



BLUE STOUT

# Product Pages that CONVERT

*Our step-by-step framework and template for building HIGH converting product pages.*



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# IMPORTANT:

This guide is loaded with information, but it was not designed as comprehensive “start to finish” material. It is a framework and checklist that we use internally, with every single private client who works with us, as part of a larger strategy to improve store conversion rates.

As you work your way through this content, don't hesitate to reach out to our team directly with any questions regarding the best way to apply this to your brand.

You can reach us at [workwithus@bluestout.com](mailto:workwithus@bluestout.com)

# Start Here:

Your Product Page is your #1 sales page. You can't afford to get it wrong...

The fastest way to lower your customer acquisition cost or increase revenue from your current advertising spend is to boost your store's conversion rates.

*(Just ask a few of our famous clients here.)*

And the first place to start is with your product detail page (*aka PDP page*).

Think of your brand's product page as **the ultimate sales page** - it's where your customer is making their decision to purchase or not.

And, believe me when I tell you, there is a **FORMULA** for designing product pages that convert.

A correctly structured product page that first sells your customer emotionally, and then leads them through a logical justification of that emotional decision, can overcome many other conversion shortcomings on your site.

What follows below in this guide is our process for strategizing and designing product pages, from the ground up, to **convert cold browsers into buyers**.

And most importantly, an overview of our proprietary Emotion + Logic framework that underpins your conversion success. Enjoy.

Allen Burt | CEO, Blue Stout

# Our Expertise

## And why you should listen.

Designing product pages that CONVERT requires a proven formula.

And, frankly, most design and marketing agencies don't have a clue.

You can cross your fingers hoping your designer's preferences will increase conversions and revenue...

Or, you can focus on implementing proven strategies gained from our last 10 years of experience, 100+ brands and 20+ industries.

### 100+ Brands

*Clients include:*

- Inc. 500 Recipients
- Shark Tank deals
- Venture Startups
- \$100M+ Brands

### 20+ Industries

*Including:*

- CPG
- Outdoor Recreation
- Fashion & Apparel
- Beauty
- & More

### Proprietary Frameworks

*We don't rely on design "trends".*

Our strategies are backed by statistically significant A/B tests and consumer psychology research.

# A few of our successful clients:

TAFT

BRÜMATE

TANYA  
TAYLOR



SWIMOUTLET.com

twice

nbu

Detour



PURELEI

OROS

EBBETS FIELD  
FLANNELS EST. 1988

SAND CLOUD

GATHRE



woom™

SENTALER



33% Increase in Conversion Rate +  
152 % Increase in YOY Revenue

TAFT

"It's clear the Blue Stout team **knows their stuff.**"

*Kory Stevens, TAFT*

30% Increase in Conversion Rate

THE  
SKIN  
DEEP

"I can't believe how far we have come in the past two months, since going live with our websites. **Our conversion rate increased across the board** and our websites are visually stunning."

*Bojana Ceranic, The Skin Deep*

# The Product Detail Page (PDP) Framework

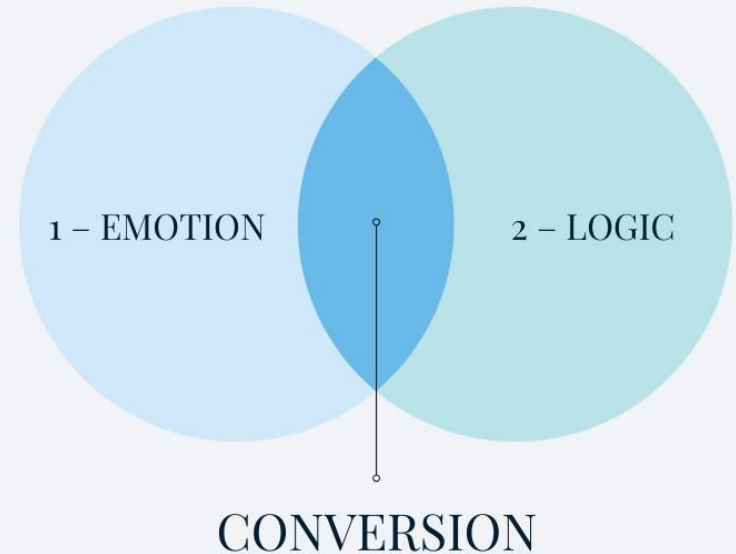
## Emotion + Logic

Our Product Page Framework has been developed over the last 10 years and refined through data testing. But, the basic premise comes down to a simple understanding, backed by consumer psychology...

