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10 Steps to Designing an Ecommerce Landing Page That Engages & Converts

You're about to learn an effective 10-step process you can follow to design an ecommerce landing page that engages and converts.
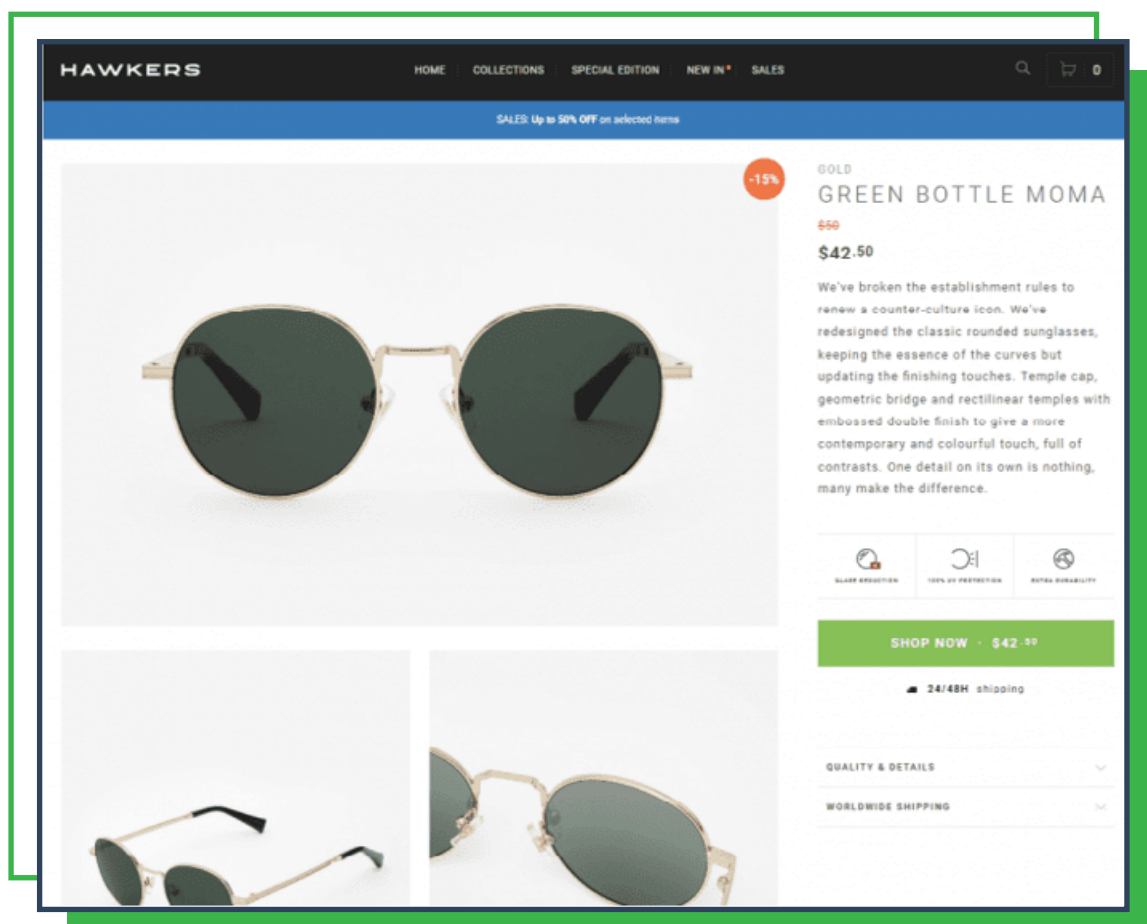
STEP 1.
DECIDE ON A LAYOUT

The first step in designing an ecommerce landing page that converts and engages is to decide what overall layout your page will take. You have 3 basic layouts to choose from:

1. Traditional ecommerce landing page

SOURCE : HAWKERS.CO

2. Long-form ecommerce landing page

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3. Product mini-site
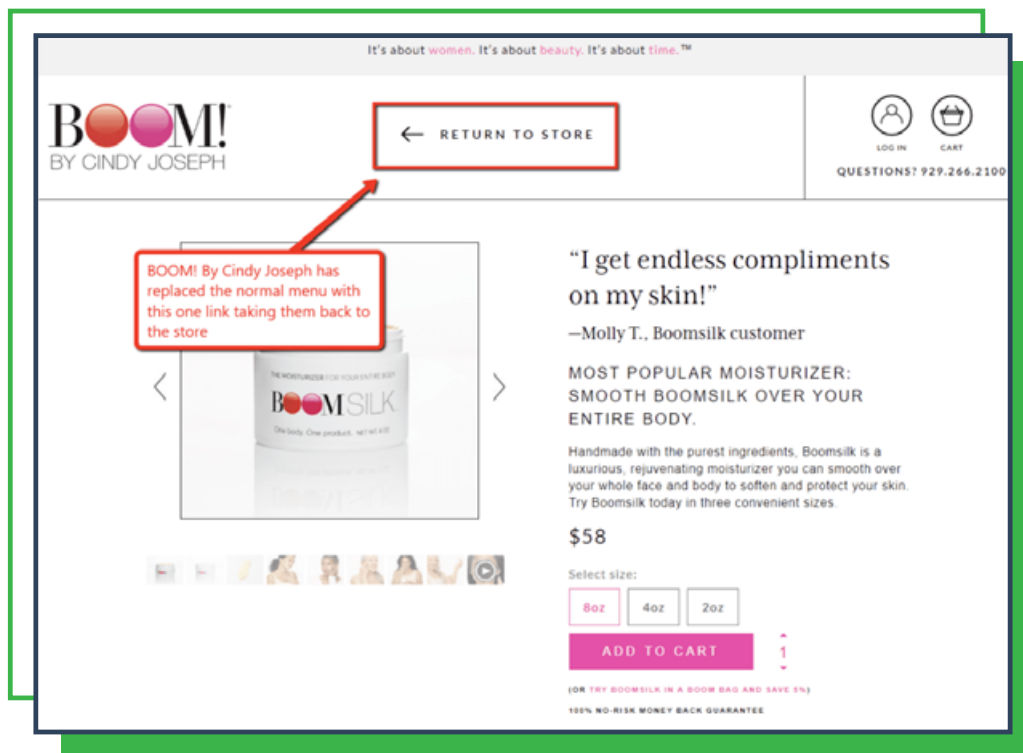

SOURCE : BOOMBYCINDYJOSEPH.COM

STEP 2.
CREATE PRODUCT NAVIGATION LINKS

There's no one-size-fits-all approach for product menus. Instead, it varies based on what type of page layout you're using.

It's helpful to think of your product navigation links as your "table of contents" for that product. And it's worth thinking through this table of contents, whether you publish it or not.

Minimize the amount of links you use and only include what's most important.

Pro Tip: Always include a link to your shopping cart.

SOURCE : BOOMBYCINDYJOSEPH.COM

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This is different from your reviews. You still want a "Reviews" section with lots and lots of people saying how much they love your product.

But what we're talking about here is a single testimonial you put inside your Buy Box. This will be a highly visible customer quote, so make sure it's a good one.
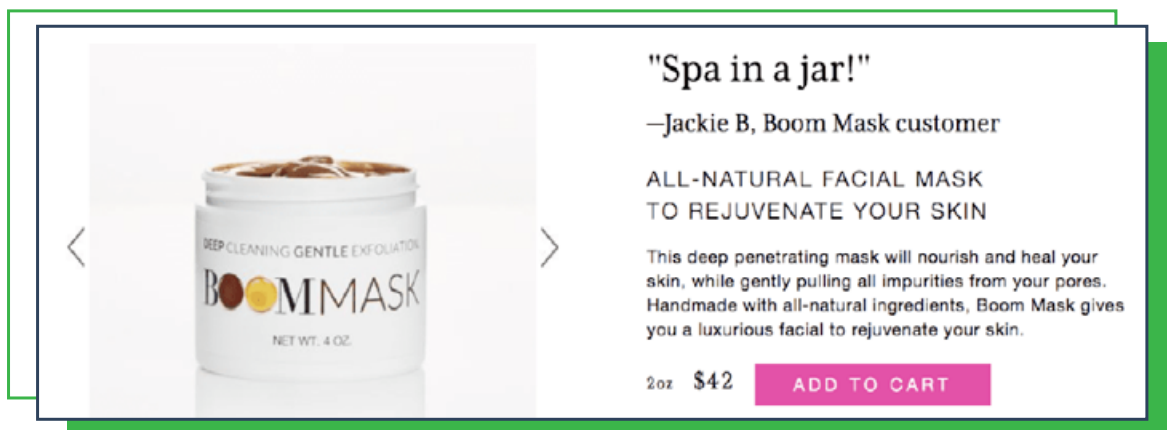
When you're choosing a featured testimonial, here are three tips:

1. Choose a testimonial that enthusiastically endorses the product.

It sounds obvious, but it bears repeating. You want this to be one of the best quotes you can find about your product.

2. Keep it short.

Because if it's too long, people will skip over it.

"Spa in a jar!"

