



# 7 Best Tactics: How to Manage Online Catalogs to Boost Conversion

# 1

## Organize the Structure with Product Families

*An intelligently organized product catalog with well-defined product families is the cornerstone of a successful online store.*

*A product family refers to a group of related items that share similar characteristics, functionalities, or intended uses.*

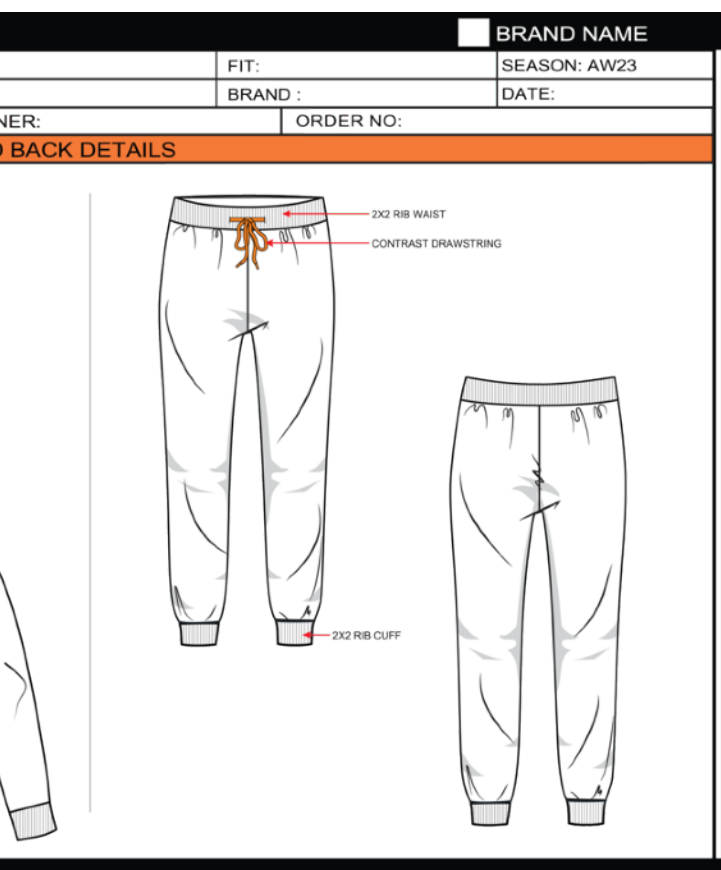
*By creating clear product families, you offer a structured and coherent shopping experience to your customers, which can significantly impact their attention and overall shopping experience.*

### Importance of Product Families

Organizing products into families provides several essential benefits. Firstly, it simplifies the navigation process for customers. Instead of presenting an overwhelming array of individual products, grouping them into families allows users to quickly narrow down their choices to the specific category they are interested in. This results in a more streamlined and efficient shopping journey, reducing the risk of visitors becoming frustrated and abandoning their search.

### Impact on User Attention and Experience

By organizing products into families, you capture and maintain user attention effectively. When customers find themselves in a familiar and intuitive shopping environment, they are more likely to stay engaged and explore further. Clear product families also enable customers to make quick comparisons between different items



within the same category, aiding in their decision-making process.

Moreover, with well-defined product families, you can showcase related products and cross-sell effectively. For example, when a customer is browsing "Men's Shoes," presenting them with complementary products like "Men's Socks" or "Shoe Care Kits" becomes seamless, potentially leading to additional purchases.

Overall, organizing your online product catalog with product families not only enhances user experience and attention but also creates a sense of trust and professionalism. By meeting your customers' needs and expectations with a clear and intuitive structure, you increase the likelihood of converting visitors into satisfied buyers, fostering long-term loyalty to your brand.

## Examples of Well-Organized Product Families

Let's consider a fashion e-commerce store as an example. It can have product families such as **"Women's Dresses"**, **"Men's Shirts"** and **"Baby BodySuits"**. Products belonging to each of the product families can, independently of this classification, belong to different catalogues with their own tree structures, which help online shop users to easily find what they are looking for, such as "Summer Dresses," "Formal Shirts," or "Girls' Tops."

