



WooCommerce Product Landing Pages

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WordPress to the rescue!

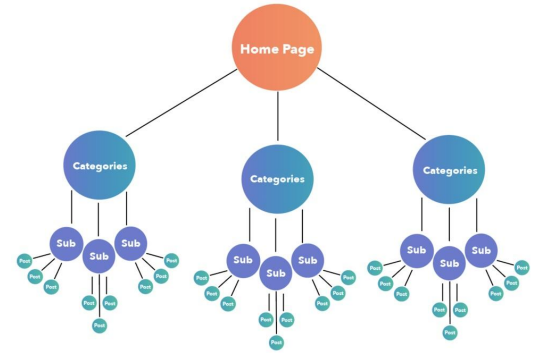


- WordPress lets you manage evergreen **Pages**, time-stamped **Posts**, hierarchical **Categories** and so much more.
- You get **3D visual editing** with the core Block Editor.
- Visual template editing when using a **Block Theme** “full site editing”.
- Library and custom **Patterns** can be used dynamically around the site.
- All WordPress features are available to WooCommerce stores.

What's wrong with a Woo Product URLs?

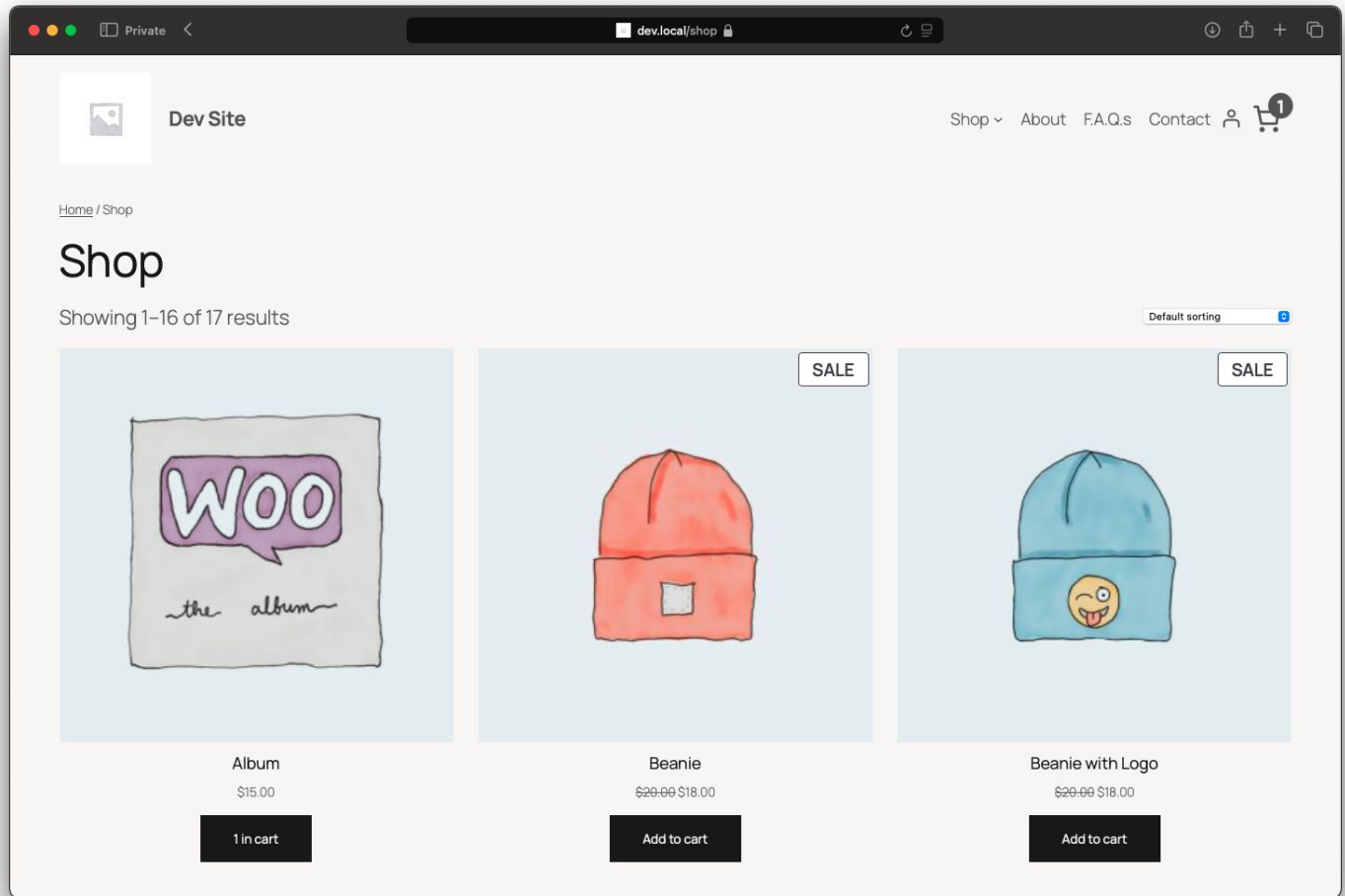
- Product URLs contain **/product/** (or as configured in Permalinks).
- Product URLs tend to score worst in **Mobile PageSpeed** when compared to the rest of a site, typically due to image gallery and trackers.
- Products featuring rich options may require additional plugins such as: Product Bundles, Subscriptions, Variation Swatches.
- Search engines may reserve product results for their Shopping / Ads.

