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| **Product Data** | **Cross if applicable** |
| Product Title💡Use a concise but descriptive title to represent the product. | [ ]  |
| Product Images💡Include various high-quality images from multiple angles. Aim for a minimum of 3-5. Use product images to showcase the product’s design, color, and texture. | [ ]  |
| Product Description💡Include key features, materials, and materials. Be consistent with brand tone of voice. | [ ]  |
| Details & Dimensions💡Make sure to include fabric, weight color, and assembly. For items such as couches, include how many people it is designed to seat. For nightstands, specify the type of wood and the drawer storage dimensions, etc. | [ ]  |
| Colour Options💡 If your product has variants, make sure you list them. | [ ]  |
| Care Instructions💡How do you remove stains from sofa cushions? Will the item be damaged by exposure to direct sunlight? Is it enough to wipe it clean with a soft cloth? Do the materials have stain-defence coating? | [ ]  |
| Availability & Stock💡If an item is out of stock, update interested customers when it’s available. | [ ]  |
| Sustainability Credentials💡Emphasize ethical sourcing and include relevant certification (Fairtrade, Forest Stewardship Council, etc) and mention if your product features recycled materials. | [ ]  |

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| **Page Layout & Features** | **Cross if applicable** |
| Simple Navigation & Breadcrumbs💡We recommend avoiding [horizontal tabs](https://baymard.com/blog/avoid-horizontal-tabs). Instead choose vertically collapsed sections to display core product content. | [ ]  |
| Brand/Product Story💡Include a section toward the bottom of the page outlining the ‘journey’ your product has taken. Refer to product materials, sustainability, and how you test your homewares products. | [ ]  |
| Trust Badges and Security💡Include secure payment certifications to build trust | [ ]  |
| Clear Call-to-action Buttons💡No one wants to click ‘Buy now’ and be taken to a page where they have to insert their email and password.  | [ ]  |
| Product Recommendations💡Cross-sell products to increase average order value. If your showroom images feature other pieces of furniture, list them so users can ‘complete the look’.  | [ ]  |

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| **Shipping & Pricing** | **Cross if applicable** |
| Shipping & Delivery Information💡Homewares items are often large and bulky. Provide customers with delivery details from the get-go to set realistic expectations about receiving their purchase. | [ ]  |
| Pricing & Discounts💡Where applicable, mention any price differences for product variants. | [ ]  |
| Returns Policy💡Clearly outline your returns policy, make it easily identifiable, and include links to your returns portal. | [ ]  |
| Include Warranty & Guarantee Information💡This gives customers confidence when purchasing from you! | [ ]  |

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| **Social Proof** | **Cross if applicable** |
| Customer Reviews & Ratings💡Reviews build trust and increase the credibility of your products. | [ ]  |
| User Generated Content💡Encourage customers to share photos of the items they’ve purchased. | [ ]  |
| Popularity Indicators💡Use ‘best seller’ or ‘trending’ labels where applicable. | [ ]  |



**Pimberly’s homewares customers to check out:**

[Furniture Box](https://www.furniturebox.co.uk/)

[Welcome Furniture](https://www.welcomefurniture.co.uk/)

[Riva Home](https://rivahome.com/)

[Arthouse](https://www.arthouse.com/)

[Headlam Group PLC](https://www.headlam.com/)

[Moda](https://www.modafurnishings.co.uk/)

[Aqualisa](https://www.aqualisa.co.uk/)

**Further reading:**

[Whitepaper: Creating the Perfect Product Detail Page](https://pimberly.com/resources/perfect-product-detail-page/https%3A/pimberly.com/resources/perfect-product-detail-page/)

[Blog: Fashion Omnichannel Guide: Drive Sales Online & In-Store](https://pimberly.com/blog/fashion-omnichannel-guide-drive-sales-online-in-store/)

[Blog: Why Visual Merchandising Is Integral to Building Trust](https://pimberly.com/blog/visual-merchandising-vof-building-trust/)

[Blog: How to Improve Online Sales with Product Information](https://pimberly.com/blog/how-to-improve-online-sales-with-product-information/)

[Webinar: FurnitureBox](https://pimberly.com/events/in-conversation-furniturebox/)