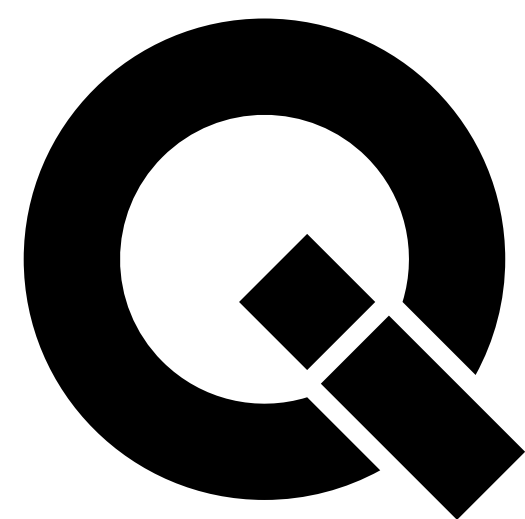# 6 Steps to achieve product content excellence

The ultimate guide to optimizing content management across the digital shelf

CommerceIQ

As consumers become more savvy and demanding every day, it's no longer enough to list your products with an image and title against a price. Consumer brands have to be highly strategic about the role product content management plays in their digital shelf growth strategy—including putting the tech stack in place to continuously monitor, measure, and optimize performance at the speed and scale required to build a competitive advantage.

And as the endless digital shelf becomes more complex to manage, brands must also learn how they can benefit from the rapid rise of automations and AI to stay competitive.

In this guide, we'll explore:

- The importance of product content management for ecommerce success
- Content management and retail SEO best practices
- How to combine generative AI-based digital shelf analytics (DSA) with a product information management (PIM) system

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Core fundamentals for product content excellence

Engaging shoppers online is imperative to reach the add-to-cart goal. Unlike in-store shopping, product content like text, graphics, videos, images, and other details are the only ways shoppers can experience your products.

Without the option to touch or try, shoppers are entirely dependent on this product content for information—so product pages with incomplete or incorrect information may lead to buyer drop-off as shoppers feel unsure about moving forward with their purchases.

What's more, if a shopper buys a product based on the wrong information this may result in negative reviews, returns, or even brand abandonment. To ensure that doesn't happen, it's imperative that ecommerce brands invest in optimizing their product content on every channel.

In this eBook, we'll cover six steps you can take to achieve product content excellence across the digital shelf.

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> 85% of shoppers surveyed say product information and pictures are important to them when deciding which brand or retailer to buy from.
>
> Google / Ipsos

Fundamentals for product content excellence

Achieving product content excellence involves several key fundamentals. Here are some essential aspects to focus on:

Features	Product page best practices
Product titles	Product titles are an essential factor in ranking on retailer websites, so choose your product page titles wisely. These titles should lead shoppers to your product by focusing on relevant keywords. Use a combination of broad category terms and the common ways shoppers describe your products. Including popular features and product configurations in the title can also be beneficial.
Image and video carousels	Tell a story using visuals, and leverage carousels and videos where possible and suitable. Assets should highlight benefits and features clearly from all angles. Use it as an opportunity to reinforce your brand story while influencing the decision to buy.
Product descriptions	Product descriptions must be clear and concise to answer shopper questions quickly. Using ecommerce search engine optimization (SEO) also helps boost product discovery and search ranking. Use relevant keywords, including niche keywords. Answer the important questions about your products, highlight their capabilities, and show off any awards or important reviews.
Ratings and reviews	Ratings and reviews have become increasingly important in recent years. User-generated content is also a helpful way for shoppers to gauge the quality of your products — as well as their credibility. Monitor reviews regularly and track volume, score, and recency. Keeping tabs on this product page feature can help you fuel brand advocacy (or even spot your next product idea).
Enhanced content	Enhanced content, also called rich media, A+ content, and below-the-fold content, helps brands create a complete picture of their brand story and product benefits. From videos and comparison charts to 360-degree image spins and other engaging content types, this content can help drive engagement and sales.
Pricing	Pricing information is helpful for comparison shopping, and having transparent pricing breakdowns for different pack sizes or formats, such as economy versus premiums, is essential. Provide clarity here, as pricing is a sensitive conversion point for shoppers.

How PIM and DSA support product content excellence

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PIM and DSA systems empower consumer brand teams to disseminate content at speed and scale across all digital commerce channels. In this chart, we show you how they can help you build the perfect product page to support product content excellence.

