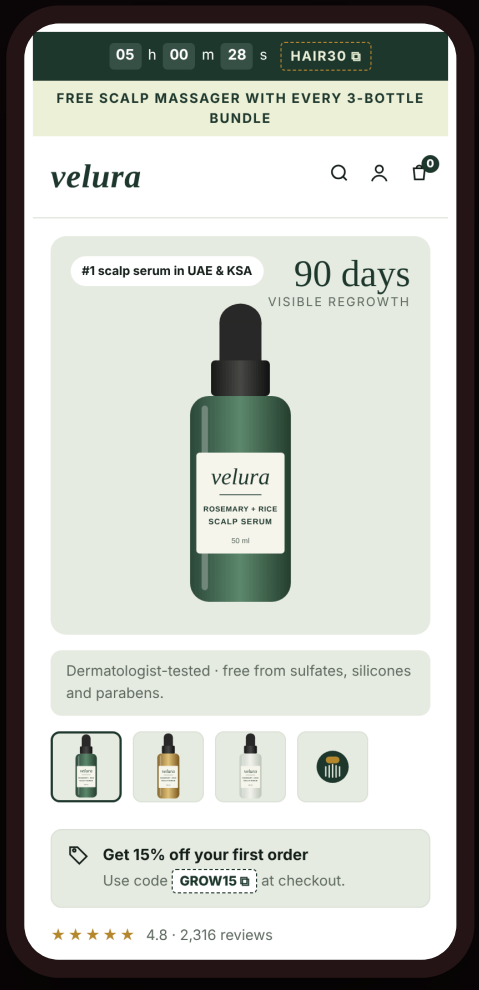
INVOGUE MARKETING

The Product Page Blueprint

The 21 sections every ecommerce product page needs before you spend another pound on ads.

FREE GUIDE · 2026 EDITION



By Jermaine Francois

Founder of InVogue Marketing. We run Meta and Google Ads for ecommerce brands in the UK and the Gulf, with over £18 million in tracked revenue generated for our clients.

WHY THIS MATTERS

Your ads bring the traffic. Your product page makes the sale.

Most brands try to fix poor ad results by changing the ads. Often the bigger leak is the page people land on. Here is what the same ad budget does on two different pages.

PAGE A · 1.5% CONVERSION RATE

£6,750

Visitors from ads	10,000
Orders (1.5%)	150
Average order	£45
Revenue	£6,750

PAGE B · 3% CONVERSION RATE

£13,500

Visitors from ads	10,000
Orders (3%)	300
Average order	£45
Revenue	£13,500

Worked example with round numbers. Same ads, same budget, same traffic. Doubling the conversion rate doubles the revenue and halves what each customer costs you.

How to use this guide

- Open your best-selling product page next to this guide.
- Go section by section. Each one explains what it is, why it works and the mistake to avoid.
- Fill in the scorecard on page 11. Anything you can't tick is where to start.

The screenshots come from "Velura", a demo haircare store we built to show the full layout. It isn't a real brand.

THE LAYOUT

21 sections, in the order a shopper's doubts show up

A shopper's questions come in a predictable order: what is it, is it a good deal, do people like it, will it arrive, what if it doesn't work? A good page answers each one as the shopper scrolls to it.

Above the fold

01 Offer bar with an honest deadline
02 Free-gift threshold bar
03 First-order discount banner
04 Gallery that sells
05 Stars and review count by the title
06 Outcome-led title and subtitle
07 Price anchor and savings badge
08 Value-per-use badge
09 Three outcome bullets

The buy box

10 Bundle tiers
11 Honest low-stock line
12 Add-to-cart button with the price on it
13 Guarantee, delivery and payment options

