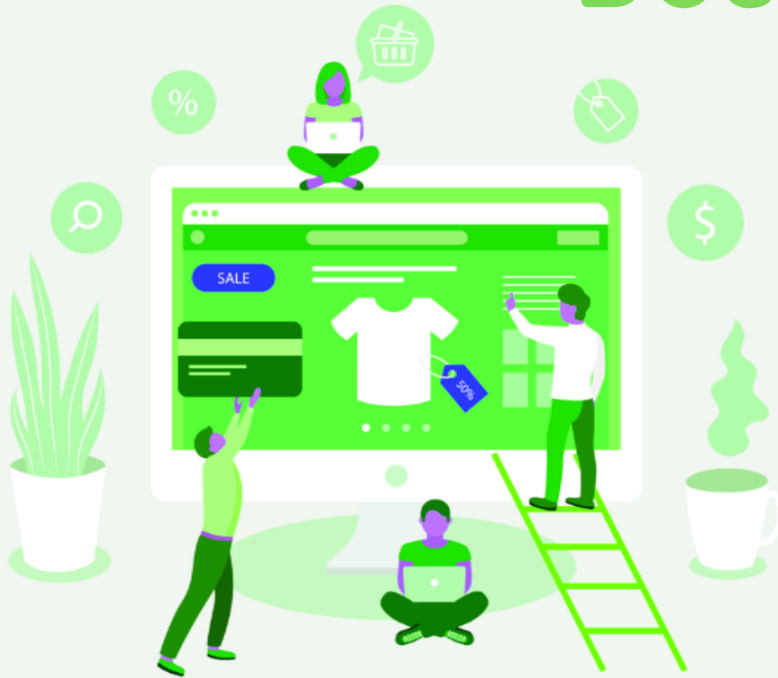Type your text

Client Logo

WEBSITE CHANGES

Jigar Patel

Document Overview

1. Wordpress Plugin Install

2. Shopping Ads Policies

3. Product Page Changes

4. Category Page Changes

5. Product page ideas

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Wordpress Plugin

We need to install the below woo-commerce plugin to create a product XML file.
- https://wordpress.org/plugins/woo-product-feed-pro/

Google Product Feed allows you to produce and submit a real-time feed of products and variations to Google Merchant Center allowing you to use up to date product information in your product ad campaigns.

@Ankit - Pls create an XML file of all the products and share a link with me to setup shopping ads campaign. Let me know any help you need.

To avoid the common disapproval reasons, make sure that website pages include:

·Any 2 contact information has to be updated on every page of the website (phone number, email, physical address).

Also, we have to update it with an anchor link so Google crawler can easily read.

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CHANGES TO AVOID SHOPPING ADS POLICIES

Please provide a Contact Us page to your site that includes the following

- Business phone number

- Email address

- Physical business address. (PS: PO Box addresses are not acceptable. These updates will ensure your site provides sufficient contact information.)

CHANGES TO AVOID SHOPPING ADS POLICIES

For clear returns and refund information - you'll want to meet these guidelines:

- Must mention clearly how return policies work.

- Must mention clearly how refund policies work.

- The quality of return (e.g. free vs. paid, returnable period) does not have to be reviewed.

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Lastly, to show transparent billing terms and conditions, this section must show:

- Your billing terms and conditions must be clear and conspicuous to users.

- Your billing terms and conditions cannot just be provided via a link.

- Your prices and billing methods must be easily located on your website and conspicuous to users. Providing prices and billing information in very small print on your website isn't considered conspicuous to users.

-
- Subscription-only billing and products are not allowed.

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For an online store, the design of product pages is important to get right. The **product page is the place where a purchase is likely to happen.**

Effective product pages immediately convey the value of a featured product. They show potential customers what a product looks like, tell them what it feels like, and make them believe it's something they absolutely need to own.

Here are below a few suggestions which need to be added to the product page. Also, I have **attached few other store product page screenshots** which help us to organize details on the product page.

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PRODUCT PAGE CHANGES

Buy Now Button

Along with "Add to Basket" we should also keep "Buy Now" on the product page. It allowing our users to purchase products online without being redirect to a cart or any other page.

Product/Store USP and Features

Have to list out best features and the unique selling point of specific product or store which inspire users to buy products.

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Clearly Enumerate Shipping and Return Policies

Have to be honest about shipping charges so customers don't think to sneak in the expenses in the checkout stage. Customers will be mighty annoyed and abandon the cart as well as your hopes of optimizing the checkout.

Have to be clear on the return policy as well. Do they have 10 days to return the product, an entire luxurious month, or no such privilege at all?

Have to spell it out clearly and leave no room for confusion.