... All customers make purchase decisions in 2 stages:

- First, emotionally.
- Second, by justifying the emotional decision they just made using LOGIC.

That is why a PERFECT Product Page layout should be designed to walk the customer through BOTH of these 2 stages in their decision making process.



# 1) Sell Emotionally

This is your #1 goal. If a customer does not create an emotional connection with your product (*either because they want it, or because it solves a need*), you will never make the sale.

An exceptional job selling emotionally will make up for any faults or missing information when you move on to the logical justification in step 2.

Connecting with your customers emotionally occurs on a primal level by increasing desire. Desire comes in the form of wants, solving a problem, or helping the customer envision living a better version of their life with your product.

When selling emotionally we focus on including the following in our designs:

- Imagery: both product and lifestyle
- Sales copy that sells the benefits or end result (*read: NOT features*)
- Videos: both product and lifestyle
- Illustrations, diagrams, iconography that explain the benefits
- Inspiring testimonials
- User Generated Content
- Influencers, Press or other Mainstream Social Proof

**GOAL: heighten your customers emotional experience on the page by helping them envision living a better version of their life with your product.**



## 2) Sell Logically

**Help justify the “Emotional” sale logically by answering key questions and removing barriers to purchase.**

After the customer is first sold emotionally, we then help them logically justify that decision by answering all of their key questions in a way that moves them towards a purchase.

At Blue Stout, we've developed a framework for anticipating a customer's questions and concerns that we call the 3 P's. Meaning, every customer will have questions and concerns about the Product, the Process, and will have a certain amount of Perceived Risk associated with making the purchase.

The better you can anticipate and address the 3 P's, the higher you will convert first time buyers.

On the right are a few example questions we might ask, depending on the product and industry.

P

### PRODUCT

- How will this look on me?
- What is this made of?
- How big is it relative to my other furniture?
- etc

P

### PROCESS

- How do I install it?
- After I buy, what happens (shipping & delivery timing, returns process)?
- Care instructions
- etc

P

### PERCEIVED RISK OF PURCHASE

- Testimonials
- Reviews
- Warrantees
- Guarantees
- Customer-centric Shipping and Returns Policies
- etc

# WHAT'S NEXT:

The Emotion + Logic framework is just one of the 5 frameworks we use daily to increase conversion rates, AOV and repeat purchases for our client's.

It's our wish that this overview and the following PDP template below will equip you to start optimizing the most important sales page on your store.

This framework takes all of the guesswork out of design pages, ensuring they will convert for your exact audience and products.

If you'd like to speak with us about customizing this strategy specifically for your brand, we'd love to talk to you.

If you'd like to set up a strategy session call with us, follow the URL below to do that:

[www.bluestout.com/strategy](http://www.bluestout.com/strategy)

For additional training and content on how to optimize your brand and store, we've linked some articles and training videos below.

- [Is 30% of your revenue coming from email? If not, then it's time to ask these questions](#)
- [How we increase store revenue 30-50% without spending more on ads](#)
- [The 4 email flows that added an extra \\$100k per month for this client.](#)
- [Stop relying ONLY on paid traffic for sales](#)

If you need anything, drop us a line ([workwithus@bluestout.com](mailto:workwithus@bluestout.com)).

Allen Burt  
CEO, BlueStout.com

For a detailed video walkthrough of our Emotion + Logic framework, watch our video training here:



# Our Product Detail Page Template

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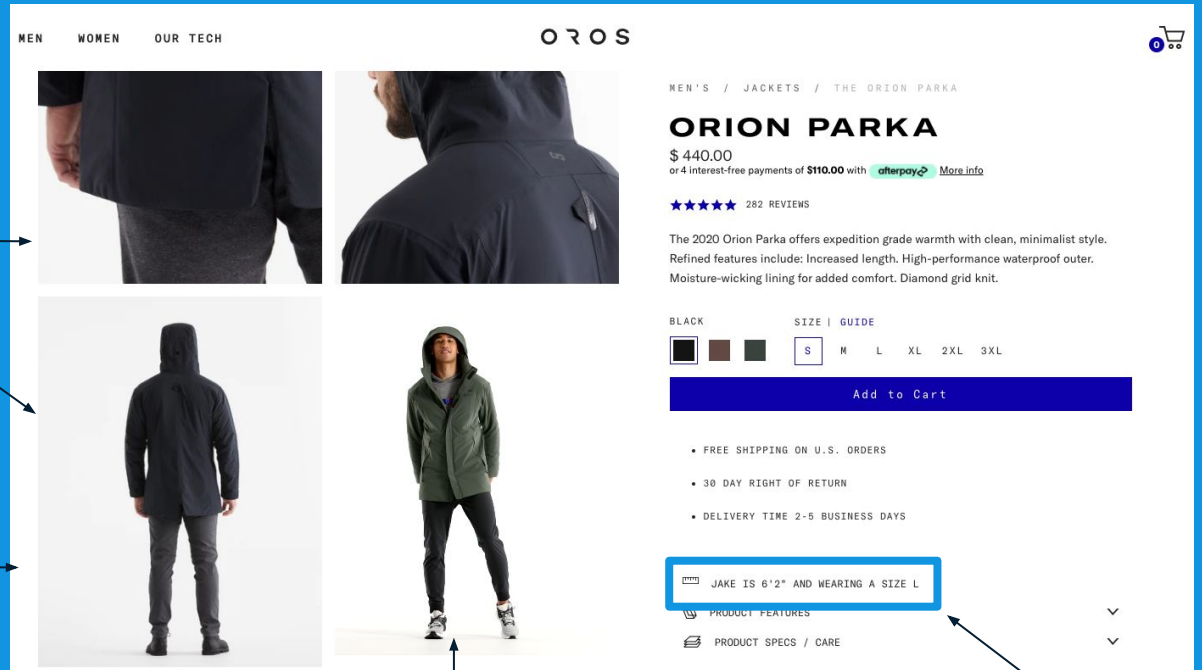
***(NOTE: All examples are exclusively from Blue Stout clients.)***

# Image Gallery

Product image galleries are used to both inspire (emotion) AND answer key product questions (logic).

Large multi-angle, detailed photos

**Goal:** use detailed images to give customer as close to an "in-store" experience with the product as possible.



Video of product in use

State size of model for reference

# Image Gallery (continued)

Give customers as much interactive experience as possible:

- "Size Me Up" app
- 360 degree rotating product

COMPLIES WITH NFL, NCAA AND MOST VENUE REQUIREMENTS

## Wish You Were Here Weekender In Blue

★★★★★

\$136.50 or 4 interest-free installments of \$35.00 by [afterpay](#)

ADD TO CART

With this product, you earn 14 loyalty point(s)

**Free Shipping, Returns & Exchanges!**

**Description**

Pack up your Wish You Were Here Weekender, and grab your girlfriends! This duffle is spacious enough to pack for the whole weekend and cute enough to ride shotgun! The sleek shape and inside zip pockets provide secret additional space. The removable padded shoulder strap and top handle make it easy to carry your luggage with ease (no matter how many shoes or Kelly Wynne bags you packed!).