Trust

14 Customer videos
15 Reviews that name the problem
16 Four-benefit trust grid
17 Delivery timeline with a cut-off

Objections and authority

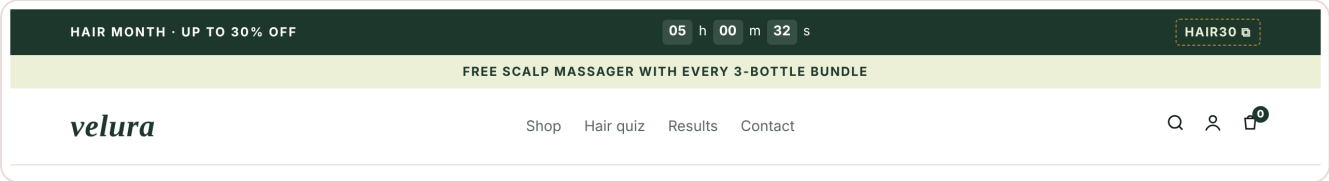
18 FAQ that answers real objections
19 Press and authority logos
20 Comparison table
21 Sticky add-to-cart on mobile

ABOVE THE FOLD · 01–04

Hook them before they scroll

01 · 02

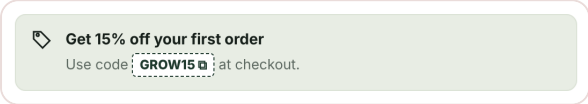
Offer bar with an honest deadline, plus a free-gift threshold



The first line on the page tells shoppers there's a reason to buy today. A second slim bar gives them a reason to spend more: a free gift once they hit a set amount or bundle.

- Keep it to one offer and one code. More than that reads as noise.
- Set the free-gift line just above your current average order value.

Avoid: fake timers that reset every visit. In the UK, misleading urgency can breach consumer protection rules, and shoppers spot it fast. Only count down to a real end date.



03

First-order discount banner

A small box near the title with a code that copies in one tap. It gives a first-time buyer a reason to act now instead of "thinking about it".

- Make the code copy with one tap.
- Use the same code as your welcome email so nobody has to hunt for it.



04

A gallery that sells, not just shows

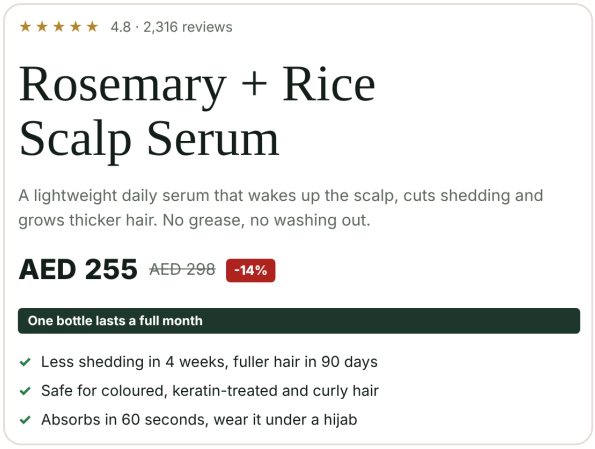
The main image should state the result. Add one stat badge on it (like "90 days · visible regrowth") and a tag such as "Bestseller in the UK".

- Image 1: product with the key claim. Image 2: in use. Image 3: before and after or texture. Image 4: what's in the box.
- Use real customer photos where you can.

Avoid: eight near-identical packshots on a white background.

ABOVE THE FOLD · 05–09

Make the value obvious in five seconds



05

Stars and review count right by the title

Before people read anything, they look for proof that others bought it. Put the rating and number of reviews directly above or below the product name.

06

Outcome-led title and subtitle

Name the product, then say in one sentence what it does for the customer and how it fits their life ("absorbs in 60 seconds, wear it under a hijab").

07 · 08

Price anchor, savings badge and value-per-use

Show the old price struck through and the saving as a badge. Then reframe the price, for example "one bottle lasts a full month".

