

# YOUR DIGITAL SHELF CHECKLIST

Make sure your brand is ready to win with organic **search**, stands out from **competitors**, is **available**, and provides **information** that converts on the digital shelf.

## Product Titles Contain:

- The correct **Brand** name
- The serial name / sub-brand
- Product-identifying** keywords at the beginning
- Specs** / distinguishing characteristics
- Additional search **keywords**
- Max. **80 characters** to be visible on all devices
- Benchmark** competitor and categories to see what's been done well

## Product Descriptions Contain:

- Bullet points** that highlight keywords and the most important product features
- A simple and **organized** layout including paragraphs with **subtitles** for each paragraph
- Enough **white spaces** to make reading easier
- Benefits** tied to product features, preferably those that trigger emotions
- Benchmark** competitor and categories to see what's been done well

## Product Images & Videos

- Hero images are **sharp** and show the item itself with a white, neutral **background**
- The hero image should **not contain** shadows, logo, text, icons, or watermarks
- Min. 500 x 500 **pixels** and max. 6000 x 6000 pixels
- Show **different types** of imagery (out-of-box, lifestyle, in-use, etc.)
- Add **videos** that call out product benefits for shoppers and help educate consumers about your brand, product and use cases
- Benchmark** competitor and categories to see what's been done well

## Product Availability

- Know which products run out of stock to **minimize ad wastage** and lost sales
- Keep **flagship** products and products with good profit margins in stock at all times
- Keep a close eye on seasonal products and try to **forecast peeks**
- Track the length and timing of each product's stock-out and **anticipate supply issues**

## Product Visibility

- Make product titles and descriptions **unique on different channels**. Change at least the first two lines
- Incorporate keywords that are found in **reviews** (in the 'voice of the customer')
- Use your **main keyword** once in the page's URL, once in the product title, at least once or twice in the product description, and once in the image alt tag
- Use **SiteLucent** to monitor if your brand's product pages contain keywords in all the right places, track retail search placements, and benchmark competitor brand rankings against your products.

# THE ELEMENTS OF A PDP

## Product titles that convert

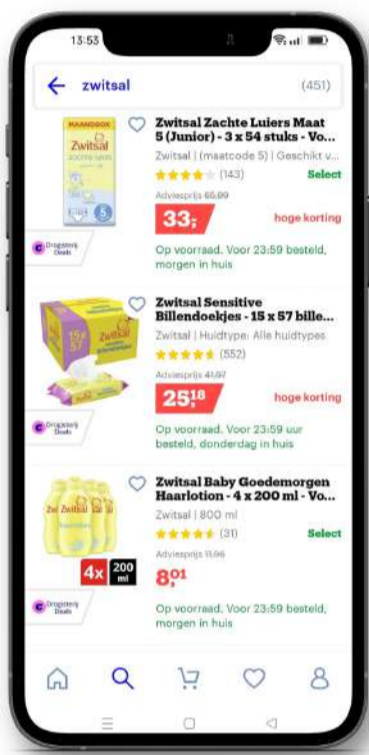
At scale



### Objective & Elements

Deliver **descriptive, accurate, and convincing** product information, including keywords that feed the search algorithms of a retailer's site. A good title specifies the following:

- Brand name
- Serial name / sub-brand
- Type / variant / product-identifying keywords
- Specs/distinguishing characteristics, e.g., dimensions, package size, color
- Additional search keywords.



### Format

We recommend a product title of **80 characters** to display the full title on mobile devices and positively impact search ranking.

Place product-identifying keywords (in the screenshot: luiers, billendoekjes, haarlotion) at the beginning of your title.

Most retailers recommend **capitalizing** the first letter of each word and writing numbers as digits.



### Getting Titles Right At Scale

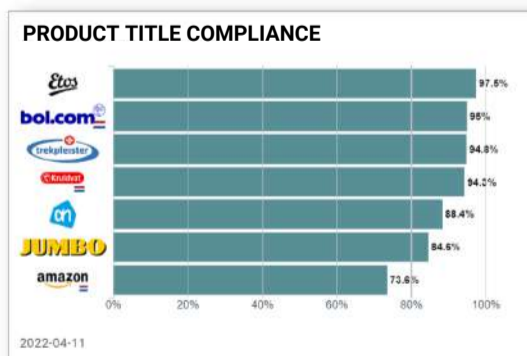
Convert the most ideal (retailer-specific) title\* into rules against which SiteLucent compares the titles on product pages daily.

The outcome is the **Digital Content Completeness (DCC) score**.

#### Product Title DCC Scorecard Example

Rule	Weight
Title contains Brand	30 %
Title contains Size	5 %
Title contains Format	30 %
Title contains Variant	30 %
Title contains Need state	5 %

The DCC title compliance score on retailer-level



The DCC title score on product-level

Condition	Result	Weight
Title contains Brand (Checked value: "Aquafresh")	✓	30%
Title contains Size (Checked values: "75 ML", "75 M L ", "75 ml ", "75ml")	✓	5%
Title contains Format (Checked value: "tandpasta")	✓	30%
Title contains Variant (Checked values: "Freshmint", "Fresh mint")	✓	30%
Title contains Need state (Checked value: "frisse adem")	✗	5%

The DCC score helps you:

- Convert retailer-specific content guidelines into a content scorecard
- Identify gaps and inconsistencies in product content, including product titles
- Feature all the fields that will help shoppers find your product
- Reduce return rates and increase customer satisfaction!