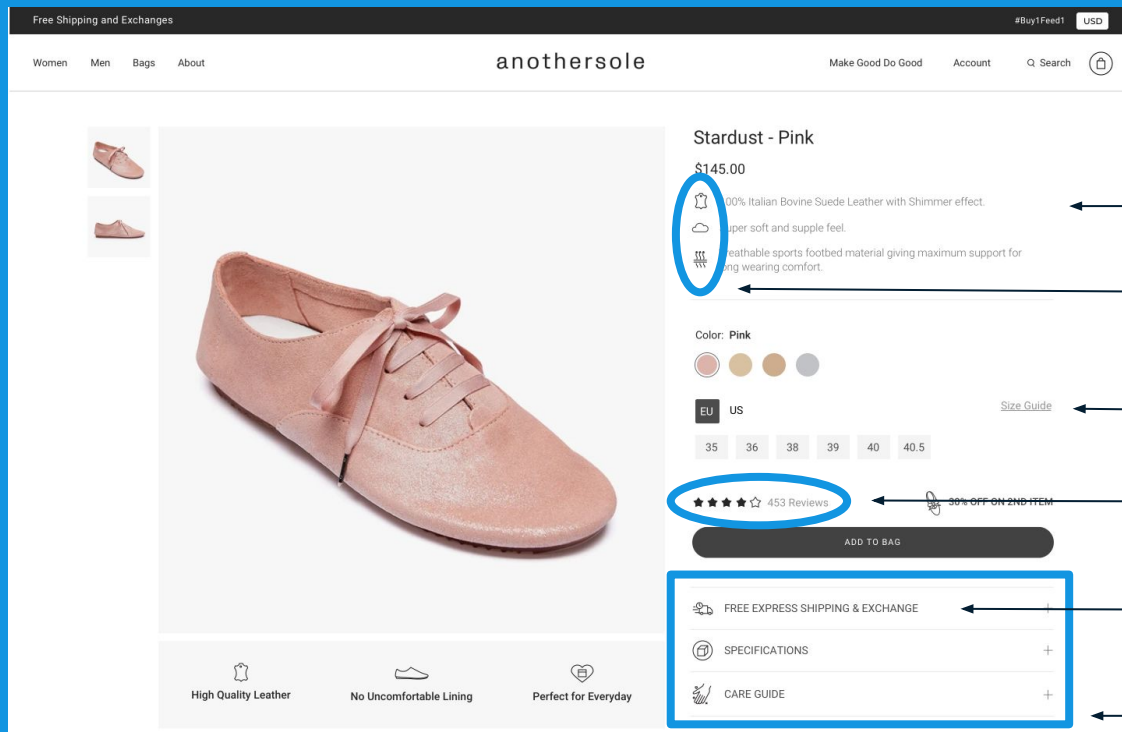
**Materials** +

**Dimensions** +

**Doing good** +

Rotate for 360 degree view

# Description, Options & Add To Cart



Organize product information in the order it should be consumed. And make it easy and quick to skim.

Short, punchy sales copy

Visual iconography depicting benefits

Accessible size guide

Reviews

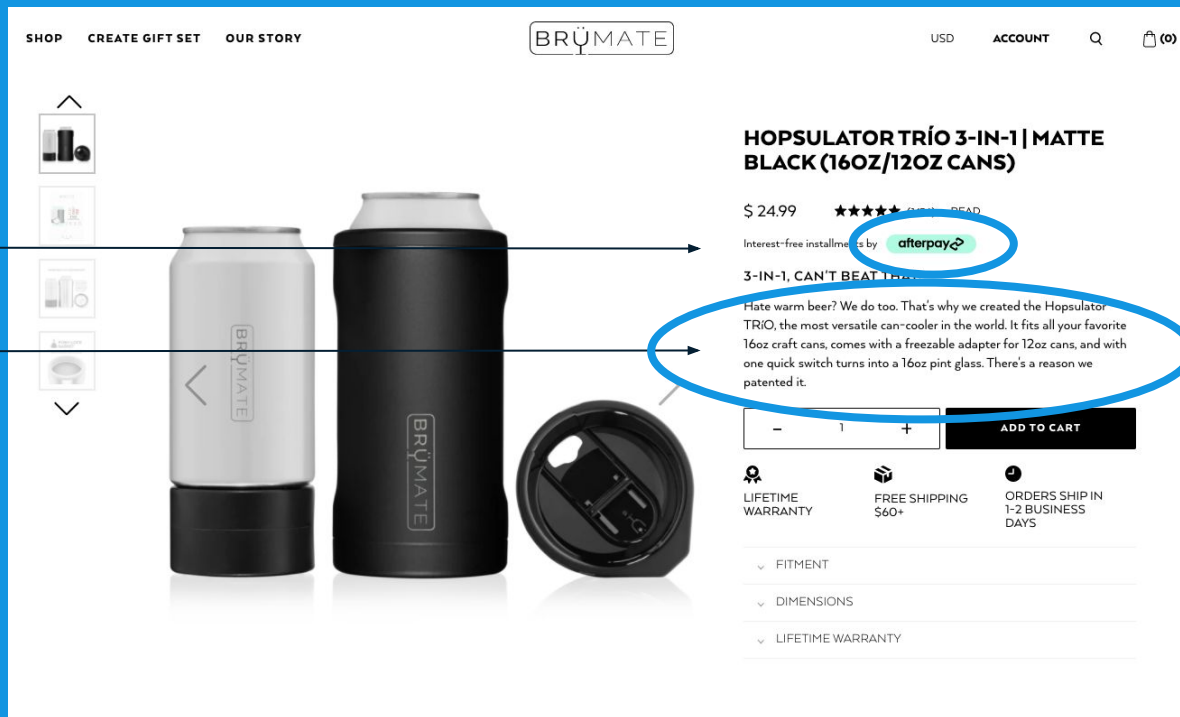
Reiterate Free Shipping, Returns & Exchanges

Expandable details answering PRODUCT & PROCESS questions

# Description, Options & Add To Cart (*continued*)

**Afterpay:** split payments reduces perceived risk

Spicy sales copy that grabs attention and hooks emotionally.






