



E-COMMERCE CONVERSION ASSET PACK

Your product page has one clear role: to sell your product. It does this by showcasing the product and providing the information that answers the consumer's questions.

Your role is to make the whole process as smooth as possible, removing any obstacles that could derail the sale. That might happen if the consumer is not sure what it is, why it's worth it, or whether it will work for them. This pack helps you fix that with a clear asset hierarchy: what to show first, what to say, and

what evidence is required to reassure. We'll also cover what you don't need.

Use it as a checklist for new listings, refreshing existing pages, or a briefing content creation (imagery, copy, video, proof modules).

In our experience the brands that do best online are the ones that put themselves in the shoes of the consumer. Your product page should not only answer questions. It should make the product feel easier to choose, easier to want and easier to trust.

Before you create your product assets, ask:

- Does this page feel like our brand, or could it belong to any competitor?
- Does the product look desirable?
- Does the imagery create the right feeling for the price point and audience?
- Is there a distinctive brand world coming through, or just a list of product information?
- What should the consumer feel: more confident, excited, reassured or understood?

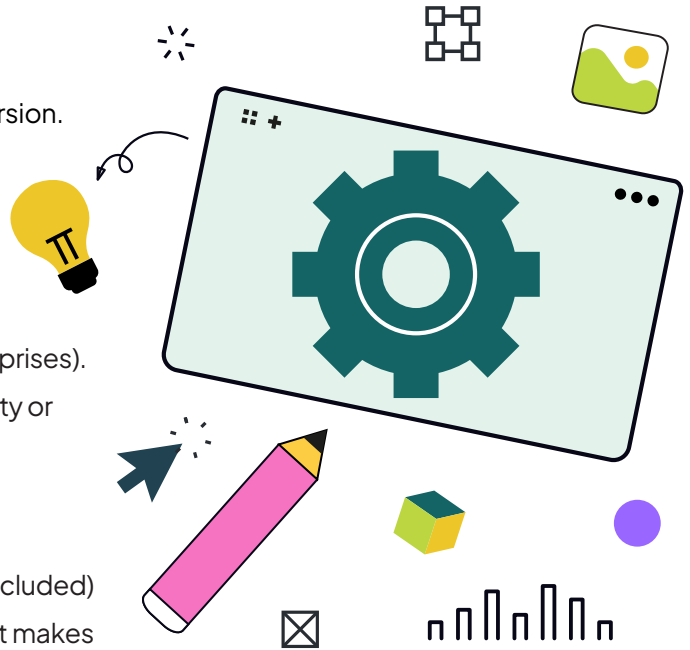
Important: This is about producing the right content and making it work harder.

Minimum viable conversion kit

Why it matters: You don't need everything to improve conversion. You need the essentials that reduce confusion and risk.

Minimum viable assets (aim to have all of these)

- Hero image that clearly shows the product.
- A second image that shows scale or context.
- A 'how it works / what's included' image (so there are no surprises).
- Reassurance, such as a useful spec, guarantee, compatibility or recognised certification.
- Short headline promise (written in plain English).
- 3–5 benefit-led bullets (not a feature dump).
- Basic specs (dimensions, materials, compatibility, what's included)
- If the product costs more than the obvious alternative, what makes that feel worth it?



Adapt this for the channel. Your own website gives you more room for story and brand expression. Retailer pages and marketplaces usually need tighter assets, clearer comparison, and closer attention to platform rules.

If you're stuck, ask: What would someone need to see to feel confident clicking 'Add to basket' without reading a long page?

Reality check: If the first screen does not answer what it is, what it does and why someone should trust it, you are probably missing out on sales.

Best additions (what to add when you're ready)

Why it matters: Once the essentials are in place, these additions can lift conversion by answering deeper questions and reducing uncertainty

Upgrades that usually earn their keep

- Comparison module (choose the right option / which one is for me).
- Demonstration content (short video or GIF-style sequence).
- Evidence & reassurance module (reviews, independent test, measurable result, before/after where appropriate).
- FAQs and reassurance modules built from: reviews, returns reasons, customer service questions, sales team feedback and retailer questions.
- Lifestyle imagery that shows the product in use.
- 'What's in the box' / 'What you get'.
- Post-purchase confidence: care tips, setup tips, troubleshooting, replacement parts etc.