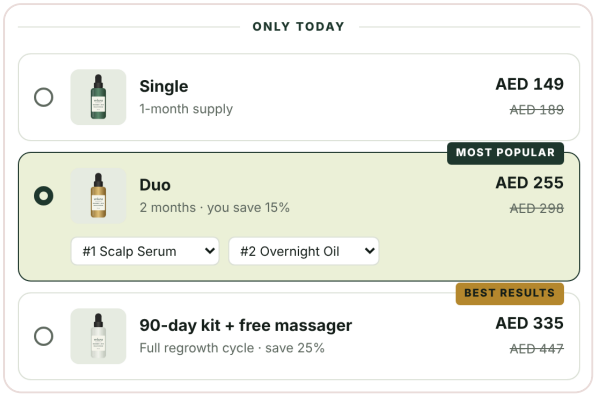
09

Three outcome bullets

Three short lines with ticks, each one an outcome or an objection handled: the result, who it's safe for, and how easy it is to use. Three is enough; seven becomes a wall of text nobody reads.

Avoid: ingredient lists in the bullets. Put ingredients in the FAQ and keep the bullets about what the customer gets.

Where order value is won or lost

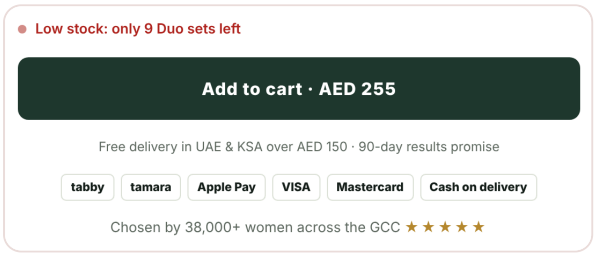


10

Bundle tiers: good, better, best

Three options with the middle one pre-selected and labelled "Most popular". The top tier exists so the middle one looks like the smart choice, and some customers will still take the top one.

- Pre-select the middle bundle so the default order is bigger.
- Show the saving on each tier in money or %.
- Tie the top tier to a full result ("90-day kit") plus a free gift.



11 · 12 · 13

Low-stock line, add-to-cart button and payment options

A short low-stock line above the button, a full-width button that shows the price, then one line covering delivery and the guarantee, then payment badges.

- Put the price on the button ("Add to cart · £64").
- Show buy now, pay later options: Klarna and Clearpay in the UK, Tabby and Tamara in the Gulf, plus cash on delivery in the UAE and Saudi Arabia.
- State your guarantee in plain words, right under the button.

Avoid: "only 3 left" when you have 3,000. Use stock warnings only when they're true.

Let customers do the selling

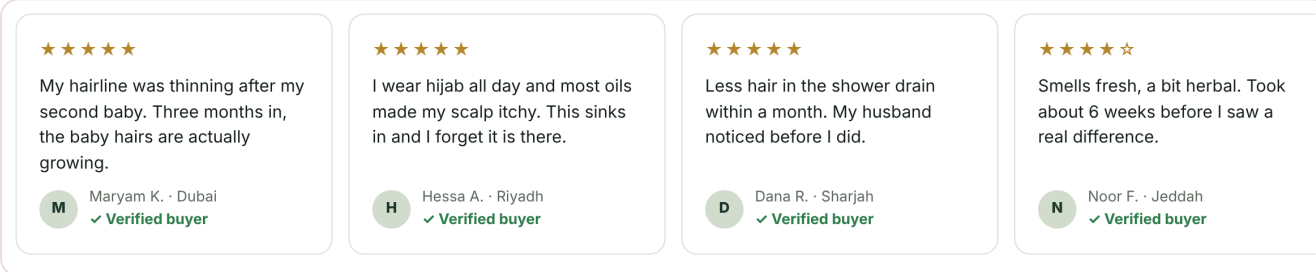
14
Customer videos



A row of short vertical videos straight after the buy box: unboxing, before and after, "how I use it". Give each one a caption that says what it shows, so people know which to tap.

- Reuse your best-performing ad videos here. They already convert.
- Four to six videos is plenty. Show the city or country to make them feel local.