DSA	PIM	The perfect product page
A central tool for daily monitoring and optimizing the perfect product page based on automations and recommended actions.	A single source of truth for managing and syndicating the perfect product page	**A top-performing page that drives sales on the digital shelf**
Identify if 'gold standard' title naming conventions are in place, spot content inconsistencies, and find missing keywords.	Update product titles to match SEO and brand guidelines and redistribute versions according to individual retailer requirements.	**Product titles**
Find missing or out-of-date images, check availability of new promotional inventory, and check out the competition.	Update individual assets across online retailers, and receive automatic alerts if inventory is not mobile-responsive.	**Image and video carousels**
Monitor share of search, check if keywords still relevant, and identify if SKUs are listed with regulatory and correct package information.	Easily update product content and quickly syndicate to priority retailers to ensure consistent, engaging product content experiences.	**Product descriptions**
Track shopper sentiment for your products and competitors' products, and gain insights into recency and volume.	Syndicate reviews from your website to select retailer websites and add valuable reviews to your rich assets.	**Ratings and reviews**
Ensure that all visuals display correctly across online retailers, and find out if competitors are trying something new.	Test and distribute new layouts to respective online retailers, aligned with the correct formatting, and create alerts to monitor performance.	**Enhanced content**
Ensure pricing is aligned with retailer agreements, and check out the promotional strategy of your competitors.	Leverage instant pricing and promotional adjustments to prevent loss of sales.	**Pricing**

Beyond the basics: Enhanced content and AI

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Enhanced content and artificial intelligence provide untapped opportunities to win shoppers online, but it's not always clear how to harness these tools in a way that makes sense for your brand. Smart consumer brands are putting AI to work for enhancing product content—creating engaging product experiences that improve the customer experience, as well as amplifying their creative and data-driven processes to ultimately help drive sales.

Content optimization with genAI

Part of digital shelf optimization, our content automation feature uses generative AI to suggest content improvements, referencing things like product attributes, PIM, retailer guidelines, keywords and consumer sentiment. This helps teams scale optimization across global retailers fast and efficiently.

What is enhanced content?

Enhanced, also called A+ content and rich media, allows brands to connect with shoppers beyond static product text and images.

From editorial image galleries and instructional DIY videos to comparison charts highlighting the differences between best-selling products, enhanced content goes beyond giving buyers "just the facts" when learning about products. Enhanced content helps deepen the relationship between brands and shoppers, driving brand loyalty and, ultimately, repeat sales.

This below-the-fold retailer real estate offers brands an opportunity to highlight their values alongside product features with:

- Enhanced content features include) Image galleries
- 360-degree image spins
- Graphics
- Comparison charts
- Videos
- Downloadable PDFs
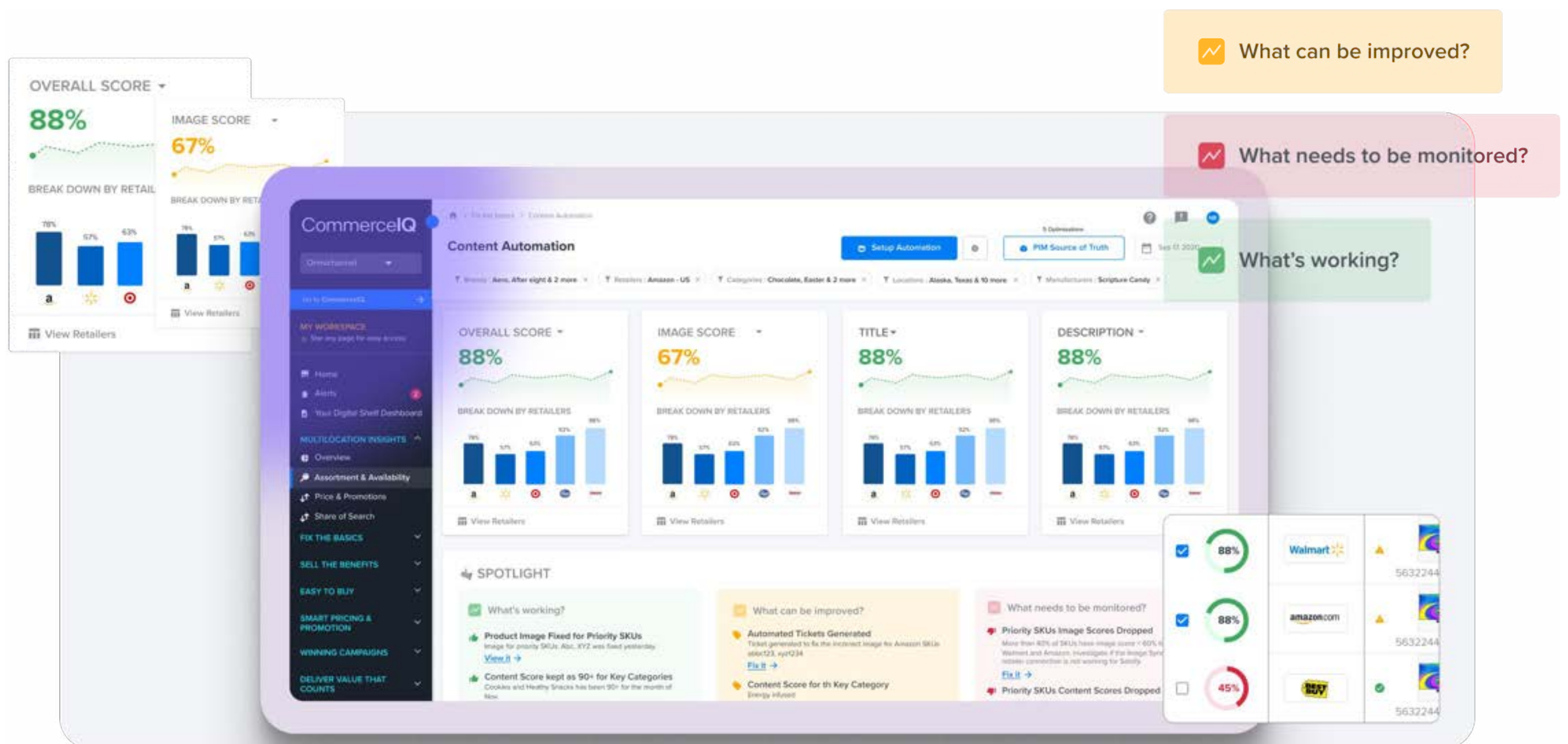
Building a retail SEO strategy