In the context of electronics, a product family could include **"Smartphones"**, **"Tablets"** and **"Smartwatches"** with other catalog tree structure with subcategories like "Android Smartphones," "Apple iPhones," or "Fitness Smartwatches."



# 2

## Create a Clear and Easy to Navigate Category Menu

*A well-structured category menu is the backbone of a seamless shopping experience for your customers.*

*It acts as a roadmap, guiding them to their desired products with ease. Implementing a well-designed category menu requires thoughtful organization and a clear taxonomy of names.*

Here are essential guidelines to achieve an optimal category menu:

### A. Logical Grouping

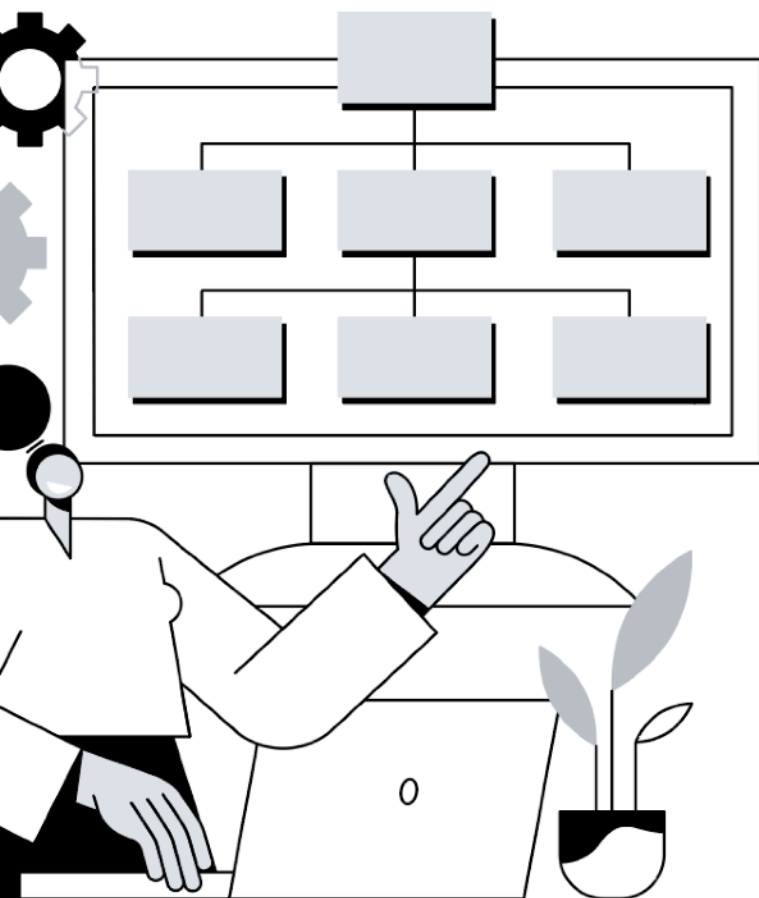
Group products logically based on their attributes, functions, or intended use. Avoid overwhelming customers with too many categories. Aim for a balance between providing enough options for navigation and keeping the menu concise.

### B. Hierarchical Structure

Organize categories hierarchically, with broader main categories at the top and more specific subcategories beneath them. This approach allows customers to drill down into relevant sections without feeling lost.

### C. Clear and Descriptive Names

Use clear and descriptive names for each category that reflect the products it encompasses. Avoid ambiguous or overly creative labels that might confuse customers. Ensure that the names





resonate with your target audience and align with common industry terms.

#### **D. Avoid Overlapping Categories**

Ensure that each product falls into only one category. Overlapping categories can cause confusion and make it harder for customers to find what they are looking for. For example, a product that can fit into both “Women’s Clothing” and “Accessories” should be placed in the most appropriate category.

#### **E. Consider User Mental Model**

Put yourself in your customers’ shoes and think about how they would naturally categorize products. Structure your menu to align with their mental model, making it intuitive and familiar to navigate.

