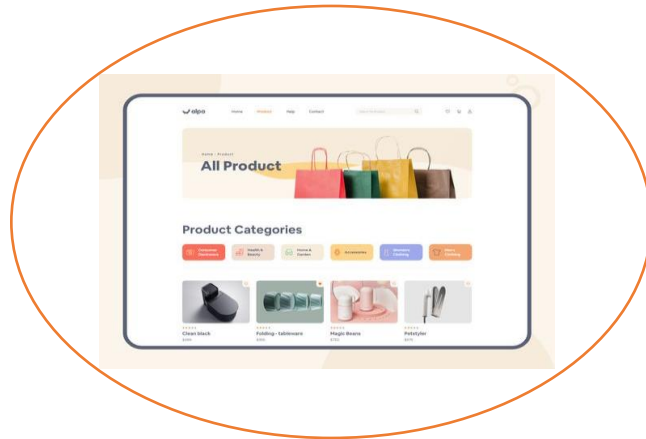


Unit 5

E-PUBLISHING: BUILDING POWERFUL PRODUCT PAGES



Learning Outcomes:

By the end of the lesson, the students are expected to be able to use appropriate English to:

- explain the meaning of the product page.
- explain the reasons why people decide to purchase any particular product.
- identify color psychology as one of the product page tactics.
- compare the effectiveness of the color psychology based on web page examples.
- identify and make sentences using *infinitives* both with and without *to*
- write a product description

5.1. What is a Product Page?

Exercise 1: Work in pairs. What do you know about the product page? Why do you think developing an interesting, resourceful, and saleable product page is important?

Exercise 2: Related with electronic publishing in a website as a buying catalog, now think back to the last item you bought online. Why did you make the purchase? What convinced you to choose that website and product over the dozens of other options you likely had?

Now, think about what makes a “good” product page.

Exercise 3: Work in pairs. At the end of the day, which of the following checkboxes did you put first and why?

- Giving shoppers an accurate, vivid, and detailed look at the product
- Showing (not just telling) them how the product solves their problems and generally improves their life
- Instilling trust in various ways, from a clean design to robust information to social proof
- Delivering on its promises – in a straightforward and convenient way

Exercise 4: Read the text and answer the following questions.

When buying a product online, we would wager that a lot of your decision was based on the product page alone. That is because it is arguably the most influential page in getting your visitors to convert. In a way, product pages are like salespeople in a retail store. They allow you to make a compelling argument for your product and answer any questions the customer might have. It would be silly to have a retail store without good salespeople – so why risk building an e-commerce store without creating good product pages?

Plus, when you start running ads on Google or social media sites like Facebook and Instagram, you will direct traffic straight to each product's corresponding product page. This means you will not be able to rely on brand-building from your other pages. There are infinite ways to fulfill these crucial requirements, but the keys lie in your overall product page format, as well as details like your product descriptions, images, and videos.

Product Landing Page VS. Product Listing Page

Let us go over two different types of product pages: the product landing page or e-commerce landing page and the product listing page. The product landing page, also known as the product detail page, is a showcase for a specific item in your store. It shows all the details a visitor needs to know before deciding to buy. At the very least, your product landing page should include a strong description, quality photos and/or a video, and a smooth pathway to purchase. A webpage may show beautiful, sleek, and informative product landing pages. For example, when you are offering shoes as your main product, then the webpage might show each shoe and its color variation, and the website shows multiple close-up photos of different angles, and a video of a model wearing them. It may also show the company's Instagram feed, an explanation of its materials, a diagram showing the anatomy of each shoe, some key benefits, and customer reviews.

On the other hand, a product listing page (a.k.a, a collection page) is an aggregation of several products. It should show a thumbnail image of each product, its name, and its price. It might include other details like a star rating, availability, or item variation.

Typically, a product listing page will show all a store's inventory, or listings by category. It lets your site visitors browse through your offerings and get a general feel for your inventory.

Anatomy of a product page

A strong product page checks off eight boxes:

1. Important product details, like the name, price, and customization or variant options (like colors and sizes).

2. A product description that highlights the product's features and how it solves the visitor's problems, needs, or desires.
3. A high-quality "featured image," or a large photo of the product.
4. Additional images that the visitor can click through to get a better visual idea of the product's size, texture, and use.
5. A big, shiny call-to-action (CTA) button for the customer to add the product to their cart or pay now.
6. An intuitive, easy-to-navigate layout, which typically shows the product photos on the left side of the screen and the product details and buy button on the right side.