Site design recommendations



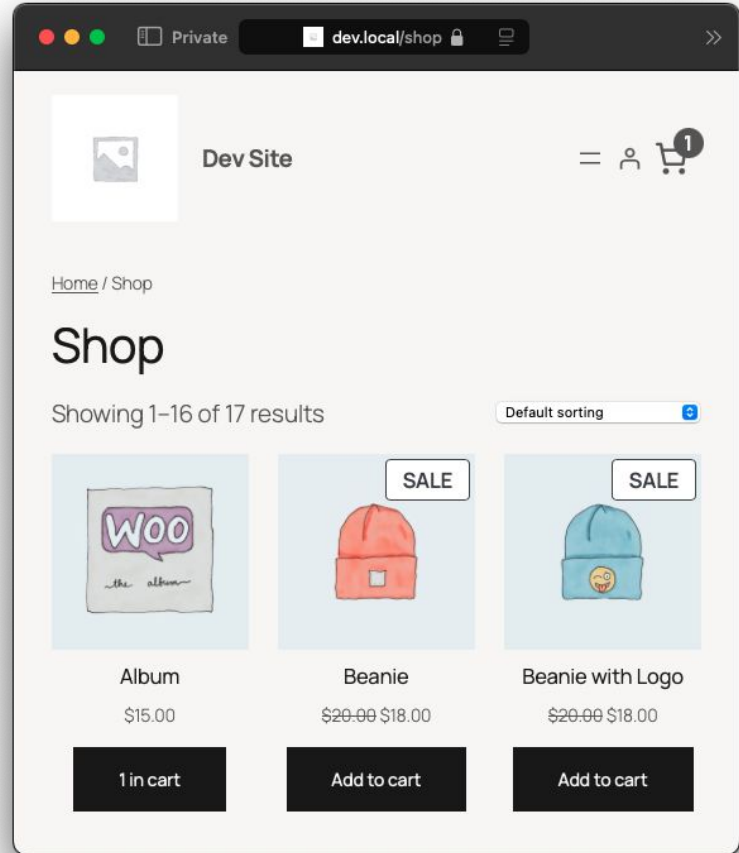
- **Structure!** Never repeat content, everything has its place.
- **One** main menu in the header, plus **icons** for search, cart and account.
- Keep sub-menus **short**, absolutely **no** fly-outs, mega menus, or pop-ups!
- Use the Home, About, Contact, FAQs pages and footer area **wisely**.
- Make the home page about **marketing** rather than sales (tagline, credibility, problems, solutions, CTAs, proof, handling objections).
- **Accessible** font sizes, color contrast ratios, and image ALT text.

Default
TT5
theme
with
Woo
sample
data on
desktop



Default TT5 theme with Woo sample data on tablet or large mobile

- Simple & clean
- Icons are universal
- Breadcrumbs support hierarchy
- Content above the fold
- Decent size and contrast ratios



Enter product landing type Pages

- Clean site navigation to guide visitors into **pre-categories** – custom pages that introduce a product category rather than its grid of options.
- **Consolidate** like products into a “product” landing page that makes selecting options easier and without requiring additional plugins.
- Utilize plugins that the site already has, e.g. forms, sliders, Yoast, etc.
- Utilize **breadcrumbs** and **internal links** in addition to regular navigation.