#### **F. Alphabetical or Usage-based Order**

Arrange categories alphabetically or based on usage frequency. Both methods have their advantages. Alphabetical order works well for stores with a vast array of categories, while usage-based order puts the most frequently accessed categories at the top for quick access.

#### **G. Limit Main Categories**

Avoid overwhelming users with an extensive list of main categories. Keep the number of main categories to a manageable amount, ideally between 5 to 7. If you have many products, use subcategories to further categorize them.

#### **H. Visual Cues**

Consider using icons or images next to category names to provide visual cues and help users understand the content of each section more quickly.



# 3

## Write Your Tech Parameters in Depth

*When it comes to online shopping, customers heavily rely on technical information to make informed purchasing decisions.*

*Providing comprehensive and accurate tech parameters for your products is vital for building trust, reducing uncertainty, and boosting conversions.*

To efficiently handle large catalogs, consider the following best practices and guidelines for parameterising different types of products:

### Best Practices for Parameterisation

- **Use Bullet Points or Tables:** Organize technical details using bullet points or tables for easy readability. Customers can quickly scan the information and find what they need without getting overwhelmed by lengthy paragraphs.
- **Be Specific and Accurate:** Avoid vague descriptions and be precise in your technical specifications. Include exact measurements, dimensions, and

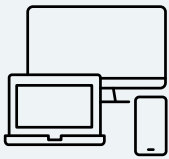
specifications to provide customers with a clear understanding of the product's features.

- **Highlight Key Differentiators:** Identify and highlight the unique selling points of your products. If a certain feature sets your product apart from competitors, ensure it stands out in the technical parameters section.
- **Prioritise Essential Parameters:** For large catalogs, focus on key parameters that are most relevant to customers' decision-making. Prioritize aspects like size, color options, power, capacity, compatibility, and any other critical details based on customer preferences and industry standards.
- **Use Consistent Terminology:** Maintain consistency in how you present technical information across all products. This helps customers get accustomed to your catalog's format and find the details they need efficiently.

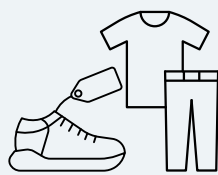


# Parameterising Different Types of Products

Efficiently parameterizing products based on their specific characteristics is crucial for providing customers with the information they need to make informed buying decisions. Let's delve into more detailed guidelines for parameterizing different types of products:



**Electronics and Appliances:** For electronics and appliances, customers look for detailed technical specifications to understand the product's capabilities. Include information such as processor speed, RAM, storage capacity, camera specifications (for smartphones and cameras), display type and resolution, battery life, connectivity options (Wi-Fi, Bluetooth, etc.), and operating system (for computers and smartphones). For appliances, provide power consumption, dimensions, weight, and any special features that set the product apart.



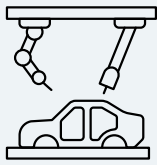
**Apparel and Footwear:** While fashion products may not have traditional technical specifications, providing key details is still important. Include information on material composition, size charts with measurements, available colors or patterns, and care instructions (e.g., machine washable or



dry clean only). Consider adding fit details, such as whether the item is slim-fit, relaxed-fit, etc., to help customers choose the right size.



**Furniture and Home Decor:** Technical details for furniture and home decor items are vital for customers planning their space. Provide dimensions (height, width, depth), material used (wood, metal, fabric, etc.), weight capacity (for furniture), and any assembly or installation requirements. Mention if the item is suitable for indoor or outdoor use. Including lifestyle images that showcase the product in various room settings can also aid customers in visualizing how it might fit into their home.



**Automotive and Sports Equipment:** In the automotive industry, technical specifications are essential. For vehicles, provide information such as engine capacity, fuel efficiency (MPG), transmission type, safety features, and dimensions. For sports equipment, include details like material construction, size options, weight, and intended use (e.g., beginner, intermediate, professional). Additionally, provide guidelines for proper maintenance and care.



