Perfect Content To Boost Sales in the Online DIY Market

Which gaps and inconsistencies in content can we spot on NL retailers?

SITELUCENT

INTRODUCTION

It's a challenge to give online shoppers that product experience as used to in the DIY/hardware store. Consumers are often not so sure about their purchases, and support and expertise are needed.

Correct and complete product content that represents an online store assistant, ready to provide the guidance and support that shoppers are looking for, is what will spur online growth for Tools & Home Improvement brands.

You have the industry expertise as a brand! But do DIY retailers make it visual online?

For this report, SiteLucent analyzed several content criteria on +12.000 product detail pages. We looked at product content on Amazon.nl, Bol.com, Gamma, and 3 other leading online retail sites in the Netherlands across the popular Tools & Home Improvement categories.

Featured Brands: Stanley, Makita, Bosch Power Tools, DeWalt, Hitachi, Milwaukee and Hikoki.

NL RETAILERS FEATURED IN THIS REPORT

ESSENTIAL PRODUCT DETAIL PAGE COMPONENTS

Product content is an essential piece of information needed by consumers to be able to make a purchasing decision and convert visitors into customers.

Incorrect and incomplete content can result in shoppers not buying your product at all, product returns, and dissatisfied customers.

Compelling content has the power to connect shoppers with your brand, on each online channel! Product reviews from other consumers are trusted by online shoppers above anything else.

There are 5 essential components to a high-quality detail page, that we will zoom in on in this report.

CONTENTS:

PRODUCT TITLES

Retailer requirements

Tools and Home improvement Brands that are selling products on multiple online channels have to deal with different Product Detail Page (PDP) rules and content requirements. Sometimes even specific requirements per product category.

Amazon requires for instance that product titles must not exceed 200 characters, including spaces, while bol.com requires no more than 70 characters. Failure to comply with these requirements may cause a product to be suppressed from search results.

Your product page title is one of the few things that is displayed in the search results and thus has a direct impact on clicks and page visitors.

Try to provide a clear title that describes your product well. Making the title not too long makes it easy to read on all devices, including mobile.
A product with titles below 70 characters has a better chance of showing up in Google shopping results.
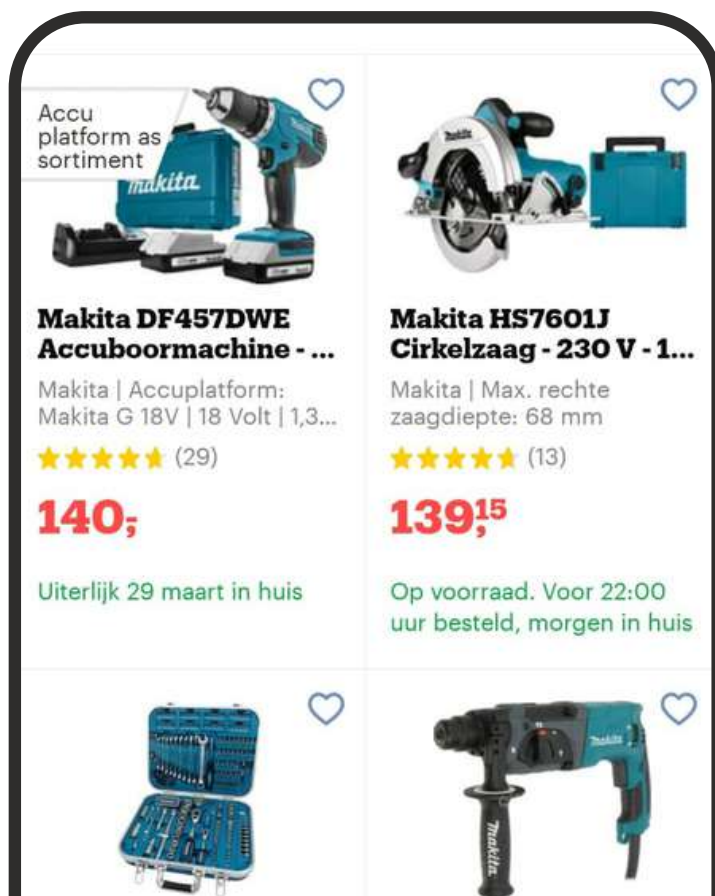
PRODUCT TITLES

Make sure product-identifying information is shown, preferably in the beginning of the title, since shoppers scan for those words in search results before clicking.