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Product Details

We should add more specific details about each product like materials, features, How to use, weight, height, width, etc... which helps users to know more details about the product before buying it and it decreases our product return ratio.
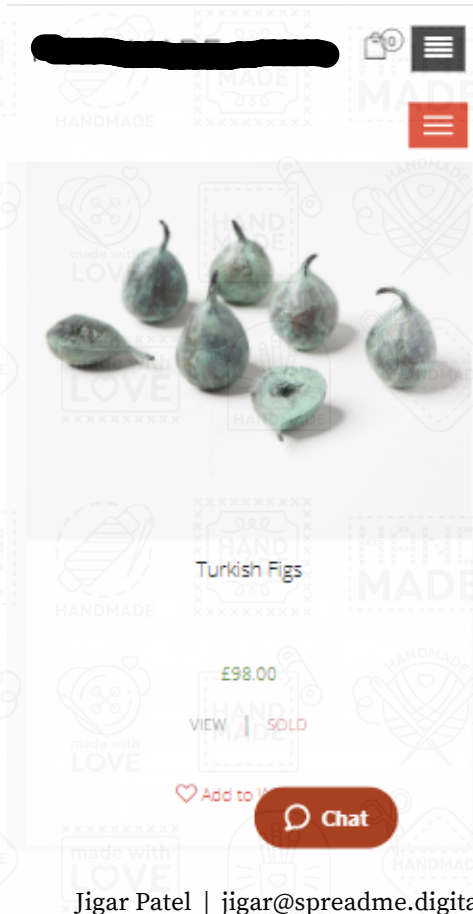
Highlight CTA & Others

We should increase the font size to highlight product details like Title, Price, Call to Action, Offers, etc...

PRODUCT PAGE CHANGES

Mobile Page View Changes

- Have to increase the font size and highlight product Title, Price, & Call to Action buttons like View & Add to Cart.

- Remove space between Title and Price.

Note: Have attached one of our competitor category page screenshots in the next slide for reference.

Turkish Figs

£98.00

VIEW | SOLD

♡ Add to l...

💬 Chat

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Find anything home...

Basket

Quickview

Clear 20Cm Glass Table Vase
by Luminarc

£14.99

★★★★★ 4

2-Day Delivery
Get it by Mon 17 May

Clear 60Cm Glass Floor Vase
by Symple Stuff

£22.99

★★★★½ 43

2-Day Delivery
Get it by Mon 17 May

Clear 22.5Cm Glass Table Vase
by Bormioli Rocco

£15.99

★★★★½ 35

2-Day Delivery
Get it by Mon 17 May

Share

Jaipuri Craft Antique Wooden Elephant Handicraft Home Decor Decorative Showpiece - 20 cm (Wood, Brown)

4★   15 Ratings & 3 Reviews   f Assured

₹933   ₹2,299   59% off   ⓘ
Hurry, Only a few left!

Available offers

🏷 **Bank Offer** 5% Unlimited Cashback on Flipkart Axis Bank Credit Card **T&C**

🏷 **Bank Offer** 10% Off on Bank of Baroda Mastercard debit card first time transaction, Terms and Condition apply **T&C**

🏷 **Bank Offer** 5% off upto ₹25 on any prepaid instrument **T&C**

🏷 No Cost EMI on Flipkart Axis Bank Credit Card **T&C**

Delivery	📍 382016	Change

Delivery by 18 May, Tuesday | Free ₹40 ?
View Details

Highlights		Services	
	• Type: NA Bird & Animal Showpiece		🔄 7 Days Return Policy ?
	• Material: Wood		💲 Cash on Delivery available ?
	• Theme: Ethnic		
	• Suitable For: Floor		
	• Dimensions: 17 cm x 20 cm x 18 cm		
	• Weight: 800 g		

Important Note   This product is for decorative purposes only. Any secondary/alternative use will be at the risk of the user.

Seller   **Jaipuri Craft** 3.7★

🛒 ADD TO CART   ⚡ BUY NOW

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Roll over image to zoom in

Handmade Pearl Earrings Gold Plated 925 Sterling Silver Hook Wire Wrapped Dangle Drop Earrings/a Bird´s Egg in Nest

Brand: Scutum Craft

★★★★½ ▾   26 ratings

Price: **$12.55** Get **Fast, Free Shipping** with **Amazon Prime** & **FREE Returns**

►We are pretty sure our products always should be perfectly matched with your style for *Anniversary* and *Special Moment* you would remember.

►We use the 925 sterling silver on the needle of earrings for protection from skin trouble or allergies. Furthermore, we do plating work with 14k gold or Platinum on the 925 sterling silver for prevention of discoloration.

►The silicon clutch with earrings helps safely when you wear the earrings.

►Our stamp which is made of sealing wax on packing box means our product has been made perfectly and it shows we are only the

$12.55

Get **Fast, Free Shipping** with **Amazon Prime** & **FREE Returns** ▾

In Stock.

Sold by **Scutum Craft** and **Fulfilled by Amazon**.

FREE delivery: ▾ **Wednesday, May 19** on orders over $25.00 shipped by Amazon. Details

Fastest delivery: Tomorrow
Order within 5 hrs and 29 mins Details

⊙ Select delivery location

Qty: 1 ▾

🛒 Add to Cart

▶ Buy Now

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2 Piece Bridgnorth Natural Glass Indoor / Outdoor Glass Table Vase Set

See More by [Alpen Home](#)

☆☆☆☆☆ 0.0   [0 Reviews](#)
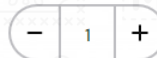
£45.99

FREE Delivery
Get it by Mon 17 May
Deliver To: **EC1A 7ES - LONDON** ⌄

− 1 +   ♡   **Add to Basket**

Thank you!

Jigar Patel
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