

Header

What is it?

The header is a site-wide navigational element that provides your visitors with quick links to the most important product categories, content, services and site features e.g. *My Account*.

Examples:

<https://www.mammut.com/uk/en>

https://www.lecreuset.co.uk/en_GB/

<https://www.asos.com/>



Primary purposes:

- Improve browsing journeys by making it easy to find important information
- Showcase your product catalogue with an easy to use main menu
- Highlight essential ecommerce features like search, shopping bag and My Account

Ecommerce essentials - Top 10

Your Header should do the following:

1. Work effectively across all devices using appropriate designs for each device e.g. *slide out menu panel for mobile*
2. Clearly display your logo & other key brand assets e.g. *strapline*
3. Display important service messages to customers to keep them informed e.g. *store availability during COVID*
4. Provide a persistent basket that enables shoppers to access the basket quickly and easily from any store page
5. Provide a menu option which expands to enable visitors to navigate the product catalogue, with a logical hierarchy and clear labels
6. Make the site search bar prominent and easy to access (most relevant for large or complex product ranges)
7. Provide quick access to key customer service options e.g. *appointment bookings, Wishlist*
8. For International sites, enable language and currency selection
9. For omnichannel businesses, provide easy access to a Store Locator with location detection and location search
10. For local businesses, display key contact details like your local store phone number

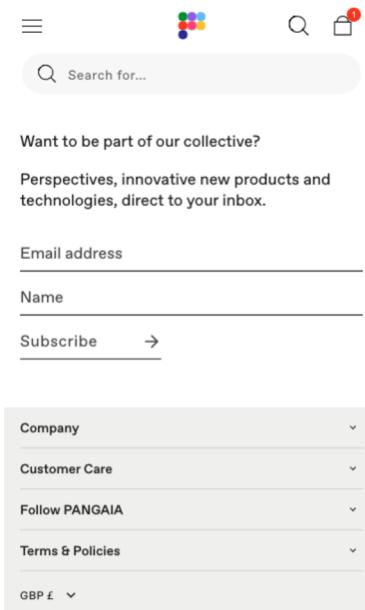
Footer

What is it?

The footer is a site-wide navigational element that provides your visitors with quick links to key areas of the website including policy pages and promotes communication channels like email and social media.

Examples:

<https://thepangaia.com/>



Primary purposes:

- Provide quick links to important information
- Encourage visitors to engage with key communications channels
- Display important legal information e.g. *copyright notice*

Ecommerce essentials - Top 10

Your Footer should do the following:

1. Provide essential customer service links e.g. *FAQs*
2. Provide links to legally required policies and compliance statement e.g. *cookie and privacy policies, Modern Slavery Statement*
3. For omnichannel businesses, provide links to the store locator and/or key stores
4. Provide a prominent opt-in for your primary communication channels e.g. *email, SMS*
5. Display logos for your social media channels with links to the relevant brand pages
6. Provide quick links to key brand story pages e.g. *About Us*
7. Provide quick links to evergreen content e.g. *buying guides*
8. Promote ways for customers to contact you e.g. *Live Chat, customer phone line*
9. Use persuasion tactics to reinforce trust messages e.g. *Trustpilot rating*
10. Display logos for the key payment methods that your checkout supports e.g. *VISA, Mastercard, Apple Pay, Klarna etc.*

Homepage

What is it?

The homepage is your online shop storefront, the equivalent of a physical store's main entrance and window display. It's often the main landing page, telling visitors what the brand offers and showcasing key products, services & content.

Example:

<https://www.mammut.com/uk/en>



What's your next adventure?

Ecommerce essentials - Top 10

Your Homepage should do the following:

1. Clearly display your brand value proposition to reassure visitors that the site is trustworthy & reliable
2. Display important service messages to customers to keep them informed e.g. *store availability during COVID*
3. Showcase latest campaigns and promotions in the primary content area above the fold to maximise visibility and impact
4. When in a peak sales period like Black Friday, focus key content zones on this messaging
5. Provide content to educate new visitors on the benefits of shopping with you e.g. *using a USP bar*
6. Quick link shoppers to your most popular categories
7. Use product recommendations slots to promote key products and make these seasonally relevant e.g. *trending, most popular*
8. Help visitors find useful value-add content such as authoritative guides and articles
9. Use persuasion tactics to improve brand trust & encourage people to shop e.g. *customer reviews (testimonials work well in B2B)*
10. Increase engagement by using content animations, video and interactive features e.g. *product finders (see AO.com)*

CLP

What is it?