According to Forrester, US online retail spending will reach $1.6 trillion by 2027. And if that's not enough, Amazon's Storefronts has grown to feature over 2.5 million products from roughly 30,000 businesses across various product categories.

It's safe to assume that for most consumers, online shopping has become second nature. This leaves brands with only one option: meeting shoppers where they are. That means a robust retail SEO strategy is paramount. Why? Because search is the gateway to discovering and buying products online.

To make this as easy as possible, we put together a retail SEO strategy checklist for you.

Retail SEO strategy checklist

- [ ] Define your retail SEO goals: These goals could include increased conversion, sales, or share of search using DSA. Know what you want to measure, and start tracking it with daily insights in your DSA to spot optimization opportunities. These then feed into your PIM strategy, including updating and syndicating specific product content across important retailers.

- [ ] Create a compelling brand story: Leverage relevant keywords and immersive content experiences using your PIM to distribute relevant content. Buyers won't buy if product pages only provide static images and the minimum text. Use image carousels, videos,

and comparison charts to keep shoppers engaged on-site — and more likely to add to cart. In your DSA, you can see what competitors are doing and update what you'd like to test with your PIM.

- [ ] Use insights to refine keyword strategy: Insights can help you check on your competition, including insights into whether they've added new keywords or have changed their promotional tactics. Go through your ratings and reviews to understand what's driving organic conversion. You may be able to use positive reviews on your product page, which you can easily update across all retailers using your PIM.

- [ ] Prioritize continual optimization: Keep optimizing product content as retailer requirements keep changing using DSA and PIM systems. Adjust your workflows to match the effort involved in reproducing and syndicating content across myriad channel specs. Agile work practices and digital shelf insights allow you to optimize current formats and online profitability continuously.

Takeaway: Bring agility to your workflows and optimize efficiency and strategic output by automating insights and content syndication.

An actionable example

DSA shows you brand- and product-related keywords across your retailers and top competitors. It allows you to check benchmarks against relevant periods, too.

For example, using your DSA you notice your core SKUs are losing their page-one position against your competitor across several top retailers. Armed with this insight, you can then review your keyword lists and content held in your PIM and further cross-reference this data against your competitors' pricing and promotion strategies.

You'll be able to answer important questions like: Are they doing any paid activity? Have they changed keywords recently? Are paid promotions influencing their "organic" search?

During your analysis you might notice that you're actually missing a critical keyword opportunity on your product page and decide to test long-tail keywords.

At this point your PIM takes center stage: Based on your data, you update the existing product pages and syndicate the content instantly across all relevant retailers. Automatically an alert is sent to all team members, informing them that the updates have been made. A future notification will even alert you to check your DSA to see the impact these changes have had.

