

# 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