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| **Product Data** | **Cross if applicable** |
| Product Title  💡List the name of the product with any relevant specifications. |  |
| Product Images  💡Include various high-quality images from multiple angles. Aim for a minimum of 3-5. Use close-up shots of any important components. |  |
| Product Description  💡Include key features, benefits, and possible applications. Use bullet points to make text scannable. |  |
| Product Specifications  💡List all technical specifications related with the product. Such as dimensions, weight, and material. eg. A drill listing would contain load speed, torque, capacity, and trigger design. |  |
| Quantity Options  💡 Provide options for customers to select different quantities or pack sizes. This is especially important for items such as fasteners, adhesives, or washers, etc. |  |
| Availability & Stock  💡If certain products are variations are out of stock, specify the estimated restock date. If a product is out-of-stock at one branch, allow users to check availability at other branches. |  |
| Sustainability Credentials  💡Are your products sustainably sourced? Do you provide appropriate Carbon Trust certification? Are your products energy efficient? |  |

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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. |  |
| 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 must 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’. |  |
| Technical Data Sheets or Manuals  💡Provide links to downloadable documents containing technical information, installation guides, or user manuals. |  |

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| **Shipping & Pricing** | **Cross if applicable** |
| Shipping & Delivery Information  💡Building supplies 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/contact info. Remember, building supplies can be tricky to transport. |  |
| 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. |  |
| Case studies  💡Use case studies to demonstrate how products were used in real-world projects. |  |
| Testimonials  💡Gather testimonials from reputable businesses in the construction sector. |  |

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Description automatically generated](https://pimberly.com/book-a-demo/)

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

[JT Atkinson](https://www.jtatkinson.co.uk/)

[YESSS Electrical](https://www.yesss.co.uk/)

[SIG](https://www.sigplc.com/)

[Elliotts](https://elliotts.uk/)

[Draper Tools](https://www.drapertools.com/)

[JT Dove](https://www.jtdove.co.uk/)

[Marshalls](https://www.marshalls.co.uk/)

**Further reading:**

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

[How PIM/DAM Helps Builders’ Merchants Achieve Net Zero](https://pimberly.com/blog/builders-merchants-achieve-net-zero/)

[Digital Transformation for Manufacturers: D2C Selling Guide](https://pimberly.com/blog/digital-transformation-for-manufacturers-d2c/)

[PIM for BIM: Building Data Bridges](https://pimberly.com/blog/pim-for-bim/)

[Top 3 Reasons why PIM/DAM is Essential for Builders’ Merchants](https://pimberly.com/blog/pimberly-for-builders-merchants/)

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