

## Module 2\_Video\_18.02.20\_v3

*The Target logo appears on screen.*

VO: Let's talk about how you can make your items more buyable with a great product detail page, or PDP.

*Text appears on the screen.*

ON SCREEN TEXT: THE PRODUCT PAGE AND HOW IT MAKES YOUR ITEMS BUYABLE

VO: The idea is simple. A robust product detail page, means good guest experience. This, in turn, means better conversion.

*The 'o' from 'you' falls into a red Target shipping box on a laptop screen along with a green t-shirt. Dollar icons emerge from the box to depict conversion.*

VO: Here's what a product page looks like. It showcases all of the item's content and attributes, like images, feature bullets and copy to name a few. These are details that make your item reliable, genuine and buyable.

*The page switches to a PDP, and begins to scroll through it, showing the important parts of the page.*

VO: They also make your items findable, or more likely to be spotted in a search or when browsing your category on Target.com.

*It switches back to the Target.com page and enter an item in the search bar, which then pops up.*

ON SCREEN TEXT: T-SHIRTS

VO: That's why, some attributes are required for a product to launch.

*It switches back to the PDP, where some attributes are circled out in red by a pencil.*

VO: Others, well, they're critical for a good shopping experience but won't stop your items from launching on Target.com.

*Critical attributes are circled out in green.*

VO: Then, there are recommended attributes that help boost guest confidence.

*The page scrolls down and recommended attributes are circled out in yellow.*

VO: So, what attributes does your Product Detail Page need? Say, you're selling a smart TV on Target.com. There's a lot of information you'll need to compile to start the item setup.

*It scrolls back to the top of PDP and gets replaced by the smart TV page that slides in.*

VO: First, and one of the most important attributes, is the product title. Target.com follows a recipe that makes items easier to find. Sticking to this recipe and getting it right goes a long way to improve your item's findability.

*Each part of the product title at the top of the PDP gets highlighted in a different color.*

VO: Here are attributes that are a part of the recipe. Brand, size grouping, item description and feature, item type, style or model number.

*A bubble appears for every attribute being listed. The bubbles line up to form the recipe.*

VO: And for other products, where it makes sense, you'd also have to include other things, like size, color and counts. The better the product title, the better the chances your items show up in search—be it within Target.com or a search engine.

*The bubbles move up and the PDP of Teez Toddler Boy's Hero Short Sleeve T-shirts appears on the screen. The colors of the T-shirts are highlighted in purple to signify the important attributes for apparel.*

VO: The better the product title, the better the chances your items show up in search—be it within Target.com or a search engine.

*The bubbles now move into the TV's PDP and merge with their respective slots in the title.*

VO: It also helps your guest confirm they have the right item at Checkout!

*The checkout page or cart appears briefly, followed by a tick icon.*

VO: Next, your TV needs images, of course. It's among the first thing your guest expects to see when buying something online. Having meaningful images, preferably over three, increases guest confidence.

*It switch back to the PDP, where the image carousel comes into focus. The primary image is clicked on and it scrolls through the pictures.*

VO: Besides, when guests interact with multiple images, they're four times more likely to buy your item. Videos are another great way to help guests better understand your item. If available, 30% of Target guests prefer to watch a video, and this makes them ten times more likely to make a purchase.

*A hand clicks the video icon in the image carousel and a video showcasing the TV plays.*

VO: Then come the copy and feature bullets, so your guests can read about your item. The feature bullets highlight overall details and benefits, while the description elaborates on the finer details in at least 50 words.

*The video moves back into the PDP and the screen scrolls to show the item description and styles being highlighted.*

VO: What's in it for you? Well, the presence of a product description makes guests 7 times more likely to buy your item. And by weaving in the right keywords, you can boost SEO as well.

*The PDP disappears and text appears on screen. The PDP then comes back, with key words highlighted in the description column.*

VO: With the copy and bullets, we have a list of attributes specific to your item. The compliance attributes are a part of this. These are legal attributes that help determine the quality and standard of your product. In the case of your TV, this could mean mounting standards and battery details. It could also mean an energy guide in your image carousel.

*Text appears above the PDP and highlights important parts of the specifications of the item—mounting and battery. The PDP then scrolls up to show the image carousel where a hand clicks on the next image to show an energy guide.*

VO: When it comes to other products, like apparel and shoes, additional information comes in handy. A size chart, for instance, is something guests expect to see on all items. With a size chart present, guests are fifteen times more likely to purchase your products.

*The PDP changes to an apparel screen where it scrolls down and highlights the size chart.*

VO: And there you have it. A good Product Detail Page that makes your TV findable and buyable!

*The hand swipes across the screen, switching it back to the TV PDP from the apparel PDP and fireworks erupt all around the screen.*

VO: If you have questions about item requirements or set-up on Target, do let us know. For now, get those details in place to build a PDP that makes your guest love your item as much as you do!

*The hand constructs the PDP page one component at a time and then gives a thumbs up. The Target logo then appears in screen.*