Product listicles are structured slightly differently than regular listicles.

But the goal stays the same: to attract as many users as possible.

However, in this case, the focus is on providing valuable information about a specific product or product category to help users make a purchasing decision.

Most visitors to these articles already have buying intent; they just need more details about certain products.

How to Structure It

- Keep the descriptions short and focus on key product details and benefits.
- Provide more pros than cons to highlight the product's value.
- Make sure the content is helpful and easy to skim.

Title Best Practices

15 Best Top Coat for Nails: Our Choices for 2025

Always choose a catchy title like:

- "XX Best Running Shoes for Beginners"
- "XX Must-Read Books for New Moms"

You can also automate this step with our catchy title generator.

Product Box Example

Here's an example of a product box with a short text below for additional explanations:

1. Ardell Seche Vite Dry Fast Top Nail Coat

Dry Fast Clear Top Coat

$6.60

Pros:

- Over 88k positive Amazon reviews
- Dries in as fast as 5 minutes
- Ultra-glossy finish
- Chip-resistant and durable

Cons:

- Might thicken in the bottle over time
- May not be compatible with all nail polish types

Shop Now

We earn a commission if you make a purchase, at no additional cost to you.

02/10/2025 05:55 am GMT ⓘ

I can highly recommend this Nail Coat for anyone looking for a top coat that can give their nails a glossy finish and protect them from chipping.

This top coat is fast drying and perfect for those who want to get on the go in as fast as 5 minutes. It makes your nails look freshly polished every time and extends the life of your manicure and pedicure.

Amazon Business Account

We mostly use Amazon Associates for Aff articles.

1. Create an Amazon Business Account & Tracking ID
   You can sign up for your Amazon Business Account here:
   🔗 Amazon Affiliate Program

2. Add Your Tracking ID to Your Affiliate Plugin
   Once your tracking ID is set up, enter it into your affiliate plugin (e.g., Lasso) to automatically generate affiliate links.

Lasso Plugin

Don't forget to indicate that these are affiliate links. (e.g: We earn a commission if you make a purchase, at no additional cost to you).

Affiliate Box

Another example of an affiliate box:

Make Your Review More Authentic & Increase Its Conversions

If you've personally used the product, mention it!

- What did you like about it?
- What convinced you to buy it?
- Was there anything that bothered you?

The more authentic your review, the more helpful it is for your readers.

➡️ A helpful review builds trust, increases return visitors, and boosts your affiliate commissions.

💡 Pro Tip: GetPinMaker also has a feature for creating product listicles!