If you're stuck: If you can only add one additional piece of content, add the one that answers the biggest hesitation you hear repeatedly.

Reality check: If you're adding these before the basics are clear, you're dressing up a page that still has a conversion problem.

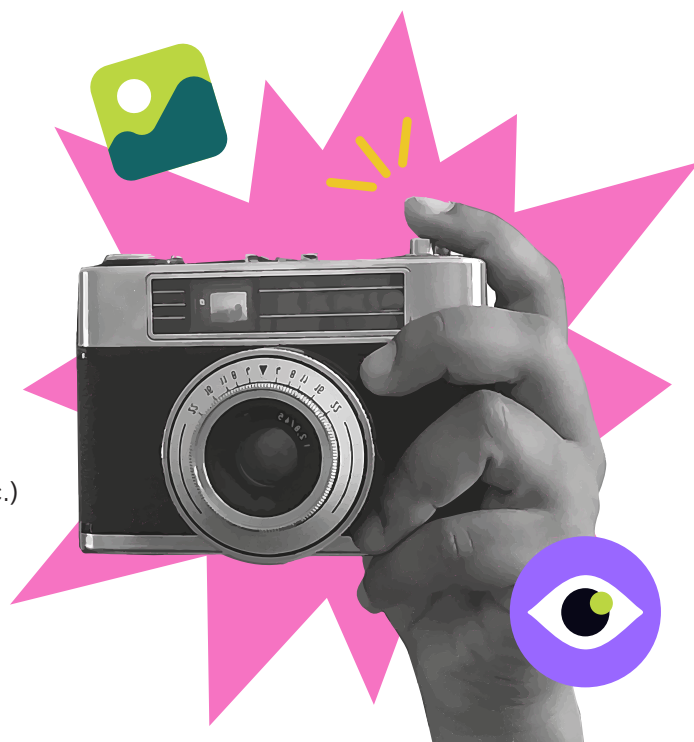
Image hierarchy:

The first 6 images

Why it matters: Online, images do the heavy lifting. Most people will look at the images before they read the copy.

A strong six-image sequence

- Image 1: Hero (if appropriate, make sure you can clearly read the label)
- Image 2: In use / context (to emphasise the benefits)
- Image 3: Scale (size in hand / next to a common object etc.)
- Image 4: 'How it works'
- Image 5: Evidence / reassurance (guarantee, spec, certification, reviews, compatibility)
- Image 6: What's included / variants



Photography shot list (the practical bit)

- Front, back, sides, three-quarter view.
- Close-ups showing features, texture, or finish.
- Any 'on/off' or 'before/after' state if relevant.
- All variants clearly differentiated (colour/size/version).
- Packaging shot (optional) if it makes what's included clearer.

WO Top Tip

Remember you can add text and icons to images too, to make your features and benefits even more obvious. For Amazon, the main image usually needs to follow marketplace rules: pure white background, product clearly shown, and no added text, graphics or badges. Always check the latest platform requirements before briefing assets.

Copy hierarchy

(say less, but say it better)

Why it matters: Copy should remove friction, not add it. People want clarity and reassurance – quickly. Remember your brand's tone of voice will help convey the right personality.

Recommended structure

- Headline promise (one line written in plain English).
- One supporting line (who it's for or when it's useful).
- Benefit bullets (3–5). Outcome led.
- Evidence: measurable/recognisable/believable.
- Specs and 'what you get'
- FAQs
- Reassurance (returns, guarantee, support, safety guidance).

Copy discipline prompts

- Write as if the customer is busy and mildly sceptical.
- Avoid words such as 'premium', 'innovative' or 'high quality' unless you can prove it.
- If you mention a feature, connect it to the benefit.