Taken from "Ultimate Guide to Building Powerful Product Pages" pp. 4-11

1. What makes a "good" product page?
2. Why do you think creating a good product page is essential?
3. What are the differences between product landing page and product listing page?
4. *"A product description that highlights the product's features and how it solves the visitor's problems, needs, or desires."* The word "it" in the sentence refers to.....
5. Which of the eight-strong product pages above do you think is the most important? Why?

5.2. Product Page Tactics

Exercise 5: One of the things you need to consider when creating a powerful product page is through the use of the psychology of color. Read the following short text on the psychology of color.

Color psychology is the theory that varying colors can conjure up specific feelings or moods. The using of color psychology is recommended not only on your product pages, but also, in your overall company branding. Here are some key colors, and what color psychology says about the tone they can convey.

COLOR	WHAT IT CONVEYS
Red	Excitement, energy, passion, danger
Pink	Femininity, playfulness, unconditional love
Orange	Creativity, enthusiasm, adventure, balance
Yellow	Happiness, positivity, optimism, warmth
Green	Health, growth, fertility, generosity
Blue	Peace, calm, stability, trust
Purple	Power, luxury, wisdom, nobility
White	Innocence, cleanliness, humility, goodness
Black	Power, elegance, sophistication, mystery

It is also important to consider the personal preferences of your audience. For example, one study on gender and color showed that men prefer shaded colors (colors with black added), while women prefer tinted colors (colors with white added). The researchers found that color schemes with tints is soft, soothing, and youthful, while a scheme with shades is powerful, mysterious, and deep. Of course, none of these assumptions will be right 100% of the time – there will always be exceptions and outliers based on your company and your audience. However, color psychology guidelines can help harmonize your brand, products, and audience, so it is worth some thought.

Taken from "Ultimate Guide to Building Powerful Product Pages" pp. 22

Exercise 6: Try to match the following words taken from the above text with their correct synonyms.


- | | |
|-----------------------|---|
| 1. conjure up | a. visualize |
| 2. convey | b. express |
| 3. humility | c. modesty or humbleness |
| 4. exceptions | d. exclusions or irregularities |
| 5. outliers | e. anomalies |
| 6. worth some thought | f. worth considering or worth contemplating |

Exercise 7: Based on what you have learned about the psychology of color, have a look at the following examples of a web page for this instance. What do you think the use of colors in the web page will affect you? Which elements make a page truly effective and could help you with your own publishing and selling for your service and/or products.

Donna Stroupe

FASHIONISTA • TRAVELLER • LIFESTYLE BLOGGER



 <p>Madison Lee SHE-EO • ENTREPRENEUR</p>	Download My Book	10 Online Side Hustles
	15 Money Saving Ideas	How To Be A Good Mentor
	Future Proofing Your Career	40 Simple Self Care Tips

5.3. Writing A Product Description

Exercise 8: Work in a group of three. Choose one of the following products and map its ideal customer. Who is your product for?

- | | |
|-------------------------|-----------------------|
| a. eco-friendly fashion | e. IT reference books |
| b. DTP applications | f. printer |
| c. musical instrument | g. Internet provider |
| d. snack | h. online game |

PRODUCT/BRAND	DEMOGRAPHICS: What's their age, gender, education level, income, etc.?	PERSONALITY AND BELIEFS: What are they interested in and passionate about? How does (or can) your brand resonate with these issues?	LIFESTYLE: What's their life like? What types of activities do they engage in? What types of products do they buy? What types of media do they consume?

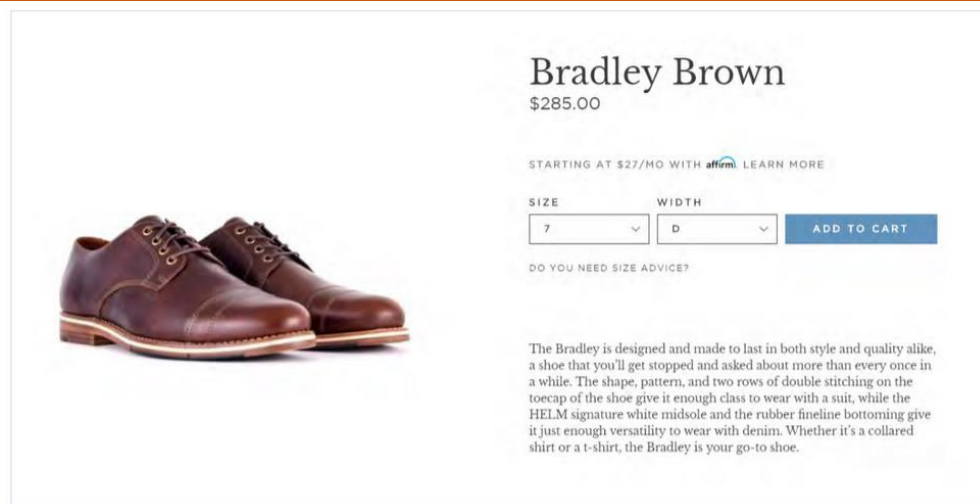
Exercise 9: Complete the missing words using the words from the box.