**Books and Media:** For books and media products, customers look for specific details to ensure they are getting the right edition or format. Include the

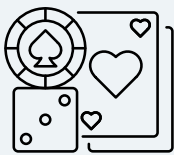




International Standard Book Number (ISBN), language, format (hardcover, paperback, e-book, audiobook), number of pages, author/artist information, and a brief synopsis or summary. For DVDs, Blu-rays, or digital media, provide information on the runtime, audio languages, and subtitles available.



**Beauty and Personal Care:** In the beauty and personal care industry, customers seek information about ingredients and product benefits. Include a list of ingredients (especially for skincare and cosmetics), size or volume, skin/hair type suitability (e.g., for specific skin types or hair textures), and any certifications or endorsements. Highlight key features and benefits that set the product apart, such as anti-aging properties, SPF protection, or cruelty-free status.



**Toys and Games:** For toys and games, parameters are essential for safety and age-appropriateness. Mention the recommended age range, material used, dimensions, and any additional accessories or components included. If applicable, provide details on educational value or learning outcomes associated with the toy or game.

By meticulously parameterising different product types, you empower customers to make choices tailored to their needs. Organize the information in a consistent and easy-to-read format, with bullet points or tables for quick reference. Customers have varying preferences and priorities when shopping, so providing comprehensive and accurate technical details will instill confidence and trust, ultimately leading to higher conversion rates and customer satisfaction.



# 4 Rewrite Your Product Names Using Product Parameters



*When it comes to maximizing conversions, your product names hold immense power.*

*By strategically infusing product parameters into your names, you can create captivating and informative titles that resonate with shoppers, significantly boosting conversion rates.*

Let's explore the best practices for rewriting product names to achieve better results.

## Best Effective Naming Practices

- **Clarity and Relevance** are key factors in crafting effective names. Keep the titles clear, concise, and relevant to the product's key features. Include essential parameters that customers look for, such as **"24MP"** for camera megapixel count or **"4K"** for video resolution. By doing so, customers can quickly identify products that match their needs, increasing the chances of making a purchase.



- **Keywords and Search Terms** play a vital role in product discoverability. Conduct thorough keyword research to identify popular search terms related to your products. Integrate these relevant keywords into your product names to improve visibility in search results and attract potential buyers to your store.
- **Highlight Unique Selling Points** to differentiate your products from competitors. Emphasize standout features or benefits in the names, like *"Wireless Charging"* for a phone or *"Quick-Drying Fabric"* for sportswear. By doing this, you capture customer attention and encourage them to explore the product further.
- **Segment by Target Audience** to tailor product names for specific groups. For example, differentiate skincare products with names like *"Gentle*

*Cleansing Gel for Sensitive Skin"* and *"Hydrating Face Wash for Oily Skin."*

This segmentation helps customers find products that align with their individual needs, increasing engagement and conversions.

- **Prioritize Important Parameters** when multiple aspects define a product. Avoid overwhelming customers with lengthy titles. Instead, focus on the parameters that have the most significant impact on their buying decision, such as **size**, **color**, or essential functionalities.
- **Testing and Optimization** are crucial for fine-tuning your naming strategy. Conduct A/B testing to compare different name variations and measure their impact on conversions. Analyze customer behavior, click-through rates, and sales performance to identify the most effective approach.

*By effectively rewriting product names with product parameters, you unlock a multitude of benefits. Keyword-rich names improve product visibility and attract qualified traffic. Clear and descriptive titles facilitate customer understanding and foster trust in your products. Streamlined decision-making results in faster conversions. Higher click-through rates signal relevance to search engines, positively impacting search rankings. Well-crafted names contribute to a professional brand image, enhancing customer trust and loyalty.*

*In conclusion, harness the potential of product names to drive conversions. Implement the best practices and continuously refine your naming strategy to elevate your online store's performance, achieving higher sales and customer satisfaction.*



# How Ergonode PIM can help with effective product naming?

Product title

#product\_type #product\_model | #length x #width x #height

- #height
- #bb\_height
- #bike\_height\_adjus...
- #frame\_height

*In Ergonode PIM, you will easily automate the creation of multilingual and multichannel product names thanks to the powerful variable engine.*