—Jackie B, Boom Mask customer

ALL-NATURAL FACIAL MASK TO REJUVENATE YOUR SKIN

This deep penetrating mask will nourish and heal your skin, while gently pulling all impurities from your pores. Handmade with all-natural ingredients, Boom Mask gives you a luxurious facial to rejuvenate your skin.

2oz $42 ADD TO CART

SOURCE : BOOMBYCINDYJOSEPH.COM

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STEP 4.
SELECT PRODUCT CAROUSEL PHOTOS

On an ecommerce site, having a good selection of high-quality product images is super important. Remember, people online aren't able to pick your product up and inspect it for themselves. They have to rely on your pictures to give them a good idea of what the product is really like.

To put it another way, your images represent your product's perceived value and quality.

Because your photos get so much attention, they need to be as good as you can possibly make them.

Use excellent lighting, have at least 8 looks, and show off what it's like to own your product.

SOURCE : MVMTWATCHES.COM

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STEP 5.
CREATE A SHORT-FORM PRODUCT DEMONSTRATION VIDEO OR GIF

A lot of savvy ecommerce stores are finding it really useful to have a short-form product demonstration video.

This is a short and simple video that shows the product in use. It's a really useful video because you can add it to your product carousel, share it on Facebook and Instagram, use it for video ads, and more.

This video doesn't have to be elaborately produced. You're just looking for a simple, clean, and elegant product demonstration.

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The goal of your Buy Box is to get the visitor to click that "Add to Cart" button. And to accomplish that, it needs to remind people of the most important reason WHY they should buy now.

In other words, your Buy Box needs to quickly summarize the main benefits of your product.

If you want to use a framework, your Buy Box should follow these steps:

1. **Open with a featured testimonial**

2. **Provide a one-sentence ownership benefit**

3. **Add a 2-3 sentence description**

SOURCE : MGEMI.COM

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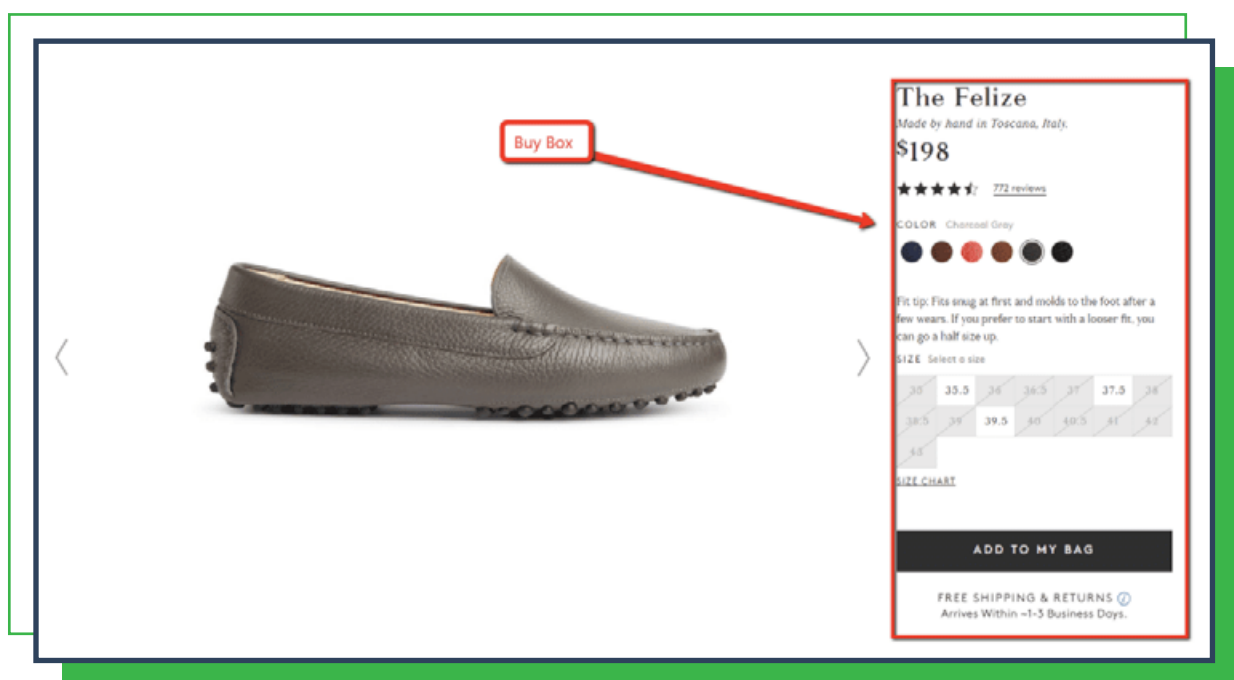
For ecommerce, you should be using one of these common CTAs:

➕ **Buy Now** ➕ **Add to Cart**

➕ **Checkout Now** ➕ **Add to Bag**

What's so magical about these CTAs?