selling point	demographics	sales funnel	descriptive words
potential customer	market research	purchasing habits	product description

Writing a Product Description

There are 5 ways to write a product description for your web page. Here are the ways:

1. **Understanding your ideal customer.** Understanding your ideal customer means you need to understand who your product is for. You need to make sure to check on the 1. _____ (age, gender, education level, income, etc.), personality and beliefs, and also their lifestyle (life, activities, types of products they buy, and the types of media they consume). Until you start making some sales, it might be difficult to know exactly what these answers are. When you're first starting out, do some 2. _____ to make educated guesses and adjust as you go.
2. **Address the problem, need, or desire that the product solves.** If your product has a unique 3. _____ that none of your direct or indirect competitors have, you're in a great starting position to get people's attention and earn sales. However, for most e-commerce entrepreneurs – especially drop shippers – you'll likely have a fair amount of competition. That's why it's critical that your 4. _____ speaks to a problem, need, or desire that your ideal customer has, and then swiftly shows how your product can help. Look at the example.



From the ad above, the company knows what men are looking for when they're shopping for nice shoes – and they don't waste any time showing that this is the shoe that fit any occasions.

3. **Keep it scannable.** One of the fastest ways to lose a 5. _____ is to throw a block of confusing text at them. A key tip for how to write a product description that keeps your visitor's attention is breaking information into short, understandable chunks. Bullet points, headings, and graphic icons are a great help for making this happen. Under these headings, you'll find short product description chunks with bullet, points, and images so you can easily skim through and size up the product without wasting your own time. Look at the example.

PRIME YOUR PUCKERS, PETROLEUM-FREE

Pucker Paste™ Lip Balm gives your lips much-needed nourishment all day long. Petroleum-free and paraben free, this will keep your kisses soft and supple.

- Handcrafted in Austin, Texas with real, edible ingredients
- Softens lips without feeling waxy
- Moisturizes and protects, even in cold, dry environments
- Lightweight and non-glossy
- Smooth, creamy finish lasts for hours - no need to re-apply!

WHAT'S THAT TASTE?

The tranquil serenity of Lavender Pucker Paste is an instant remedy for everyday stresses, big or small. Close your eyes, take a breath, and allow the rejuvenating power of lavender to bring the calm. Woosah, baby.

WHAT'S IN IT?

Ingredients list: Organic Coconut Oil, Organic Beeswax, Organic Shea Butter, Organic Sunflower Oil, Natural Flavors, Stevia Leaf Extract, Vitamin E

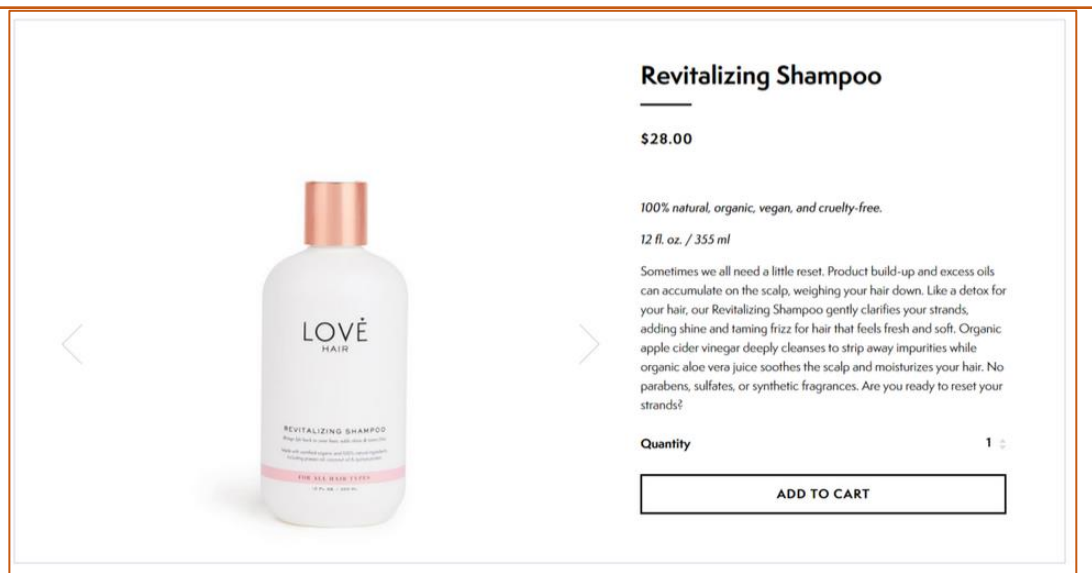
Pucker Paste™ - BPA-Free Plastic Tube - 0.15 oz. (4g) Net Weight. Contents are Biodegradable. Best if used within 12 months after opening.