15
Reviews that name the problem

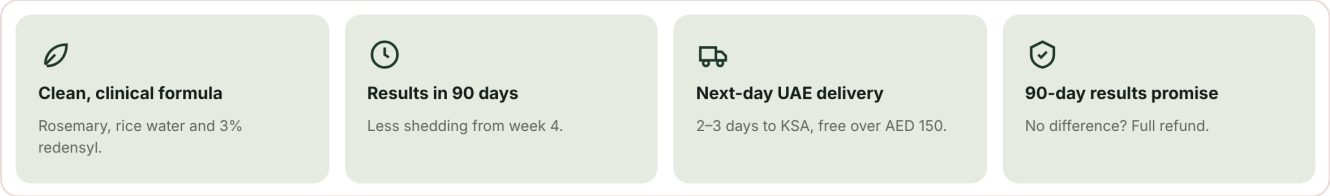


Lead with reviews that describe the customer's problem in their own words ("thinning after my second baby", "flaky patches from office air-con"). New shoppers read them and think "that's me".

Avoid: showing your newest reviews first. Pin the ones that answer your biggest doubts. And never write reviews yourself: use real ones, with "Verified buyer" only where it's true.

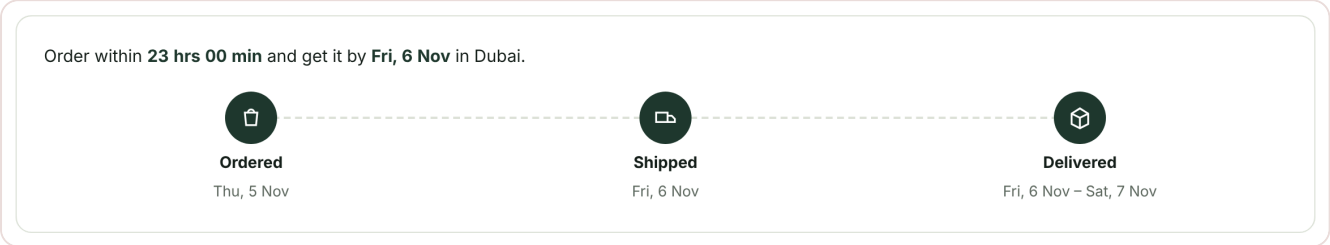
Answer "is this safe to buy?"

16
Four-benefit trust grid



Four tiles covering the four things buyers worry about: does it work (results), is it safe (formula or materials), how fast does it arrive (delivery), and what if I don't like it (guarantee).

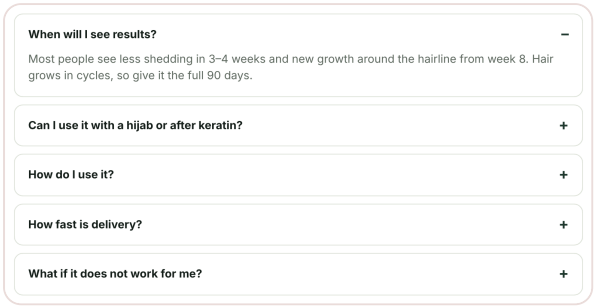
17
Delivery timeline with a cut-off



"Order within 3 hrs 12 min and get it by Thursday." A real cut-off time turns "I'll buy it later" into "I'll buy it now", and the three-step timeline answers the delivery question before anyone asks.

- Calculate the dates automatically from your real dispatch cut-off.
- Show your main city or country by name.

Clear the last doubts



18

FAQ that answers real objections

Five or six questions, taken from your customer service inbox and your ad comments. Open the first one by default.

- When will I see results?
- Is it safe for my skin, hair or lifestyle?
- How fast is delivery?
- Can I pay in instalments?
- What if it doesn't work for me?

19

Press and authority logos



A slow-scrolling strip of publications, retailers or awards. Only use ones that are real: an "as featured in" logo you can't back up does more harm than having none.