*Simply build a template by pointing to variables when entering the name of the selected parameters from which you want to build the final content to the field responsible for the product name. The system will automatically pull the appropriate values from the attributes.*


*Moreover, if the attributes have translation dictionaries automatically your names will be translated.*

*Example:*


- product\_type attribute has multilingual value: „Pressure Washers”
- product\_model attribute has value: „K4”
- length(cm) has value: „30.8”
- width(cm) has value: „25.3”
- height(cm) has value: „44.4”

*Results:*


Product title

 Pressure Washers K 4 Power Control | 30.8 x 25.3 x 44.4

Product title

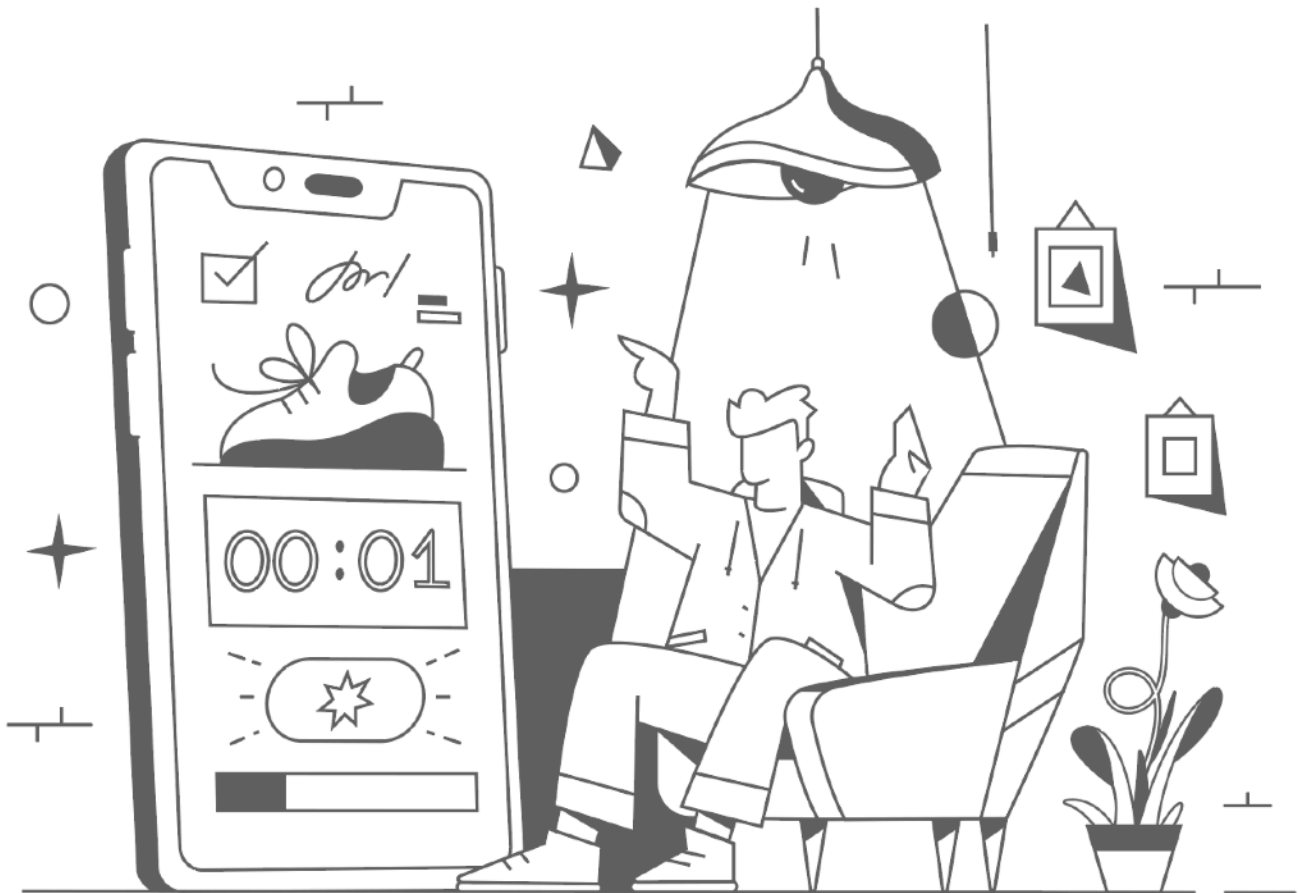
 Hochdruckreiniger K 4 Power Control | 30.8 x 25.3 x 44.4