Category Landing Page. This is a content page introducing a top level category to customers. It explains what product types they can find, helping product selection through smart merchandising and useful content e.g. *buying guides*.

Typically found in large catalogue retailers like John Lewis.

Example:

<https://www.oliverbonas.com/homeware>



Homeware

Uplift your home from corner to corner with distinctive homeware in bright colours and eye-catching designs. From bold statement **mirrors** and **lighting** to **plant pots** and **storage baskets** in glorious hues, discover decorative inspiration for all areas from space-maximising **hallway decor** to cosy **bedroom accessories**.

[Shop All Homeware](#)

Ecommerce essentials - Top 10

Your CLP should do the following:

1. Show a clear title using a label that is obvious to your visitors
2. Display copy that explains the category proposition and makes it clear what products & services people can expect to find
3. Provide quick links to top categories to help explain the range breadth and also speed up product discovery
4. Showcase category specific campaigns and promotions to inform visitors of available offers
5. Use engaging content like videos to highlight key messages e.g. *new arrivals*
6. Provide product recommendations for bestselling/trending products and focus people on product purchasing
7. Use persuasion tactics to influence shopper behaviour e.g. *display reviews relevant to products in the category*
8. Provide category USPs that communicate key selling messages for the products you sell e.g. *online exclusives*
9. Provide content to answer common questions you get asked about this category and its products e.g. *FAQ block*
10. Display any relevant brand and user-generated content e.g. *social feeds from Instagram*

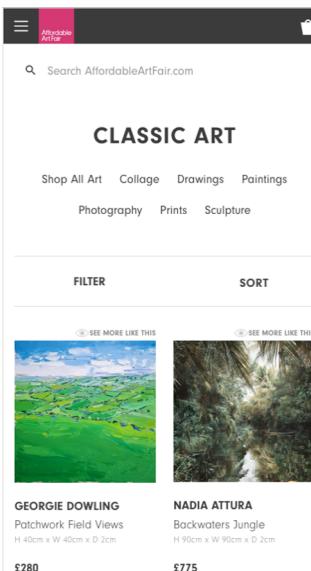
PLP

What is it?

Product List Page. A list of all the products that are available in a chosen product category (also known as product shelf). Typically it shows only products that are in stock and those available to purchase via back and pre-order. Sometimes PLPs are used instead of CLPs.

Example:

<https://affordableartfair.com/art/classic>



The screenshot shows a navigation bar with 'Affordable Art Fair' logo, search bar, and categories: CLASSIC ART, PHOTOGRAPHY, PRINTS, SCULPTURE, DRAWINGS, PAINTINGS. Below the navigation is a 'FILTER' and 'SORT' section. Two artworks are displayed: 'GEORGE DOWLING Patchwork Field Views H 40cm x W 40cm x D 2cm £280' and 'NADIA ATTURA Backwaters Jungle H 90cm x W 90cm x D 2cm £775'. Each artwork has a 'SEE MORE LIKE THIS' link.

Primary purposes:

- Display products relevant to the category selected
- Help shoppers find the right product with smart filters
- Display key product information to speed up decision making e.g. *image, title, price*

Ecommerce essentials - Top 10

Your Product List Page should do the following:

1. Show a clear title using a label that is obvious to your visitors
2. Display copy that summarises the product range, including quick links to popular sub-sets
3. Showcase category specific campaigns and promotions to inform visitors of available offers
4. Clearly display key product information to help shoppers select products relevant to their needs e.g. *product title, image, price, variant options available*
5. Provide relevant filters that let people refine the product list based on product attributes most relevant to them e.g. *colour, size*
6. Let shoppers change the default sort order of the page e.g. *sort by price*
7. Show how many products are available and use appropriate pagination or infinite scroll controls to access all available products
8. Display badges on products to highlight key features and provide a point of visual difference e.g. *New In, Exclusive*
9. Insert hero products into the grid to increase the attention on these products
10. Provide content to answer common questions you get asked about these products e.g. *FAQ block*

PDP

What is it?

Product Detail Page. A page where a product and all associated variant SKUs are available to purchase, with images and content to communicate its key selling points. It is often a landing page for key campaigns like Google Shopping Ads.

