

# EUROPAGES

B2B MARKETING SOLUTIONS



## Open up your catalogue to the whole world

Providing detailed information about your products and services is crucial. Today's B2B buyers will spend a lot of time searching on the internet before they contact you. This means you must anticipate their questions about your products and services, and answer them before they even have time to ask them. Be proactive!

Product pages that really work have the following characteristics:

**Photos of the product:** product images make a strong and immediate visual impression. Based on this visual impression, visitors will quickly make a judgment about whether or not the product interests them. This means that choosing the right photo or illustration is key. Images are the first level of information that may cause a visitor to think favourably about your solution.

**Search-engine optimised title:** generally, but not always, this comprises the product name. Avoid titles that are too long or too short, concentrate on the product name that your current customers generally use, make sure that you are speaking the 'language' of a user.

**Description of the product:** as well as the product name and pictures, potential buyers are also looking for content that will help them to quickly understand the advantages offered and the ways that it can meet their requirements.

A short, accurate product description can help them to instantly understand if it is something that they might be interested in. Try to use the keywords your potential clients are looking for when writing your descriptions. A well-written product description must answer the following questions: what is the product? What does it do? What are its main characteristics?

**Section headings:** if you have a range of product families you can group them together in sections and create filters to make it easier for visitors to search and navigate.

**Specific, detailed information:** add the information or forms that are used in your company: forms requesting a quote, diagrams, tables of dimensions, measurements, etc. All of this will make things easier for your potential customers.

**Additional marketing content:** videos showing products in real situation, PDF files, documents to download, slide shows depicting the product and how it works.

**Call-to-action:** every one of your E\*Page's product pages features a prominent button inviting visitors to ask for further information or a quote.

*The EUROPAGES consultants have in-depth experience of how to make the most of marketing and technical content. They know how to help you to create your Product Pages.*



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