# Value Propositions


Key product benefits

Close up visual of product provides a tangible experience & builds emotionally connection.

**THE MOST VERSATILE BEER CAN-COOLER**



- PATENTED, 3-IN-1 DESIGN**
- 20X COLDER THAN STANDARD CAN-COOLERS**
- ICE-COLD, GUARANTEED**
- NO CONDENSATION**



- PATENTED 3-IN-1 TECHNOLOGY**  
The Trio fits 16oz cans, comes with an adapter to fit 12 oz cans and can also be used as a tumbler.
- PUSH-LOCK GASKET**  
Simply push the can inside and let science do the rest. When you're finished, pull it out by the tab.
- NO-SLIP BASE**  
So your drinks stay put - no party fouls here.

# Value Propositions (*continued*)

Deep dive on product details and ingredients to answer customer's LOGICAL questions.

Highlight top benefits.

**MOUNTAIN HOUSE**

SHOP STORIES RESOURCES ABOUT

Breakfast Skillet Granola with Blueberries Beef Stew

Serving Size 1 cup (70g) dry mix  
Servings per container About 2

**Amount Per Serving**

Calories	400
Calories From Fat	220
<b>Total Fat</b>	<b>1.5g / 2%</b>
Total Fat	2.5g / 13%
Trans Fat	0g / 0%
<b>Carbohydrate</b>	<b>30g / 11%</b>
Dietary Fiber	3g / 11%
Total Sugars	5g
Includes Og	
Added Sugars	0g / 0%
<b>Protein</b>	<b>18g / 19%</b>
<b>Cholesterol</b>	<b>50g / 17%</b>
<b>sodium</b>	<b>880g / 30%</b>

**INGREDIENTS (NOTHING ARTIFICIAL!)**

**Long Grain Enriched Rice** (Rice, Niacin, Ferric Orthophosphate, Thiamine Mononitrate, Folic Acid), **Chicken White Meat** (Chicken White Meat, Salt), **Fajita Sauce** (Rendered Chicken Fat, Seasoning [Sea Salt, Chilipepper (Including Chipotle), Onion, Garlic, Cane Sugar, Tomato Powder, Yeast Extract, Cumin, Black Pepper, Rice Concentrate, Natural Hickery Smoke Flavor, Sunflower Oil, Oregano]), **Bell Pepper, Black Beans, Yellow Onion, Corn, Corn Starch.**

[See Less](#)

NO PRESERVATIVES  
NO ARTIFICIAL FLAVORS  
GLUTEN FREE

# Lifestyle Visualization

**User Generated Content** of product in action.

- Increases desirability (emotion)
- Shows how product is / can be used (logical)