In a word, they're clear. People have been shopping online for years now, and they're used to seeing a button that says one of these things.

If you break with that tradition and do something different, some people are liable to get confused and wonder if your website works differently.

So, for your own good, don't try to get too creative here.
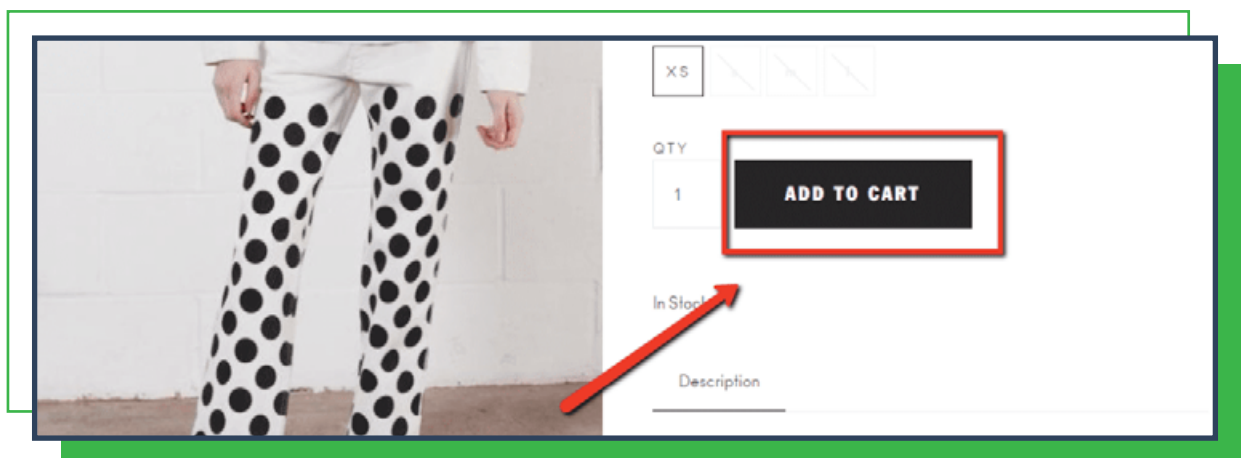
STEP 8.
DECIDE ON USPS AND CREATE USP IMAGES

USP stands for a "Unique Selling Proposition."

In a nutshell, USPs are things that make you different; the things that set you apart from your competition.

They're reasons why people should buy from you instead of somebody else.

Now, it's always good to mention these USPs in your landing page copy. But it's also a great idea to take your USPs and turn them into USP images.

No-pressure peace of mind.

Rest easy with Purple's 100 night risk-free trial and premium 10-year warranty — if you don't love it, we'll pick it up and you'll receive a full product refund. Opt for first-class convenience with your choice of complimentary white glove delivery, or free standard shipping right to your doorstep. We'll even remove your old mattress for you.

*Contiguous United States only. HI and AK excluded.

100 Night trial   Free Shipping & returns   Free in-home setup & old mattress removal   10 Year warranty

SOURCE: PURPLE.COM

Guarantees are another thing that can have a major impact on the effectiveness of your ecommerce landing page.

It's just a way of telling your visitors, "If you don't like this product, you can get your money back."

It reduces that feeling of risk and makes people more likely to click the "Buy" button.

In general, nothing seems to ever beat a money-back guarantee. The most effective guarantee you can give your shoppers is the promise that you'll give them a refund if they change their mind.

Smooth ride

Premium Hinomoto wheels rotate 360° for a perfect roll every time.

SOURCE: AWAYTRAVEL.COM

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STEP 10.
SELECT SOCIAL PROOF IMAGES

The final step in creating a high-converting ecommerce landing page design is to add social proof images to your page.

These are usually small images or logos — about the same size as your USP graphics — that lend credibility to your product or your company in some way.

If you don't, you can always use quotes from current customers.

The idea is to add more social proof to your product page.

In short, you're basically looking for anything from a third-party source that gives your product greater credibility.

SOURCE: FRANKBODY.COM

If you want an easy way to implement these techniques for your store...Plus get access to all the top page templates (that have these elements built in) I use on my $50 million/year ecommerce store...

my sales funnel and landing page builder for Shopify. This app makes it cheap and easy to grow your store by leveraging high-converting, ecommerce-specific pages in your marketing.

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