The structure of the title ideally contains the following elements:

[Brand] [Serial Name] [Product Type] [relevant specification(s)/distinguishing feature(s), e.g. number of pieces, size, voltage, accessories that are included, etc.]

To keep the titles organized and easy to read (for Google), bol.com advises adding a hyphen (-) between each product feature, while Amazon does not encourage this.

Our findings

On average, titles contain

45
characters

8%

of titles exceed 70 characters

11%

of product titles are missing the (correct) brand name

PRODUCT TITLES

Amazon NL Bestsellers in the category sanders (schuurmachines)

Start with your brand name! followed by the article number/code.

Write clear product-identifying keywords, in the beginning so it is visible on all devices.

Follow with features such as color, voltage and size.

#1

Bosch Home and Garden PSM 18 LI Accu-Multischuurmachine, (1 Accu, 18 Volt-Systeem,...
★★★★☆ 449

#2

Bosch excentrische schuurmachine PEX 400 AE (370 Watt, in koffer)
★★★★☆ 2.059

#3

Makita DBO180Z Accu-Excentrische Schuurmachine, 16 x 450 mm, Blauw
★★★★★ 3.010

PRODUCT DESCRIPTIONS

A visitor needs 50 milliseconds to scan a product content page and decide whether he'll stay or leave. That's why it is essential to show compelling and clear product descriptions:

- **Keep it Simple and Scannable:**
  People don't read product descriptions, they scan them. Make your product description scannable by using descriptive headlines that highlight specific benefits, use plenty of white space and easy to scan bullet points.

- **Write to your Ideal Customer:** Try to please everyone, and you'll end up pleasing no-one.

- **Tie benefits to Product Features:** Remember that customers aren't buying products, they're buying results and experiences.

- **Add Social Proof:** Product reviews from other consumers are trusted by online shoppers above anything else.

- **Be findable:** Incorporate important keywords at the beginning of your product description.
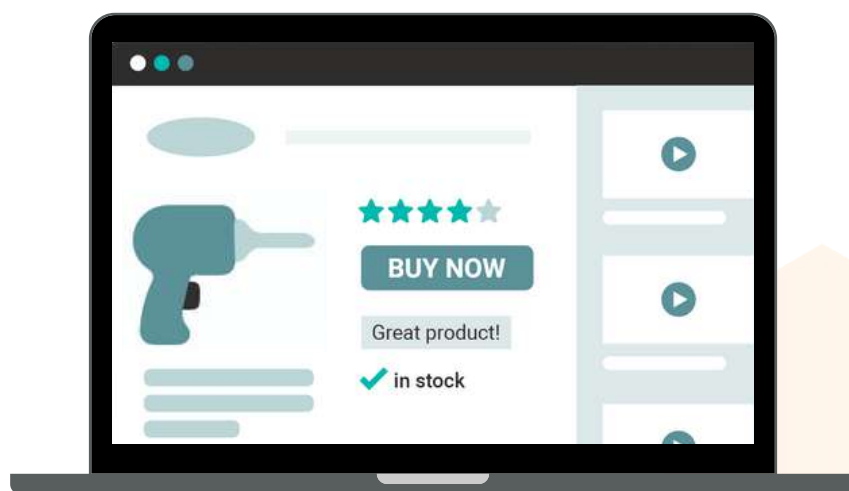
PRODUCT DESCRIPTIONS

Try to write your description as complete as possible. If the product is complicated, or unique, we advise writing a description of at least 300 words. On the other hand, do not write more than needed. Do keep in mind that a longer product description (with strong keywords) can have positive effect on the findability of your product in (eCommerce) search engine results.

Put the most important information at the beginning of your product description.

List all the things that make the item attractive, that are important to know before purchase, and that can remove any barriers from the customer.

With a good product description, you can ensure that you stand out from competitors and take away any questions from shoppers.