Example:

<https://www.rimowa.com/gb/en/luggage/colour/silver/cabin/92553004.html>



Primary purposes - to:

- Provide clear information about the product and help customers make an informed purchase decision
- Drive sales by making it quick and easy to add to basket
- Act as a campaign landing page, telling the product story whilst retaining a focus on conversion

Ecommerce essentials - Top 10

The PDP should do the following:

1. Make it easy to purchase a product on all devices
2. Clearly show the product title, pricing and stock availability
3. Provide an image gallery that shows the key product features with at least one contextual image e.g. a saddle pad on a horse
4. Display a prominent 'add to basket' CTA above the fold with a default product version pre-selected
5. Let customers select different product options e.g. colour and size, quickly and easily + show the correct image and price at all times
1. Ensure delivery and returns information is clear and transparent
1. Ensure the buy button remains visible as the customer scrolls
2. Provide helpful & relevant product suggestions to help customers make the right decision, or to increase basket size e.g. '*Customers also bought*'
3. Use persuasion tactics to increase add to basket rates e.g. *customer reviews*
4. Provide additional useful information to answer common customer questions and tackle known barriers to purchase e.g. *size guides, FAQs*

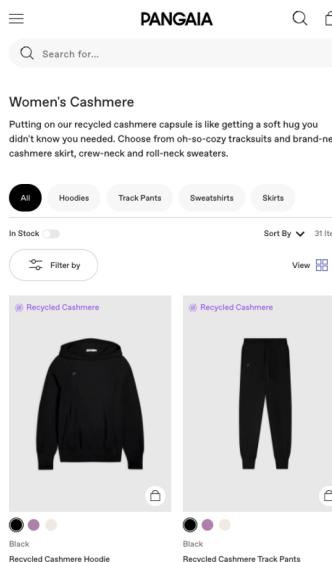
Collection Page

What is it?

The Collection Page. A curated product list that features products grouped by a common attribute into a shoppable Collection. This page is often content-led to create a compelling story for the collection. For example, fashion brand Pangaia offer 'capsules' related to specific materials like recycled cashmere.

Example:

<https://thepangaia.com/collections/women-cashmere>



Primary purposes:

- Provide targeted landing pages for marketing campaigns
- Enable brands to curate storytelling around a specific product type or group
- Support SEO by providing a subset of the product catalogue to target an important search query or content topic

Ecommerce essentials - Top 10

Your Collection Page should do the following:

1. Clearly show the Collection name as the main heading
2. Provide copy to introduce the Collection, letting shoppers know what they can expect from the page with copy that supports SEO
3. Ensure all products in the Collection are listed and shoppable from the page e.g. *quick buy is enabled*
4. For large Collections, ensure there are product filters and sort options to help customers find what's relevant to them (same functionality as the PLP)
5. Use product recommendations to help customers make the right decision, or to increase basket size e.g. '*Trending*'
6. Use persuasion tactics to increase add to basket rates e.g. *Featured in Vogue*
7. Provide additional useful information to help customers better understand the key selling points and value of the Collection e.g. *for a designer collaboration, an interview with the designer*
8. Insert hero content into the grid to highlight key selling points and features e.g. *sustainability messaging*
9. Use engaging content like videos to engage shoppers with the Collection
10. Ensure promotions and offers are clearly communicated

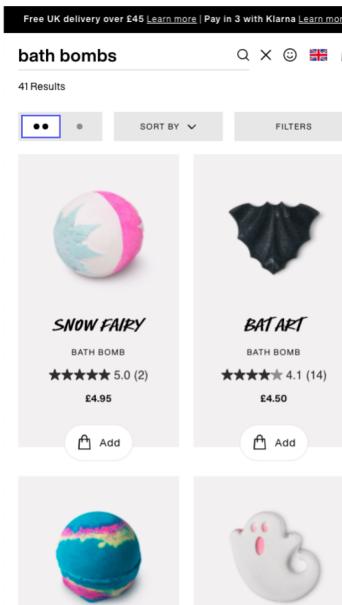
SRP

What is it?

Search Results Page. A page that shows all products and content e.g. articles matching a submitted search query, based on what the search algorithm and business rules deem relevant. It's effectively a PLP for your search results.

Example:

<https://www.lush.com/uk/en?query=bath%20bombs>



The screenshot shows a search results page for 'bath bombs'. At the top, there are delivery and payment options: 'Free UK delivery over £45 Learn more | Pay in 3 with Klarna Learn more'. Below the search bar, which contains 'bath bombs', are filters for 'SORT BY' and 'FILTERS'. The search results show two products: 'SNOW FAIRY' (BATH BOMB) with a 5.0 rating (2 reviews), priced at £4.95, and 'BAT ART' (BATH BOMB) with a 4.1 rating (14 reviews), priced at £4.50. Each product has an 'Add' button below it. The page also includes a sidebar with trending searches like 'LUSH FRESH' and 'LUSH COLOURBAR'.