Product landing type Page options

- **Quantity** groups or tiers
- Mixing product **types**, e.g. subscribe-and-save
- Up-sell **bundles**, e.g. Grouped product
- Auto inserting **coupon** code(s)
- Custom variation **swatches**
- May require a little **JavaScript** to connect attributes



Product Sample 1

- Subscription versus simple product types
- Custom quantity picker

<https://ovafit.org/testosterone-relief-tea/>

Private < ovafit.org/testosterone-relief-tea/

50,000 orders shipped until now Free USA shipping \$50+ Shipping worldwide Easy returns

OVAFIT. Home Metabolism Plus Ovasitol Tea Blog FAQs Login

★★★★★ 69 reviews

Testosterone Relief Tea

30 PLASTIC-FREE TEA BAGS

BENEFITS

- ✓ Reduces symptoms of high testosterone (hair loss, facial hair, anxiety, fatigue, and acne).
- ✓ Supports healthy menstrual cycle regularity.
- ✓ Supports healthy metabolism and increases satiety.
- ✓ Supports a calm body and mind (caffeine-free).
- ✓ ZERO preservatives, refined sugar, or additives.

ORDER NOW

\$19.95 15% OFF

Subscribe and Save One-Time Purchase

Delivery every 30 days

QUANTITY

- 1 + **Add to Cart**

BUY 3 OR MORE FOR FREE SHIPPING!

USDA ORGANIC PLANT-BASED NO PLASTIC GROWN ON FAMILY FARMS

TESTOSTERONE RELIEF TEA

30 bags of our custom organic, spearmint tea blend to reduce facial hair, cystic acne and hair loss!

OVAFIT

30 Tea Bags Net Wt. 1.50oz (42g)

REWARDS

Product Sample 2

- Subscription versus simple product types
- Product format selector

<https://ovafit.org/ovasitol/>

The screenshot shows the product page for Ovasitol on the ovafit.org website. The page features the OVAFIT logo at the top left and a navigation menu with links for Home, Metabolism Plus, Ovasitol, Tea, Blog, FAQs, and Login. Below the navigation, there are promotional banners: "50,000 orders shipped until now", "Free USA shipping \$50+", "Shipping worldwide", and "Easy returns". The main product image shows two containers of Ovasitol: a white bag and a white jar, both labeled "THERALOGIX OVASITOL INOSITOL POWDER SUPPLEMENT". To the right of the product image, there is a star rating of 5 stars with 61 reviews, the product name "Ovasitol", and "90-DAY SUPPLY". Below this, a "BENEFITS" section lists five points: "Studies show that inositol may help with all symptoms of PCOS and improve metabolic hormones.", "Improves insulin levels for better metabolism and reduced cravings.", "Improves androgen levels like testosterone.", "Helps with regulating your menstrual cycle.", and "Improves egg quality & ovulations." The "ORDER NOW" section displays the price "\$23.33/month" and "(Totals \$70 for 90-day supply)". There are two format options: "Can" (selected) and "Bag". A "5% OFF" badge is visible. Below the format options, there are two purchase options: "Subscribe and Save" (selected) and "One-Time Purchase". The "Subscribe and Save" option includes the text "Delivery every 90 days" and "+1 week free in The Cysterhood App". At the bottom right, there is a green "Add to Cart" button. In the bottom left corner, there is a blue "Rewards" button with a gift icon.

What is a Grouped Product?

- Displays a product page for making quantity selections.
- Does not allow attribute selections.
- URL lets you add to cart in a link, button, or form redirection.

The screenshot shows the WooCommerce product editor interface for a product named "Logo Collection". At the top, there is a "Permalink" field with the URL <https://dev.local/product/logo-collection> and an "Edit" button. Below this is the "Product description" section, which includes an "Add Media" button, a rich text editor with a "Paragraph" dropdown and various formatting options (bold, italic, list, quote, link, table, code), and a text area containing placeholder text: "Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo." At the bottom of the description section, it shows "Word count: 41" and "Last edited on July 5, 2024 at 3:20 pm".

The "Product data" section is highlighted with a red dashed border. It features a dropdown menu currently set to "Grouped product". Below this, there are two main sections: "Inventory" and "Upsells". The "Inventory" section is further divided into "Grouped products" and "Upsells". Under "Grouped products", there are three items listed: "x Hoodie with Logo (woo-hoodie-with-logo)", "x T-Shirt (woo-tshirt)", and "x Beanie (woo-beanie)". Under "Upsells", there is a search input field labeled "Search for a product...".

Grouped Product example

<https://ovafit.org/cart/>

?add-to-cart=**5676901**

(Grouped Product ID)

&quantity[**5654861**]=1

(one product ID in the group)

&quantity[**5653988**]=1

(next product or variation ID)

&wt_coupon=**essentials-subscription**

(optional coupon)

Questions, Answers, Discussions

- How have you used evergreens **Pages** on your sites or stores?
- What **challenges** have you faced that this concept might help with?
- Have you used **AI** to write quick scripts to use in WP HTML Block?
- Which are your favorite **plugins** for specialty Blocks?

Email me sean@codedcommerce.com