine reviews

Reviews from customers who actually bought are among the most persuasive elements. Enable reviews and encourage customers to leave them with a message after delivery. Never write reviews

yourself: they are dishonest, customers spot them, and they damage trust in the whole store.



7) The product page on mobile

Most shoppers browse on their phones, where space is tight. The mobile order: full-width images to swipe through, then name and price, then options and the button. Keep the button fixed to the bottom of the screen when the customer scrolls down to read the description, so they never need to scroll back up. General responsiveness is covered in responsive website design.

8) What comes after the product

The bottom of the page is a good place for related or complementary products: "frequently bought together" or items from the same category. But do not let them come before the product's own information, and do not flood the page with them.

Product pages and search engines

A product page may be the first thing a customer finds on Google. Make its title and description describe the product the way people search for it, add alt text that describes each image, and make

sure structured product data (price and availability) is enabled; most WooCommerce SEO plugins add it automatically.

Example: A homeware store showed shipping fees only at checkout and used descriptions copied from the supplier. We added a line beside the button about delivery time and cost, and rewrote the descriptions of the best-selling products in the store's own voice, so the page answered customers' questions before they reached checkout.

Simple product photography

You do not need a professional studio to start. Clear, consistent photos beat luxurious inconsistent ones:

1. **One background for all products** white paper or a fixed neutral colour.
2. **Natural light** beside a window in daytime, out of direct sunlight.
3. **The same angle and distance** for every product in a category, so the category page looks tidy.
4. **A uniform size** crop photos to the same ratio, square for example, before uploading, and compress them.

When a product is out of stock

Do not delete the page of a temporarily unavailable product; it may have Google visits and customer links. Keep it, show clearly that it is unavailable now, add a "notify me when available" option if you can, and suggest alternatives. For a product discontinued for good, redirect its URL to the closest product or category with a permanent redirect.

Product pages and store trust

A first-time customer looks for reassuring signs: familiar payment methods with their logos near the button, a clear returns policy, a fast contact option such as WhatsApp, and the store's own name and domain rather than a temporary address. These small details answer a question customers think but never type: is this store real?

Summary

- Several clear images, and an explicit name and price.
- Options and a visible cart button, with shipping and returns beside it.
- Descriptions in your own words, genuine reviews, and mobile-first design.

We design product pages and complete stores as part of WordPress website design and our website design service.

Frequently asked questions

What is the most important element of a product page?
Clear images and a visible add-to-cart button, with a short answer about shipping and returns beside it.

Should I copy the supplier's product description?
It is better to write your own in your store's voice, because supplier descriptions appear on many stores.

Where should shipping information go?
Right beside the add-to-cart button, not only at checkout, because a last-step surprise is a common reason for abandoned carts.

Do reviews matter?
Yes. Reviews from genuine buyers are among the most persuasive elements. Never publish reviews that are not real.

How should a product page look on mobile?
Full-width images, then name, price and options, with a cart button fixed to the bottom of the screen while scrolling.

Related guides

- How to Set Up a WooCommerce Store, From the Start to Your First Order
- Responsive Website Design: How It Works and How to Check Your Site Is Truly Mobile-Friendly
- Landing Page Design That Converts: Sections in Order, and How It Differs From a Home Page

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