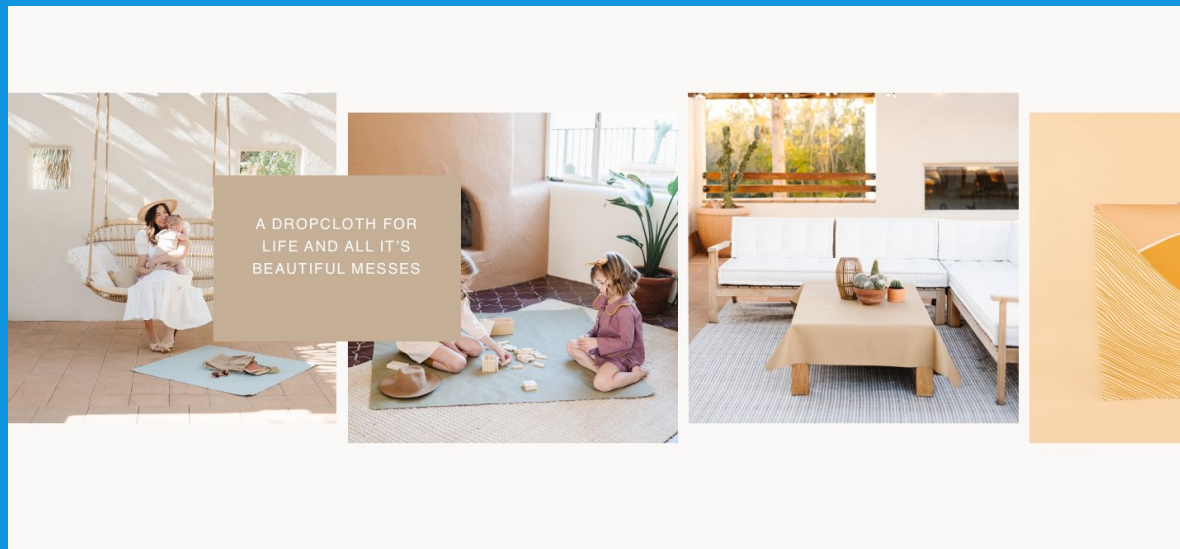
## OUR HOPSULATOR TRIO IN ACTION



# Lifestyle Visualization (*continued*)

## Lifestyle imagery as you scroll:

Help customers visualize themselves living a better version of their life with the product.

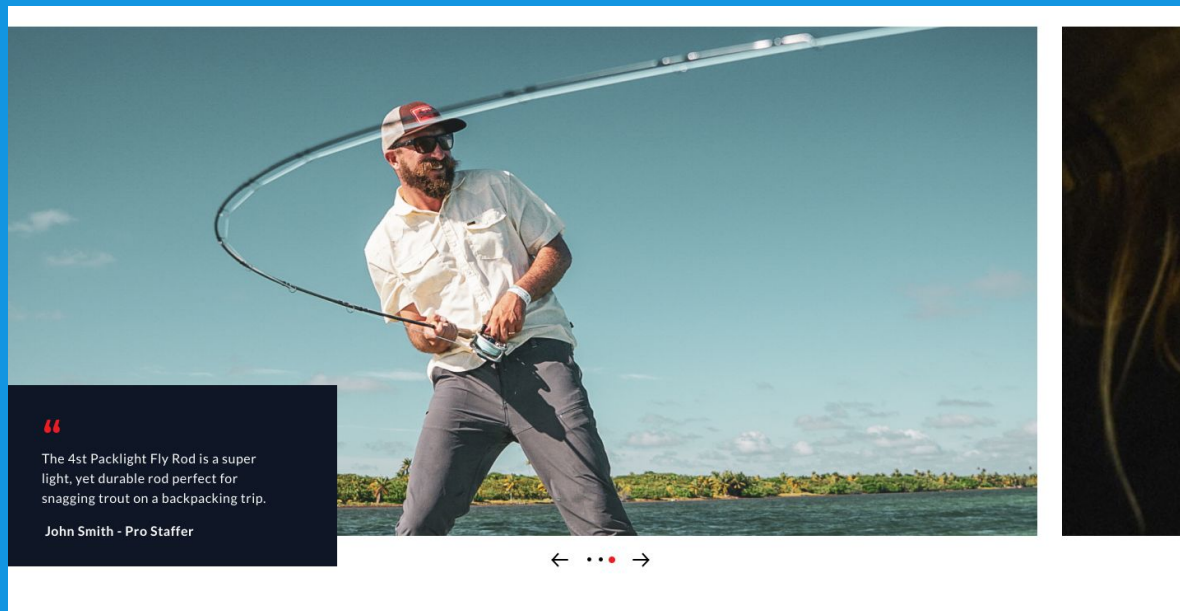


# Social Proof

## Influencers:

Use well known industry influencers to...

- Increase desire (emotional)
- Validate decision to buy (logical)



“

The 4st Packlight Fly Rod is a super light, yet durable rod perfect for snagging trout on a backpacking trip.

John Smith - Pro Staffer



# Social Proof (continued)

## Utilize UGC in Reviews:

Don't stop with simple text reviews. Utilize purchaser photo uploads, crowdsourced sizing info, and Question & Answers.

4.8  
282 Reviews, 11 Q&As

282 Reviews Questions

WRITE A REVIEW ASK A QUESTION

Filter Reviews

Size Fit Warmth Gloves Performance Weight  
Color Jacket Zipper Weather Design ...

