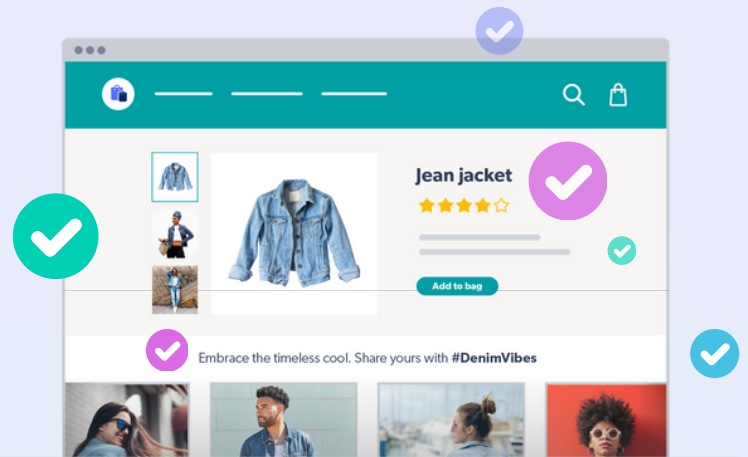


Product detail page audit checklist



Discovery

This stage is where the awareness journey begins. It focuses on how customers find and first interact with a brand's products, which in turn helps to drive brand equity for existing products.

- ☐ Does your product page have a search bar for easy navigation?
- ☐ Is your page enriched with a mix of high-quality images, videos, and detailed text?
- ☐ Have you optimized your page with keywords, meta descriptions, and reviews to improve search engine visibility?
- ☐ Is your page designed to provide a seamless experience for mobile users?
- ☐ Is the site structure clear and organized, making it easy for users and search engines to understand?
- ☐ Are all your images and videos tagged with ALT text to improve accessibility and SEO?

Consideration

In this stage, potential customers evaluate a brand's products based on information and social proof.

- ☐ Do your product pages feature reviews and star ratings from customers?
- ☐ Have you collected a substantial number of reviews (e.g., 30 or more) to build shopper confidence?
- ☐ Are your reviews recent, ensuring the content is fresh and relevant?
- ☐ Do you highlight your best-selling or most popular products?
- ☐ Do you showcase authentic customer photos and videos with shoppable links?
- ☐ Do your pages include a Q&A section to address common questions?
- ☐ Is your page content aligned with what customers are searching for, helping to lower bounce rates?
- ☐ Are product prices clearly displayed to help customers make decisions?
- ☐ Does your page provide review summaries to give customers a quick overview of feedback?

Conversion

This stage targets the key driver points for purchase and maintains the conversion curve for optimized product pages.

- ☐ Does your product page offer personalized recommendations for other products?
- ☐ Are the key features and benefits of your products prominently highlighted?
- ☐ Do your reviews display third-party verification to reinforce authenticity and trust?
- ☐ Do you use discount codes or other incentives to encourage customers to purchase?

Champion

This stage involves turning a customer into a brand advocate through authentic word-of-mouth.

- ☐ Do you have a process to email customers and request reviews after a purchase?
- ☐ Do you actively analyze customer feedback to understand sentiment and improve products?
- ☐ Do you showcase positive customer stories and advocacy content across your product pages?
- ☐ Do you have a special program (like rewards or a loyalty program) to encourage repeat purchases?