# Product descriptions that sell

At scale



## Objective & Elements

Write product descriptions that **trigger emotions** and **convince shoppers** to click the buy button. Your product page is your last chance to convince readers. A good product description contains the following:

- Frequently used keywords;
- Product benefits instead of product features.

And constantly optimize your product description with keywords that your shoppers are looking for - monitor search behaviour and rankings.



## Format

Keep it simple and scannable - **bulleted features, subtitles, and white spaces.**



Place product-identifying keywords at the beginning of your product description.

Use the available characters (retailer-specific) to provide all necessary information on your product.

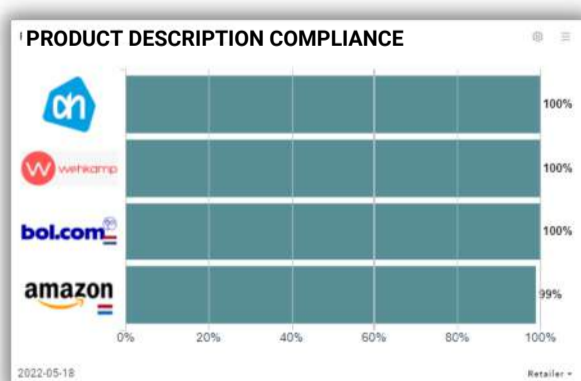


## Monitoring product descriptions

Reading is a complex mental process. That's why you should keep your product copy simple and scannable, be precise, turn features into benefits, and trigger the readers' emotions.

Convert the most ideal (retailer-specific) product description into rules against which SiteLucent compares the descriptions on product pages daily.

The outcome is **the Digital Content Completeness (DCC) score.**



The DCC description compliance score on retailer-level

Condition	Result	Weight
Description has 30+ words	✓	14%
Description contains Keyword 1	✓	20%
Description contains Keyword 2	✓	20%
Description contains Keyword 3	✓	20%
Description contains Keyword 4	✓	13%
Description contains Keyword 5	✓	13%

The DCC title score on product-level

# Product images that stand out

At scale

## Objective & Elements

Search engines look at the number of images on your PDP. Consequently, images are one of the most important content assets for brands on all retailers.

**The more images, the better** - provided they are of good quality and add value.

- Add atmospheric images to give your item more character and show it in use.
- Show the item from different positions so that you correctly map the looks and extras.
- Clarify the size of your product by showing the product when it is worn by a person.
- Show the ideal customer on the image - e.g. a woman, man, child, golfer or swimmer.



## Format

Display as a hero image an image of the item itself. Straight from the front or clear side view and as filling as possible.



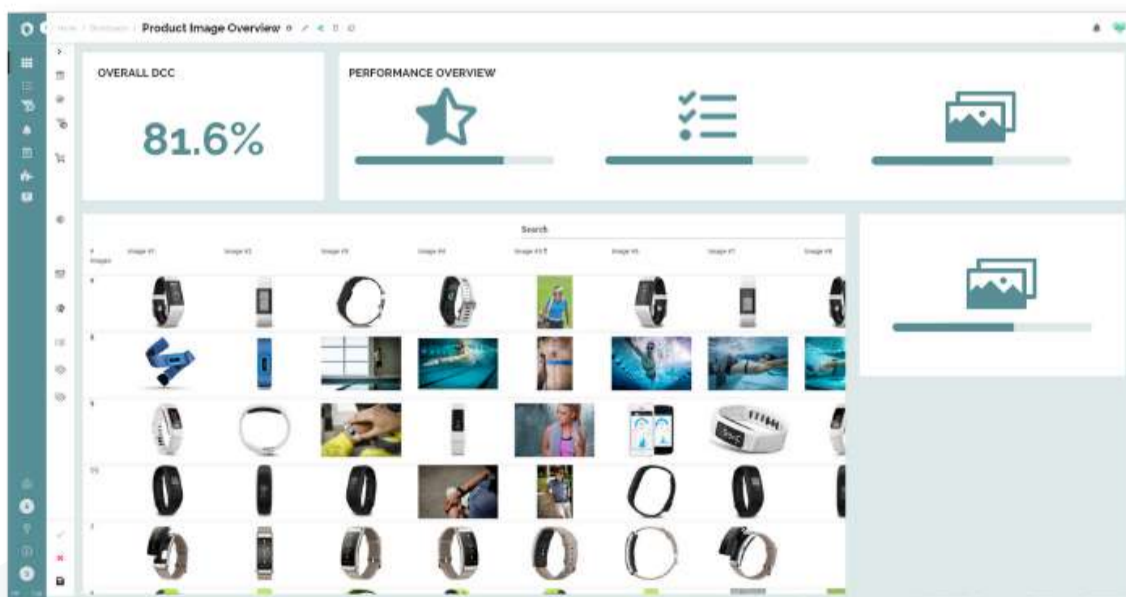
Provide a white, neutral background with no shadow visible. Do not show any logo, (promotion) text, icons, or watermarks in the image.

Use clear and sharp images (min. 500 x 500 pixels, max. 6000 x 6000 pixels, and no larger than 16 MB)

## Monitor images at a glance

SiteLucent's product image overview lets you **discover the number and quality of images at a glance** across all eCommerce channels.

The image overview is a time-saving tool to implement for example image changes across all retailer sites. Dashboards immediately show which retailers update images and which have not yet.



\* The recommendations mentioned above may not always be the best fit for each retailer. Gather retailer content guidelines and [let SiteLucent help you](#) look at competitors and best-sellers on a particular platform and category.