2%
Shows a product description of 300 words or more

79%
Shows a product description of less than 100 words

9%
Of products are missing a product description

IMAGES & VIDEOS

Showing a primary/main image of your product on a detail page is essential. A correct product image increases conversions by an average of 400%[1]. Showing additional photos can increase conversions by another 20%! [1]

Main images are most effective when showing the product only, on a white background.

Images and videos go hand in hand to help a customer make a confident buying decision. Especially for tools and home improvement-related products, a video can be helpful to understand how a product works or should be used.

We advise adding multiple images to allow consumers to better visualize your products, especially the details, and a video that conveys other information or answers customers' questions. This will improve the shopping experience by facilitating easier decision-making.

First image per retailer

Our findings

56%
Shows only 1 image

70%
shows less than 3 images

99%
has no video present

Invest in additional images and a product video, and stand out from the competition!

[1] **Source: bol.com Content richtlijnen DIY, 17 maart 2021**

SPECS AND INSTRUCTIONS

Make it easier for visitors to find the information about your product by showing a specs table and have a product leaflet available to download.

For technical products that deserve more explanation, adding clear specifications and manuals is of great added value!

Both are helpful to shoppers looking for (and want to compare) main features and info such as your products' dimensions, capacity and ease of use.

Our findings

21%

Of products do not show a specs table

91%

Of detail pages are not giving the option to download a leaflet

RATINGS & REVIEWS

The language used by customers

Online shoppers trust recommendations from other consumers above anything else. Measure the number and quality of reviews in order to zoom in on products with new, few and/or negative reviews.

Strive for your products to have at least 6 reviews and a rating score of 4.2 or higher.

According to Bazaarvoice:
- 1 review = 10% lift in orders
- 50 reviews = 30% lift in orders
- 100 reviews = 37% lift in orders
- 150 reviews = 41% lift in orders
- 200 reviews = 44% lift in orders

Use product reviews to optimize your product content (and your products) with the language used by customers.