Product title

 Hagedrukreiniger K 4 Power Control | 30.8 x 25.3 x 44.4



# 5 Add marketing labels



*Marketing labels are powerful tools that can significantly impact your online store's performance.*

*These attention-grabbing labels serve as persuasive signals to customers, influencing their buying decisions and encouraging them to take action.*

One effective approach is to create a sense of urgency with labels like **"Limited Time Offer"** or **"Flash Sale"**, which prompt customers to act quickly before the opportunity expires.

Highlighting special offers with labels such as **"50% Off"** or **"Free Shipping on**



*Orders Over \$50* attracts attention and entices customers with value and savings.

Showcasing new arrivals using labels like *"New Arrival"* or *"Just In"* introduces freshness to your store and encourages customers to explore the latest products. On the other hand, promoting best sellers with labels like *"Best Seller"* builds trust and confidence by showcasing social proof and the popularity of certain products.

Communicating specific product benefits with labels like *"Organic," "Vegan,"* or *"Eco-Friendly"* appeals to customers with specific preferences or values. These labels help customers quickly identify products that align with their beliefs. Similarly, using labels like *"Premium Selection"* or *"High-Quality Materials"* emphasizes superior craftsmanship and materials, attracting customers seeking premium options. To create a festive atmosphere, consider seasonal themes with labels like *"Summer Essentials"* or *"Holiday Special."* These labels capitalize on seasonal promotions and holiday sales, encouraging customers to make purchases for specific occasions.

While marketing labels can be powerful, it's essential to avoid overusing them.

Excessive labels can dilute their impact and overwhelm customers, making the page look cluttered.

Experiment with different marketing labels through A/B testing to determine which ones yield the best results. Analyze the performance of different labels in terms of click-through rates and conversions to optimize your label strategy for maximum effectiveness.

Incorporating well-crafted marketing labels enhances product visibility, drives customer engagement, and creates a compelling shopping experience.

*The strategic use of labels captivates customers, persuades them to explore further, and ultimately leads to increased conversions, contributing to the success of your online business.*





# 6 Expand Your Reach with Alternative Keywords

*To maximize your online store's visibility and increase conversions, it's crucial to utilize alternative keywords strategically.*

*By incorporating synonyms, variations in spelling and terminology, long-tail keywords, and location-based keywords, you can expand your reach and attract a more diverse audience of potential customers.*

## Unleashing the Power of Synonyms

Beyond using traditional keywords, explore synonyms that customers may use when searching for products similar to yours. These alternative terms can capture different search queries and lead potential customers to your offerings. For instance, if you sell "headphones," consider incorporating synonyms like "earphones," "headsets," or "earbuds" to broaden your product's discoverability.

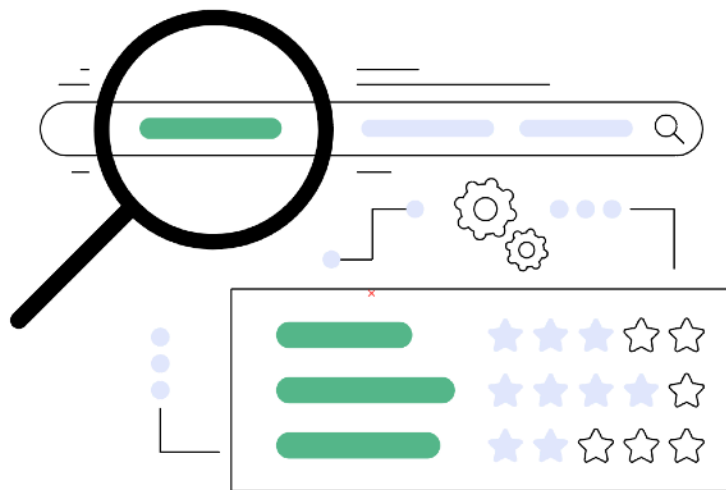
## Catering to Varied Spelling and Terminology

Remember that customers might use different spellings or regional variations when searching for products. Account for these nuances by including variations in spelling and terminology in your product descriptions and titles. For example, if you offer "jewelry," also consider including "jewellery" to cater to a broader international audience.

