General Guidelines for Product Pages:

Product pages should follow the following basic format. It's okay to vary from product to product based on what needs to be included for that product, but this template should help you get started.

Image or Video of Product

- 3-5 Sentences on what the product does
  - What problem might your client have?
  - How does this product solve it?

  Example: The Physician Finder connects physicians in your network to prequalified patients looking for their treatments and services.

- Why is it better than other products that solve this problem?
  - Can include graphs, comparison charts, or just a sentence like, "Unlike competitors, [Product] has [specific unusual features]."

- 1-3 Case Studies
  - Give a specific example of how this product is used that potential customers can relate to.

- Specific Details, product specs, etc that someone who seriously considering buying would want to know.

- A call to action – Contact Us to Learn More, Contact Us for a Free Demo, etc.

Information should drill down from most general, applicable to everyone, to most specific, applicable only to those looking for details. That way, anyone who comes to the page can immediately see from the top of the page whether they're interested in the contents of it, and once people are interested, they can read further to find additional information.

Other things to keep in mind:

- Use headers and bullet points whenever possible so that it's easier for people to quickly find and understand the information they're looking for. Pages with blocks of text are hard to follow even if people are already interested in the product
- Your content should be written for the lowest common denominator. What is the least amount of knowledge that you can imagine someone coming to your site with and still be interested in purchasing your products. There is a base amount of knowledge that all of your potential customers will have (you would know what that is better than me), but people may still come with very little knowledge of you, your products, and your services. What information would they need to see to consider purchasing from you? Some things you may want to consider including:
  - Video that shows how potential customers would use your products.
  - Examples of charts or data that customers would get from your products.
  - Case Studies of situations in which customers would use your products and the results.
  - If there is a specific software/program that comes with the machine, a walkthrough of how the program works and what the customer will see when using it
  - Close-ups or parts of the product or parts labeled on a larger product image
  - Publications or app notes
  - How big are the products? If they buy the product, what kind of set up do they need for storing/using it?
  - If it isn't confidential, a used by line. (What well known companies are using your products?)
- Are current customers likely to come to your site, and if so, why? Would they be looking for support information, such as manuals or service documents? Do they want information on what new interesting experiments other companies are running using these products? Is there anything that you should include specifically for current customers?