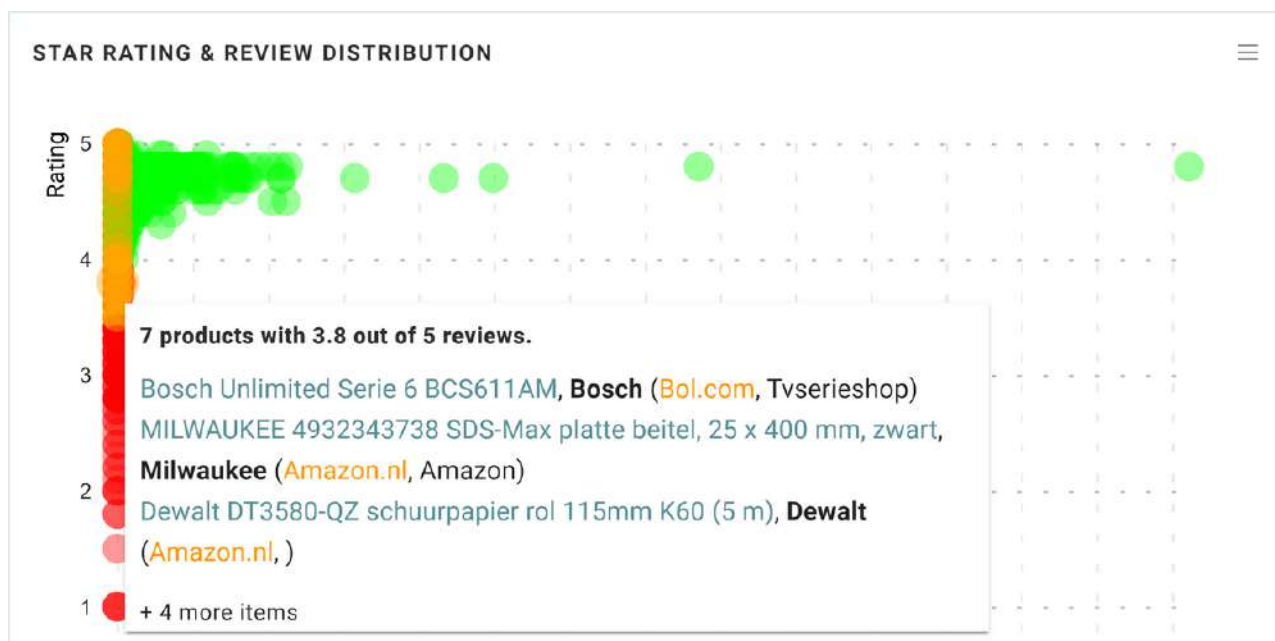# RATINGS & REVIEWS

Our findings

3%
Of products shows only 1 review

87%
of the products have less than 6 reviews AND less than 4.2 star rating

62%
of the products have no reviews at all

STAR RATING & REVIEW DISTRIBUTION

7 products with 3.8 out of 5 reviews.

Bosch Unlimited Serie 6 BCS611AM, **Bosch** (Bol.com, Tvserieshop)
MILWAUKEE 4932343738 SDS-Max platte beitel, 25 x 400 mm, zwart, **Milwaukee** (Amazon.nl, Amazon)
Dewalt DT3580-QZ schuurpapier rol 115mm K60 (5 m), **Dewalt** (Amazon.nl,)

+ 4 more items

* For the ratings and reviews analysis we took out retailer Hornbach and Praxis, because these retailers do not have the option to show reviews. We analyzed reviews on 11.109 product pages on 4 retailers.
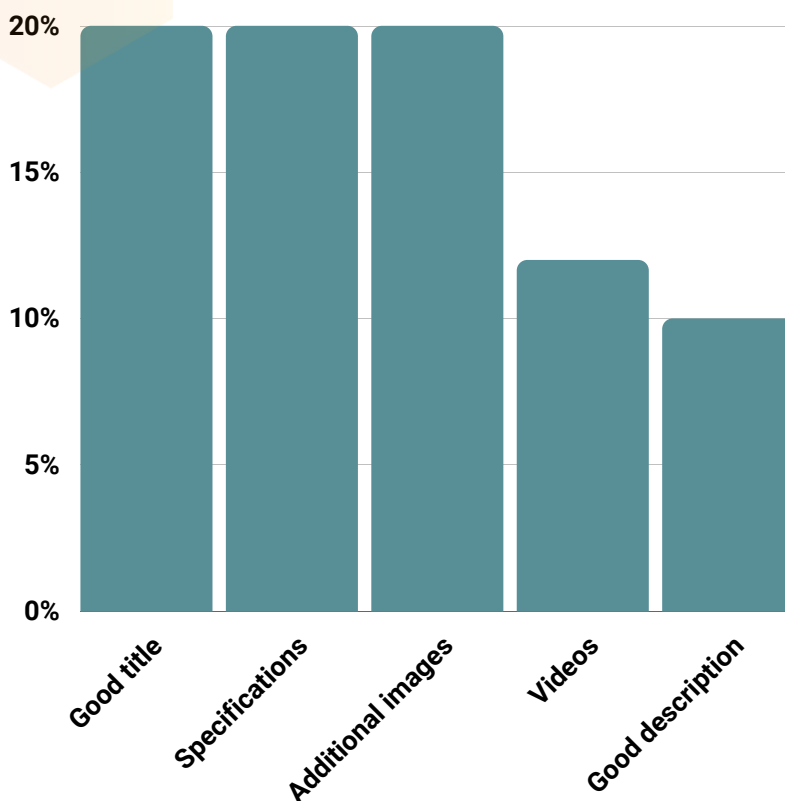
CONVERSION-ENHANCING CONTENT

Get the basics right!

Poor product pages result in shoppers who don't buy a product at all, or buy the wrong product, based on inaccurate assumptions, which results in unhappy customers or returned purchases.

% increase average conversion

Source: bol.com Content guidelines DIY

As an eCommerce professional selling brands on multiple channels, you have to deal with changing environments every day! Monitoring and analytics tools such as SiteLucent can help you pinpoint critical content issues that need attention, take immediate action, and get the basics right on each channel!

