

How to Improve Shopify Product Pages

Use the checklist below to create high-converting product pages for your Shopify store.



- ☐ Write awesome product descriptions
- ☐ Keep text descriptions short
- ☐ Use the best pictures of your product and show off multiple angles
- ☐ Stay focused on the product and not the technical details
- ☐ Make it clear how much your product costs
- ☐ Make CTA buttons clear and easy to find
- ☐ Include cross sell and upsell opportunities to show off related products