## Embracing Long-Tail Keywords for Specific Searches

Long-tail keywords are detailed and specific phrases that capture customers with particular intent. These longer search queries often indicate higher purchasing intent. For instance, if you sell "running shoes," incorporating long-tail variations like "lightweight running shoes for trail running" or "high-performance running shoes for marathons" can attract customers looking for precisely what you offer.





## Targeting Local Customers with Location-Based Keywords

For businesses with physical locations or regional preferences, using location-based keywords is vital to attract local customers. Include the names of cities, regions, or countries where your products are available to tap into localized search traffic. For example, if you offer *"handmade furniture,"* use keywords like *"handmade furniture in New York"* to target customers in that specific area.

By thoughtfully integrating alternative keywords into your online store's content, you can optimize your SEO efforts and increase your chances of appearing in relevant search results. This strategic approach ensures that you reach a wider audience and cater to diverse customer preferences. Remember to maintain

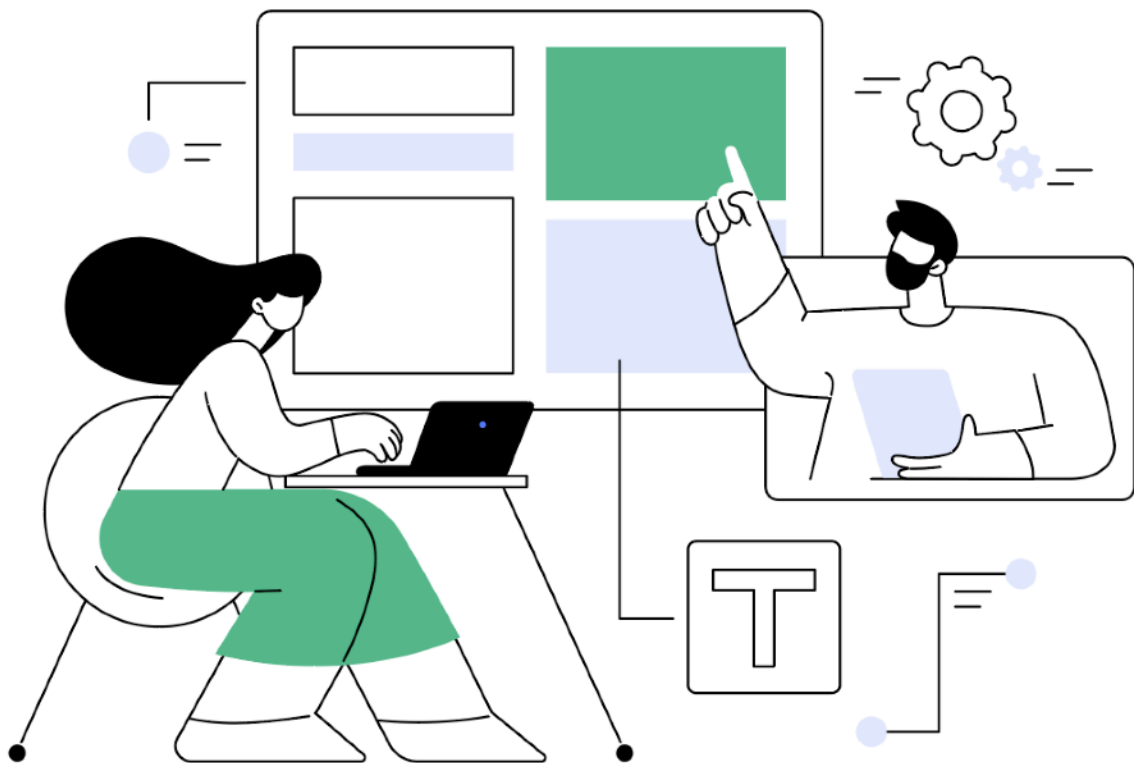
relevancy and natural language in your keyword usage, avoiding excessive keyword stuffing that can detract from the user experience.