Primary purposes:

- Display products & content relevant to the query submitted
- Help shoppers find the right product with smart filters
- Display key product information to speed up decision making e.g. *image, title, price*

Ecommerce essentials - Top 10

Your Search Results Page should do the following:

1. Show the query that was submitted, the query that has been matched (if different) and the number of matching results
2. Enable shoppers to easily edit and resubmit the query
3. Display related searches or search suggestions e.g. "Other customers also search for"
4. Showcase relevant promotions and offers based on the search query e.g. promotional banner
5. Clearly display key product information to help shoppers select products relevant to their needs e.g. *product title, image, price*
6. Provide relevant filters that let people refine the product list based on product attributes most relevant to them e.g. *colour, size*
7. Let shoppers change the default sort order of the page e.g. *sort by price*
8. Display badges on products to highlight key features and provide a point of visual difference e.g. *New In, Exclusive*
9. Insert hero products or content into the grid to increase the attention on these products
10. Provide advice & guidance when there are zero results returned e.g. *display popular categories and trending searches*

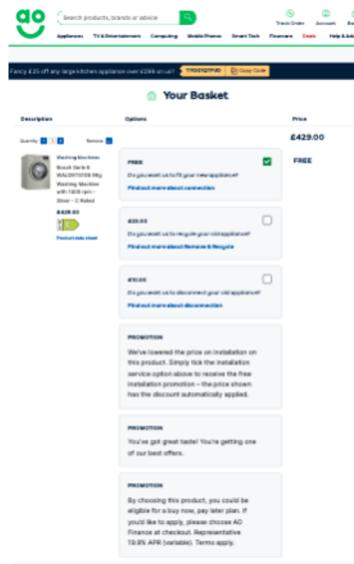
Shopping Basket

What is it?

The **Shopping Basket** contains all the items a customer has added to their ecommerce cart. It displays the basket contents and an order summary outlining costs for products & services, delivery, taxes & duties (if applicable).

Example:

<https://checkout.ao.com/shoppingbasket.aspx>



The screenshot shows a shopping basket page from AO.com. At the top, there's a navigation bar with links like 'Search products, brands or advice', 'Appliances', 'TV & Entertainment', 'Computing', 'Mobile Phones', 'Smart Tech', 'Finance', 'Deals', 'Help & Advice', and a 'Logout' button. Below the navigation is a banner stating 'Paying £25 off any large kitchen appliance over £250 until 10/08/19'. The main area is titled 'Your Basket' and lists three items:

- Warning Machine**: Bosch Serie 6 Warming Machine with 100% steam. Price: £429.00. Options: FREE. Description: Get 100% steam to your table instead! Product more about installation.
- Kettle**: Price: £25.00. Options: FREE. Description: Get 100% steam to your kettle instead! Product more about installation.
- £10.00**: Price: £10.00. Options: FREE. Description: Get 100% steam to your kettle instead! Product more about installation.

Below the basket summary, there are several promotional banners:

- PROMOTION**: We've lowered the price on installation on this product. Simply tick the installation service option above to receive the free installation promotion – the price should be discounted automatically applied.
- PROMOTION**: You've got great taste! You're getting one of our best offers.
- PROMOTION**: By choosing this product, you could be eligible for a buy now, pay later plan. If you choose to apply for finance via Finance at checkout, Representative 19.9% APR (variable). Terms apply.

Primary purposes:

- Provide customers with a clear view of what they are buying
- Let customers see their order total (cost)
- Allow customers to edit basket contents before completing their purchase

Ecommerce essentials - Top 10

Your Shopping Basket should do the following:

- Provide a list of all items currently active in the shopping basket, including the product title, unit price and quantity ordered
- Allow customers to edit their basket quickly and easily e.g. *remove an item, change an item quantity*
- Display a clear order summary that includes the item total, delivery charges, taxes & duties and a total delivered cost
- If delivery and/or tax costs can't be estimated, display a helpful message to set clear expectations what charges may be payable e.g. "*£2.99 standard UK delivery, free on orders over £50*"
- Display payment options using recognised logos e.g. *credit card types like VISA, payment wallets like Apple Pay*
- Provide security reassurance (useful for new customers) e.g. *SSL certificates and recognised trust signs like Norton Secured*
- Display quick links to customer service information e.g. *returns*
- Display contextually relevant banners and promotions based on the customer's basket contents e.g. "*Spend £5 more to get free delivery*"
- Display product recommendations to increase basket size
- Display recent Wishlist items or recently viewed as basket add-ons to increase basket size