If you're stuck: If you can only add one additional piece of content, add the one that answers the biggest hesitation you hear repeatedly.

Reality check: If you're adding these before the basics are clear, you're dressing up a page that still has a conversion problem.

What makes the promise believable

Why it matters: Evidence helps turn a claim into something people can believe. Choose evidence that customers will recognise as genuine, not brand spin.

Pick your top 3

- Demonstration: show it working.
- Measurable specification: a stat that matters.
- Guarantee / replacement promise: reduce perceived risk.
- Compatibility: 'works with...' / 'fits...' / 'safe for...'
- Reviews: what people repeatedly say, especially the themes that reduce doubt or confirm the product does what it promises.
- Independent validation: certification, test, endorsement.
- Support promise: help, guide, aftercare.

Make it legible

- One proof-point per module.
- Keep language plain. Avoid legalese unless required.
- Provide straightforward context if needed, but don't get bogged down in the weeds.



If you're stuck, ask: What would you need to see to believe this claim if you didn't already trust the brand?

Reality check: Proof needs to be measurable and credible.

Video

Why it matters: Video can reduce indecision faster than any other asset. You don't need a big production or to produce a TV advert. What you need is an effective comms tool.

WO Top Tip: Remember lots of videos are played without sound, so include text on screen where relevant, don't overload the visuals and keep things simple.

Video 1: The 'what it is / what it does'

- Show the product clearly
- Show the outcome

Video 2: The demonstration / how-to

- Show how it works or how to use it
- Answer the biggest doubt: 'will this work for me?'
- Keep it practical

Video 3: The reassurance

- A key proof point: guarantee, durability test, comparison, measurable spec.
- Focus on credibility and clarity.

If you're stuck: Make sure you can describe the job of the video in one sentence. If you can't you're overcomplicating things.

Reality check: Ensure your video informs, reduces risk or makes the choice easier.

One-page checklist

Use this page to audit an existing product page or brief a new one.

1. First-screen clarity

- ☐ Is it obvious what the product is?
- ☐ Is the main benefit clear?
- ☐ Is there a reason to keep reading or scrolling?
- ☐ Is there early reassurance or evidence?
- ☐ Does the price feel understandable for what is being offered?

2. Brand and desire

- ☐ Does the page feel like our brand, or could it belong to any competitor?
- ☐ Does the product look desirable?
- ☐ Does the imagery feel right for the price point and audience?
- ☐ What should the consumer feel: confident, excited, reassured or understood?

3. Minimum viable conversion kit

- ☐ Clear hero image
- ☐ Scale or context image
- ☐ "How it works" or "what's included" image
- ☐ Short headline promise
- ☐ 3-5 benefit-led bullets
- ☐ Basic specs
- ☐ Reassurance: guarantee, spec, compatibility, certification, support or safety guidance

4. Image sequence – First six images covered?

- ☐ Hero
- ☐ In use / context
- ☐ Scale
- ☐ How it works
- ☐ Evidence / reassurance
- ☐ What's included / variants

5. Copy structure

- ☐ Headline promise
- ☐ Supporting line
- ☐ 3-5 benefit bullets
- ☐ Evidence that is measurable and believable
- ☐ Specs and "what you get"
- ☐ FAQs based on real questions or objections
- ☐ Reassurance: returns, guarantee, support etc

6. Evidence and reassurance

Top three evidence or reassurance points:

- 1:
- 2:
- 3:

7. Video – what job is it doing?

- ☐ Showing what it is / what it does
- ☐ Demonstrating how it works
- ☐ Reducing doubt
- ☐ Providing reassurance
- ☐ Making the choice easier

8. Channel fit

- ☐ Brand site: room for story and brand expression
- ☐ Retailer page: clear comparison and strong first-screen clarity
- ☐ Marketplace: platform rules checked
- ☐ Mobile: images and copy work on small screens

Top three fixes:

- 1:
- 2:
- 3:

Reality check: If the page is clear and trustworthy but still not converting, look next at price logic, review quality and volume, delivery and returns friction, and whether the product is truly different enough to choose.