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Achieve Higher Sales With A Product Web Page

Major companies world-wide have discovered the great sales potential of product web pages. These pages highlight the product features of a set of products or services within a larger company website. Many of these organizations, in their haste to start attracting new sales, ignore the task of properly configuring that page to attract traffic. If your company has invested in a product page and has realized little benefit, here are some ideas on how to fix the problem.

Traditional business schools across the country have long focused curricula on teaching the basics of profit, loss and general business management. In the wild world of eCommerce and selling over the web, expertise in other areas has emerged as highly important. Communication and language skills are now highly valued in setting up a web page to bring in viewers.

The 'Product' Page Many large corporations discovered that a page dedicated to a single product or family of products can provide more information to prospective internet customers as well as expand the depth of information available on their web environments. It isn't difficult to build a page dedicated to or focused on a single product line. Get the design department to come up with the graphics and layout, marketing to develop the text, assemble it onto one page and post it. It is that simple, correct? Well companies do this all the time and then are disappointed by the results.

Page 'Rank' A quick note here about the term "page rank." Engines rank pages according to how well "optimized" they are or how powerful they are. But there really isn't a more detailed description available than that as the engines are very secretive about how they rank and place pages. Consultants in SEO are often confronted with questions about why a page gets so little traffic even though it has a high page rank. The reason is simple enough. Companies that set their web page titles using the company name also have the company name in the headlines and body text. The engines then see this as being a well-ranked page for the title of the company. But who in the world aside from existing clients is going to search for the company name? Ultimately, success in generating traffic is to build a page that is ranked well for language terms meaningful to the user and not to the company.

Re-Setting the Product Page Understanding customer usage and language is important in making the product page attractive to both search engines and readers. This requires asking a couple basic questions:

How do customers search? What do they look for? What language do they use to describe the product?

Understanding how a new customer would use the internet to look up information is key to setting up the page to attract traffic. Do customers typically want to know a great deal of product feature information? Are they looking primarily for pricing information? Do customers research their purchase immediately prior to buying or is there a longer deliberation period?

Understanding what customers really want is the ultimate goal and the web operator has to use his own research to outguess or predict how potential customers will look for information. Customers that hit the internet for information immediately prior to purchase may just be looking for location information rather than product or feature data. Working out a message strategy for the product page may involve some guess work and trial and error. For instance, a provider of [Epoxy Flooring](#) might be focusing on industrial clientele and use the internet to get his message through to company procurement offices.

Still more importantly, what language is used to describe the potential buyer's process in looking for information? What words are commonly used; not necessarily in describing the product, but in describing the need that the product meets?

Of course all of these questions need to be thought through by the web owner to properly set the keywords, title tags and text of the product page so that the page will be likely to attract traffic and convert readers into buyers. Setting the title of a product page to something like "riding lawn mowers in Dallas" would be much more effective in reaching potential buyers than "Jones Lawn Mower Emporium ." Who in the world - other than current customers of the Jones Lawn Mower Emporium - would search for the latter term?

Titles to the product page, headlines and page copy all must be focused on the keywords or terms that customers would be likely to use. And don't forget to include a local geographic term if your company serves a specific city or town. By investigating user search behavior and understanding how they might use the internet to find you, your organization can construct a product page that customers will not only find useful, but one that customers will find in the first place.

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