

# Product page *must-haves*

## URL

Make it [short, easy to read](#), and use your main keyphrase in it.

## Title

State the [name of the product and its main features](#).

Optional: include the manufacturer's name, size, SKU etc.

## Image

Use images that show your product in its best light, and choose the [right image name, format, quality, and size](#).

## Reviews

Build trust by featuring [honest and authentic customer reviews](#).

## Cross-selling

Help customers find other products they may be interested in.

## Stock

Show if the item is in stock to [manage expectations and show the amount to create scarcity and urgency](#).

## Call to action

Make your [call to action button stand out](#).

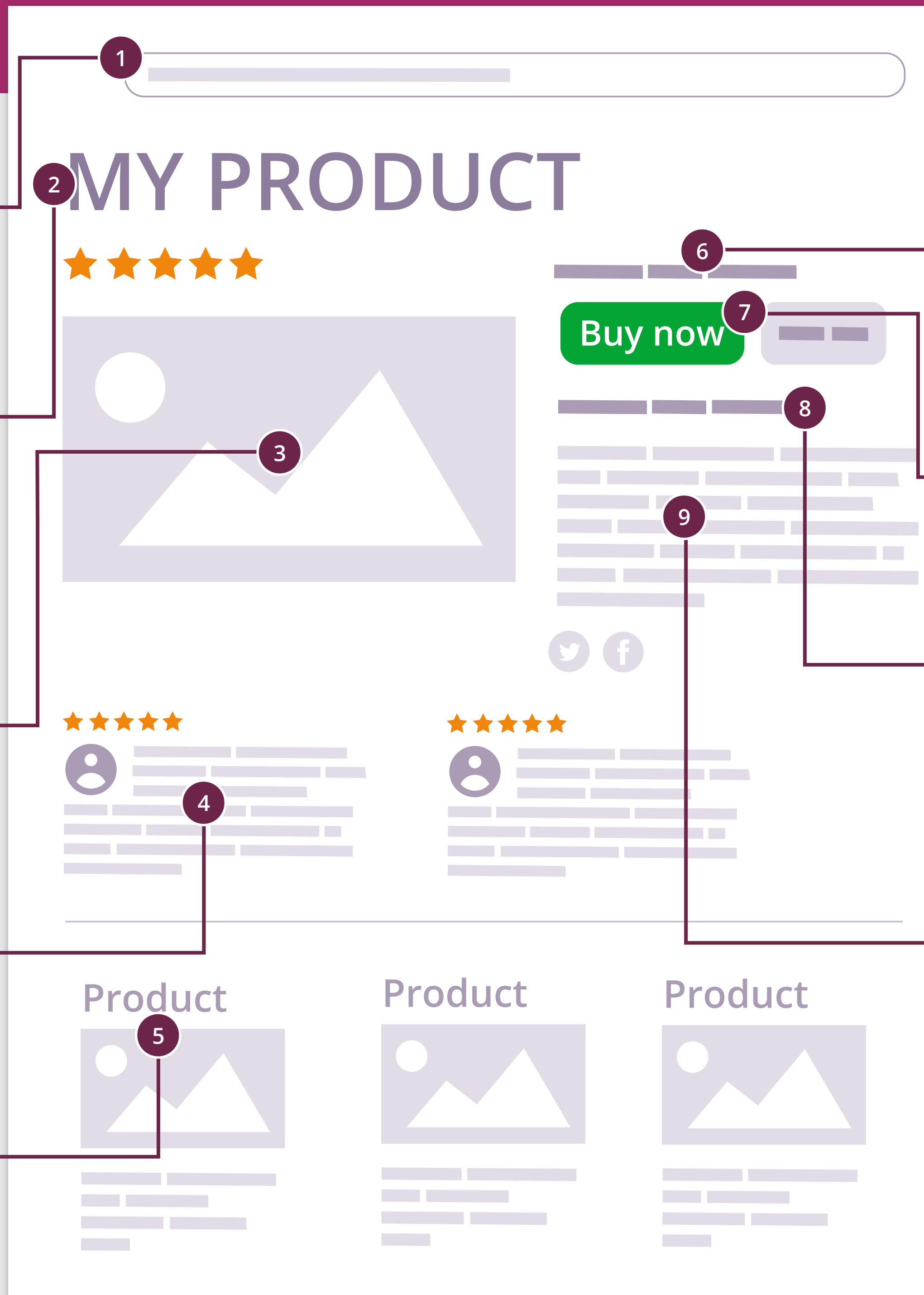
## Delivery options

Be transparent about the delivery speed and options. Never lie!

## Description

Write a [unique description and highlight the problems your product solves](#).

Make it unique and state the problems your product solves. NEVER use the manufacturer's generic description or one you found on another website.



## Help search engines understand your product pages

- Increase visibility in search results and Google Shopping by [adding structured data](#).
- [Add metadata](#) (SEO title, meta description, slug and featured image).
- [Test and](#) (if necessary) [improve](#) the loading speed of your pages.

## Improve with [Yoast WooCommerce SEO](#)

- Get real-time SEO and readability feedback on your product pages.
- Automatic technical SEO improvements.
- Access to the Yoast SEO academy Ecommerce training.

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