PRIMAL PIT PASTE PROMISE

ADD TO CART

In this ad, the store divides its product description into sections with headings. Under these headings, you'll find short product description snippets with bullet points and images so you can easily skim through and size up the product without wasting your own time.

4. **Have a strong call-to-action.** Calls-to-action (CTAs) guide your visitors along your intended 6. _____. They can take many forms, like asking them to make a purchase, sign up for your mailing list, share a post or product page, download content like a style guide or e-book, and more. When it comes to a product page, your "Buy now" or "Add to cart" button is the predominant call-to-action. Look at the example.



In this ad, it uses a strong product description, using 7. _____ like “detox” and “revitalizing.” As the last sentence, it includes a question – “Are you ready to reset your strands?” By directly addressing the reader, Love Hair’s call-to-action becomes even more actionable. It’s a simple yes or no question: will you reset, or will you stay weighed down? This small detail can go a long way in helping visitors make a purchase decision.

5. **Test and tweak until you hit gold.** If you manage to make perfect, cash-cow descriptions on your first shot, we’ll personally send you a trophy. But the reality is that everything about the e-commerce process is just that – a process. The name of the game is trial and error until you get to know your customers and find what fits best with their 8. _____.

Taken from “Ultimate Guide to Building Powerful Product Pages” pp. 27-33

5.4. Grammar Study

The infinitive

The infinitive *with to* (to + V1) is used in the following ways:

- **to express purpose**
*We use symbolic language **to communicate** instructions to the computer.*
- **after adjectives**
*BASIC was widely used in the past because it was **easy to learn**.*
*Machine code is too **difficult to write**.*
- **after certain verbs** (for example: afford, demand, plan, agree, expect, promise, appear, hope, refuse, arrange, learn, try, decide, manage).
*A lot of companies are now **trying to develop** voice applications for web access.*
- **after the object of certain verbs** (for example: advice, encourage, allow, expect, tell, ask, invite, want, enable, order, warn)
*HTML **allows us to describe** how information will be displayed on web pages.*

The infinitive *without to* (V1) is used in the following ways:

- **after modal verbs** (for example: can, could, may, might, will, would, must, should).
*Unfortunately, computers **can't understand** spoken English.*
*High-level languages **must be** translated into machine codes.*
- **after the object with the verbs make and let.**
*Programs **make computers perform** specific tasks.*

Exercise 10: Make sentences using the prompts.

Example: not easy/instructions

It is not easy to write instructions in COBOL.

1. expensive/set up a data-processing area
2. advisable/tests the programs under different conditions
3. unusual/write a program that works correctly the first time it's tested
4. important/use a good debugger to fix errors
5. easy/learn Visual BASIC

Exercise 11: Choose the best option.

1. We use high-level languages because machine code is too difficult _____, understand and debug.
A. read B. reading C. to read
2. I went on the course _____ how to be a better programmer.
A. learn B. learning C. to learn
3. I'm not interested in _____ that computer language.
A. learn B. learning C. to learn
4. He refuses _____ the project with me.
A. do B. doing C. to do
5. The engineers warned the employees not _____ the cables.
A. touch B. touching C. to touch
6. They may not _____ to the conference.
A. come B. coming C. to come

7. Spyware can make your PC _____.
A. perform B. performing C. to perform
8. This program is too slow _____ the simulation.
A. do B. doing C. to do
9. You promised not _____ anybody my secret.
A. tell B. telling C. to tell
10. I can't get used to _____ a voice recognition system.
A. use B. using C. to use

Exercise 12: Writing a product description. With a partner, create your own product and write the product descriptions using the theories you have learned in unit 5. Present it in front of the class.