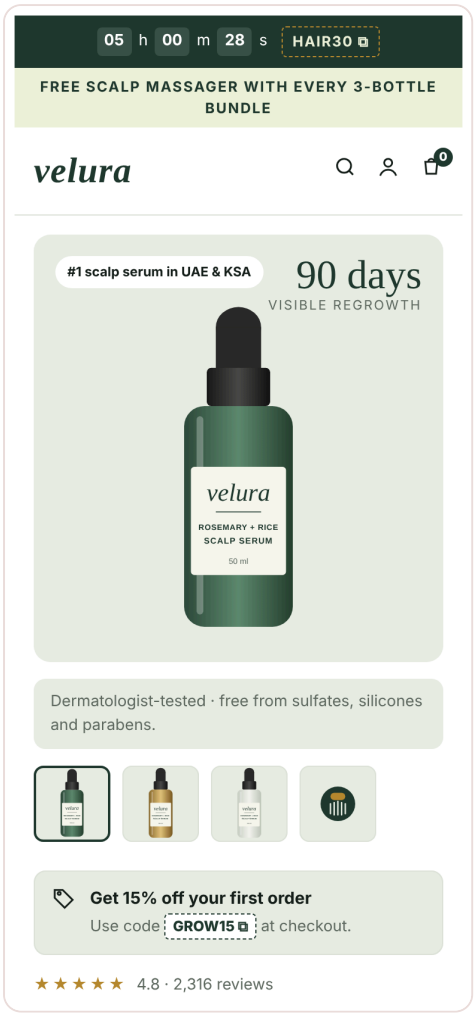
20

Comparison table

	velura	Hair oils	Hair vitamins
Works directly on the scalp	✓	✓	×
Non-greasy, hijab-friendly	✓	×	✓
Visible results in 90 days	✓	×	×
No pills to remember	✓	✓	×
90-day results promise	✓	×	×
Price per month	AED 128	AED 90	AED 160+

Your product against the two alternatives your customer is weighing up, in plain yes/no rows. Compare against categories ("hair oils", "hair vitamins") rather than naming competitors.

Most of your ad traffic is on a phone



21

Sticky add-to-cart bar

Once the main button scrolls out of view, a slim bar sticks to the bottom of the screen with the product, the price and an add-to-cart button. Shoppers who are convinced halfway down the page can buy without scrolling back up.

The 60-second mobile check

- Open your product page from an Instagram ad on your own phone.
- Can you see the title, price and stars without scrolling?
- Can you add to cart with one thumb, without zooming?
- Does the page load in under three seconds on 4G?
- Do pop-ups cover the add-to-cart button? If yes, delay or remove them.
- Can you pay with Apple Pay or buy now, pay later in two taps?

Avoid: judging your page on a desktop screen. Check it the way your customers actually see it.

SCORECARD

Score your product page

Tick everything your best-selling product page already has. Be strict: if it's half done, leave it unticked.

- [ ] Offer bar with a real deadline
- [ ] Free-gift threshold bar
- [ ] One-tap first-order discount code
- [ ] Main image states the result
- [ ] Stars and review count by the title
- [ ] Title and subtitle say what it does for the customer
- [ ] Old price struck through, saving shown
- [ ] Value-per-use line
- [ ] Three outcome bullets
- [ ] Three bundle tiers, middle pre-selected
- [ ] Honest low-stock line
- [ ] Price shown on the add-to-cart button
- [ ] Guarantee and delivery under the button
- [ ] Buy now, pay later and wallet badges
- [ ] Row of customer videos
- [ ] Reviews that name the problem, pinned first
- [ ] Four-benefit trust grid
- [ ] Delivery timeline with a cut-off time
- [ ] FAQ built from real customer questions
- [ ] Genuine press or authority logos
- [ ] Comparison table
- [ ] Sticky add-to-cart on mobile

0–10

Your page is likely the biggest thing holding your ads back. Fix this before raising ad spend.

11–17

Solid base. Bundles, reviews and the mobile checks are usually the quickest wins.

18–22

Strong page. Your next gains are more likely to come from creative and offers.

iV INVOGUE MARKETING

Want us to look at your page and your ads?

On a free 30-minute growth call we'll go through your best-selling product page and your ad account together, and show you the three changes we'd make first.

- A page review against this blueprint
- A look at where your ad spend is leaking
- A clear plan, whether or not you work with us

Book your free growth call

invoguemarketing.co.uk · For brands doing £15K+ a month online

£18M+
tracked revenue generated for ecommerce brands

5.71x
return on Google Ads for a UK haircare brand in 30 days

AED 208K
in 30 days for a Dubai haircare brand