## Conclusion:

Don't limit your online store's potential—expand your reach with alternative keywords. Embrace synonyms, spelling variations, long-tail phrases, and location-based keywords to unlock more opportunities for conversions. By understanding how customers search and tailoring your content accordingly, you can enhance your store's visibility, attract targeted traffic, and ultimately boost conversions. Stay attentive to keyword performance and continually optimize your strategy to stay ahead in the competitive online marketplace.



# 7 Unlock more opportunities writing descriptions with real purpose of use



*Writing descriptions with a real purpose of use is a key aspect of creating compelling product narratives that drive conversions.*

*Instead of merely listing product features, focusing on the practical benefits and how the product enhances the customer's life is essential.*

This approach establishes an emotional connection with customers, as they can envision how the product solves a problem or fulfills a need in their lives.

## **Example:**

- A smartphone description that emphasizes how its long-lasting



battery life keeps users connected throughout the day, ensuring they never miss an important call or message.

- A skincare product description that highlights how its hydrating ingredients nourish and revitalize the skin, leaving it radiant and supple, perfect for those seeking a healthy and glowing complexion.

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When you address specific pain points or challenges faced by customers, it demonstrates that you understand their needs, making them more invested in the item.

**Example:**

- An ergonomic office chair description that highlights its lumbar support and adjustable features, providing relief to those suffering from back pain and promoting better posture during long working hours.

Practical benefits are what customers seek when making purchasing decisions. They want to know how a product will make their lives better or easier.

Descriptions that articulate these benefits resonate with customers and motivate them to take action.

**Example:**

- An all-in-one kitchen appliance description that showcases its time-saving capabilities and various functions, allowing busy individuals to cook healthy and delicious meals with minimal effort.

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Offering context and use cases in your descriptions helps customers visualize the product in their daily lives. By providing examples of how a versatile kitchen appliance can prepare various dishes, from baking to grilling, customers can understand its value more effectively.

**Example:**

- A blender description that illustrates how it can effortlessly create smoothies, soups, and sauces, making it a versatile tool for a wide range of culinary creations.



Well-crafted descriptions inspire customers' imagination and aspirations. When customers can see how the product enriches their experiences or transforms their lifestyle, they develop a sense of desire and urgency to own it.

**Example:**

- An adventure backpack description that paints a picture of exciting outdoor escapades and exploration, inspiring customers to embrace their wanderlust and take on new adventures.
- Tailoring your descriptions to address different customer segments ensures that a single product can serve multiple purposes, attracting a broader audience. For instance:
- A multi-functional fitness tracker description that highlights its features for both fitness enthusiasts and health-conscious individuals, catering to various fitness goals and tracking health metrics.

Authentic and purpose-driven descriptions build trust and credibility with customers. When customers feel that you genuinely care about meeting their needs, they are more likely to trust your brand and feel confident in their purchase decision. This trust fosters customer loyalty, as customers who experience the real benefits of a product through its purpose-driven descriptions are more likely to become repeat buyers.

**Example:**

- An organic skincare product description that includes customer testimonials praising its effectiveness and gentleness, reinforcing the product's credibility and encouraging new customers to try it

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In conclusion, writing descriptions with a real purpose of use is a powerful strategy to connect with customers on a deeper level. By focusing on practical benefits, addressing pain points, you inspire emotion and build trust. The approach leads to increased conversions and customer loyalty. Embrace purpose-driven descriptions as a fundamental tool to create a meaningful shopping experience and drive the success of your e-commerce business.



# About Ergonode PIM

Ergonode is powerful human-centric designed PIM platform. It empowers teamwork for easier and better product-data management to support wider and faster scalability. Platform with enterprise-grade content features at a fair price.

## Trusted by hundreds of companies