MONITORING CONTENT AT SCALE WITH THE DCC SCORE

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 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!

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.**

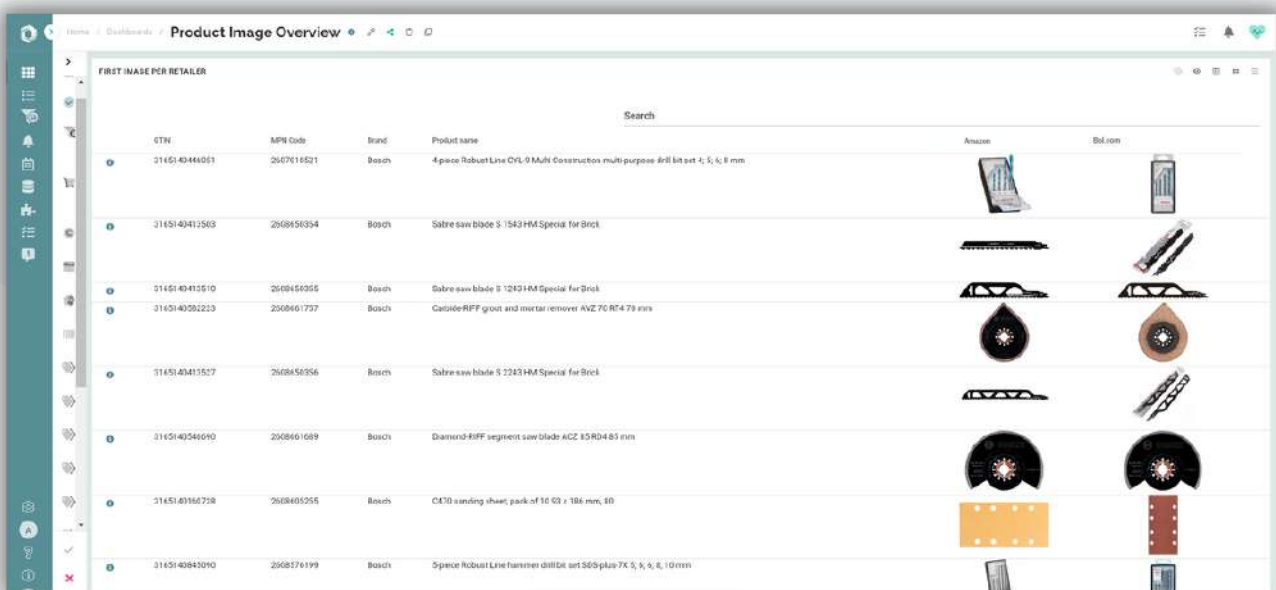**The DCC description compliance score on retailer-level**

The DCC title score on product-level

PRODUCT IMAGE OVERVIEWS

SiteLucents' 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.

Monitor the Quality of Content

Creating great product content is not for everyone. You need to know your product and the ideal buyer by heart; you need to be able to make your product descriptions come to life using great writing skills, including lots of creativity and imagination. But most of all, you need to make your Brand expertise visual online, on all channels!

Let's assume you are that great content creator, or you have someone who does the job for you, and you come to the point that product content is published on multiple sales channels.

Do you then believe the job is done?
As you can presume from our findings published in this report, it is not!

Continuously **monitor the quality of content** to avoid wrong data being published, or essential content going missing on reseller websites.

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About SiteLucent

SiteLucent is a complete eCommerce Monitoring Software that gives you all the digital shelf analytics you need to drive eCommerce sales. Whether you want to improve visibility, be brand compliant on all online sales channels, avoid channel conflicts, or lower product return rates.

Get a helicopter view of your key online sales channels by monitoring product content, assortment, selling prices, Out-Of-Stocks, search rankings, and ratings & reviews.

Leading brand manufacturers trust SiteLucent's eCommerce data and analytics, including Bosch, De Eekhoorn, Coram, and Hansgrohe.

For more information:
Visit: www.sitelucent.com

Get in touch

Get in touch with SiteLucent's digital shelf specialists about how other leading DIY brands successfully use SiteLucent to improve their product content.

GET IN TOUCH