Rating Images & Videos Fit Height  
Body Type Size Purchased Usual Size

282 Reviews

Beth A. 01/25/21

**Bought this for my son**  
★★★★★

Bought this for my son who took a teaching position in Fairbanks ALASKA. He is very happy with the warmth and functionality of the coat - great for travel, lots of pockets. I am happy about the quality craftsmanship and overall appearance. This is a smart, sharp looking coat! It looks great for office dress, but not out of place on the ski slopes. ...[Read More](#)

WAS THIS REVIEW HELPFUL? 5

# Upsell & Cross Sell

## Keep Customer Engaged:

Lower customer friction by recommending relevant products. Keeps customers engaged if current product page does not resonate.

### YOU MAY ALSO LIKE



Cisco Mini

\$62 ★★★★★

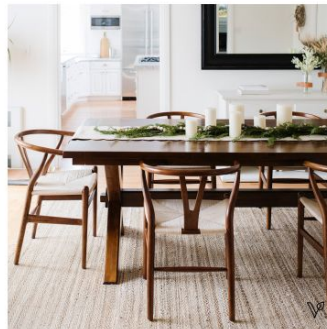


Table Runner

\$46 ★★★★★



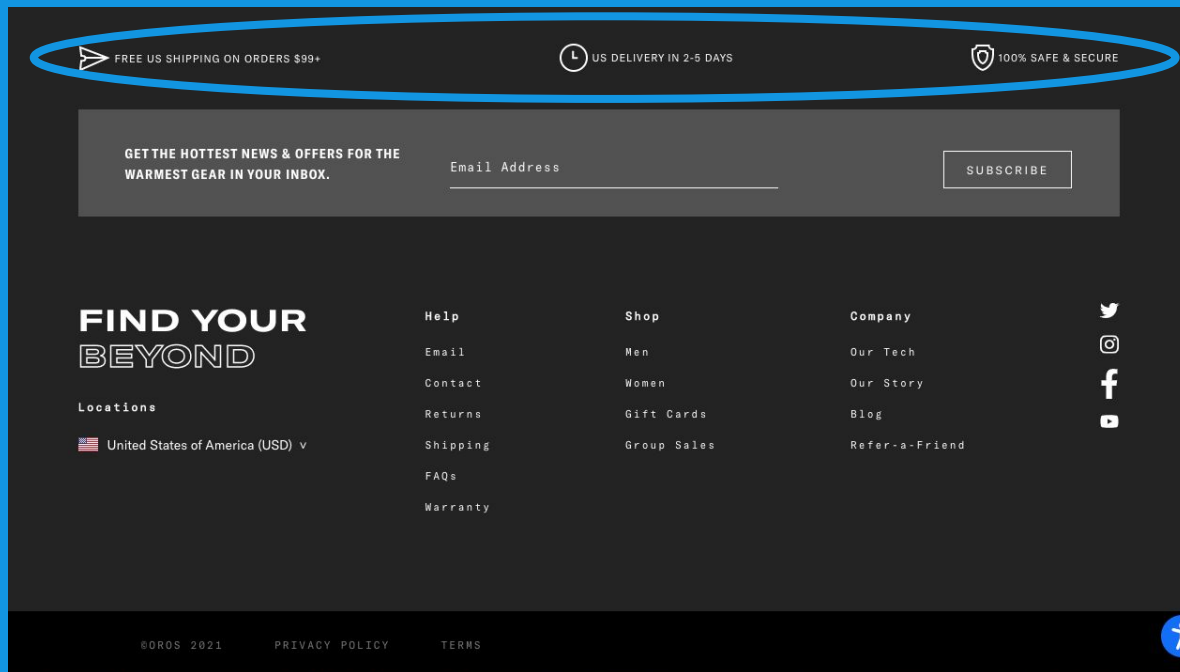
Ginger Scallop Tablecloth 8'

\$136 ★★★★★

# Secondary Selling Propositions

## “Secondary Selling Propositions”:

This is key information, that isn't unique to your brand, but will still influence a buyers decision.





# Want to Work With The Best?

Book a 30 minute strategy call with our team to assess your current opportunities and map out next steps.  
No cost, no commitment, but serious brands only.

**BOOK A CALL**

[www.bluestout.com/strategy](http://www.bluestout.com/strategy)

Or, contact us [here](#).



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