# How to track, measure and optimize your content online

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If product content is the key to higher-ranking product pages and converting shoppers into buyers, how can brands best measure its impact and make changes quickly and effectively? We list the most important ecommerce KPIs and tools to help you measure and optimize your digital shelf content.

Essential ecommerce KPIs:

- Search rankings: Tag enhanced content accordingly and track keyword performance over time and on individual retailer level.

- Share of search: Compare the percentage of the search results, including your specific brand, before and after implementing your enhanced content strategy.

- Sales: Enhanced content can help increase conversion across product content categories. Enhanced content is your chance to educate shoppers and instill brand loyalty.

- Customer lifetime value (CLV): Track if user-generated content has increased. Track ratings and reviews and combine them with data from customer service.
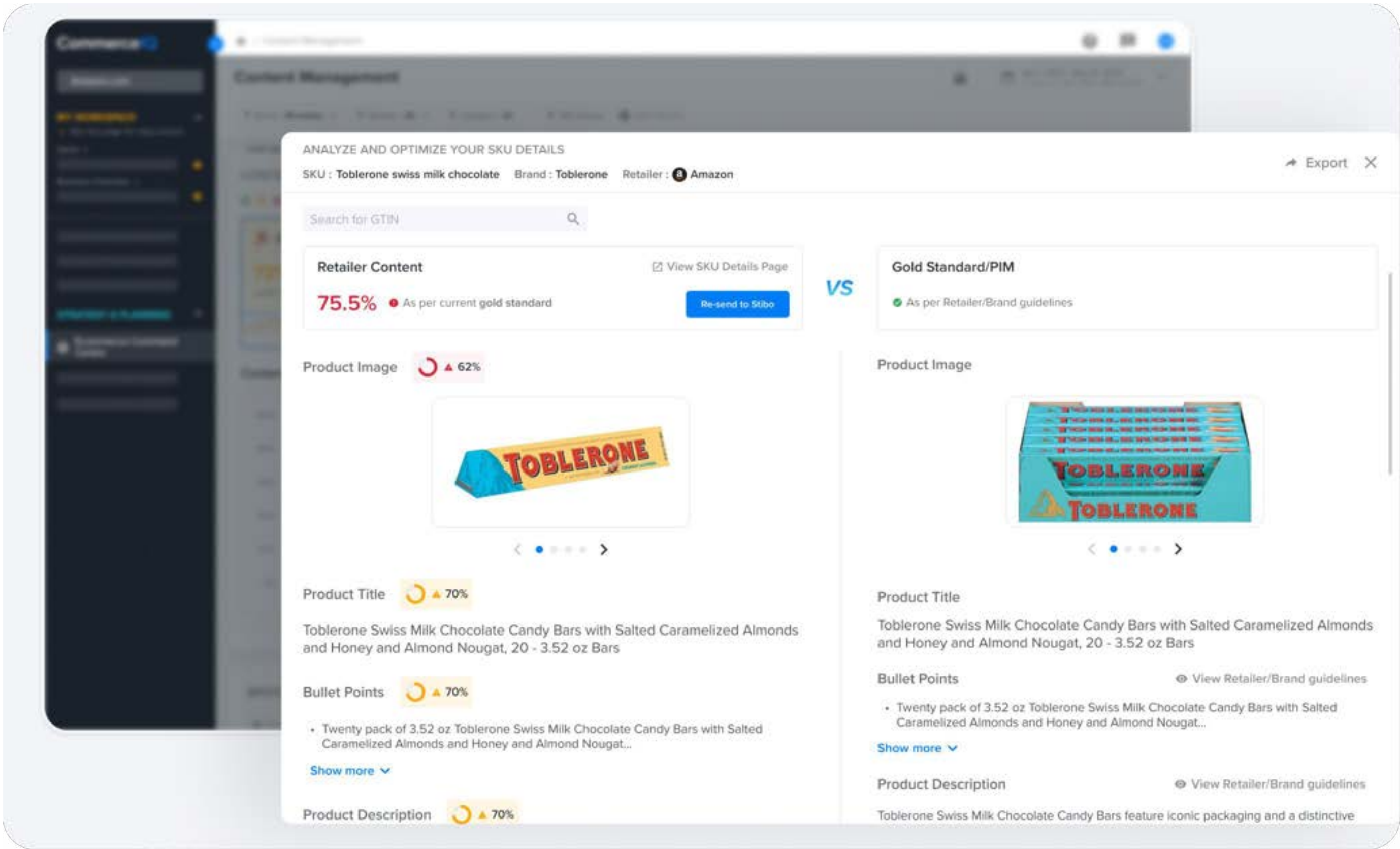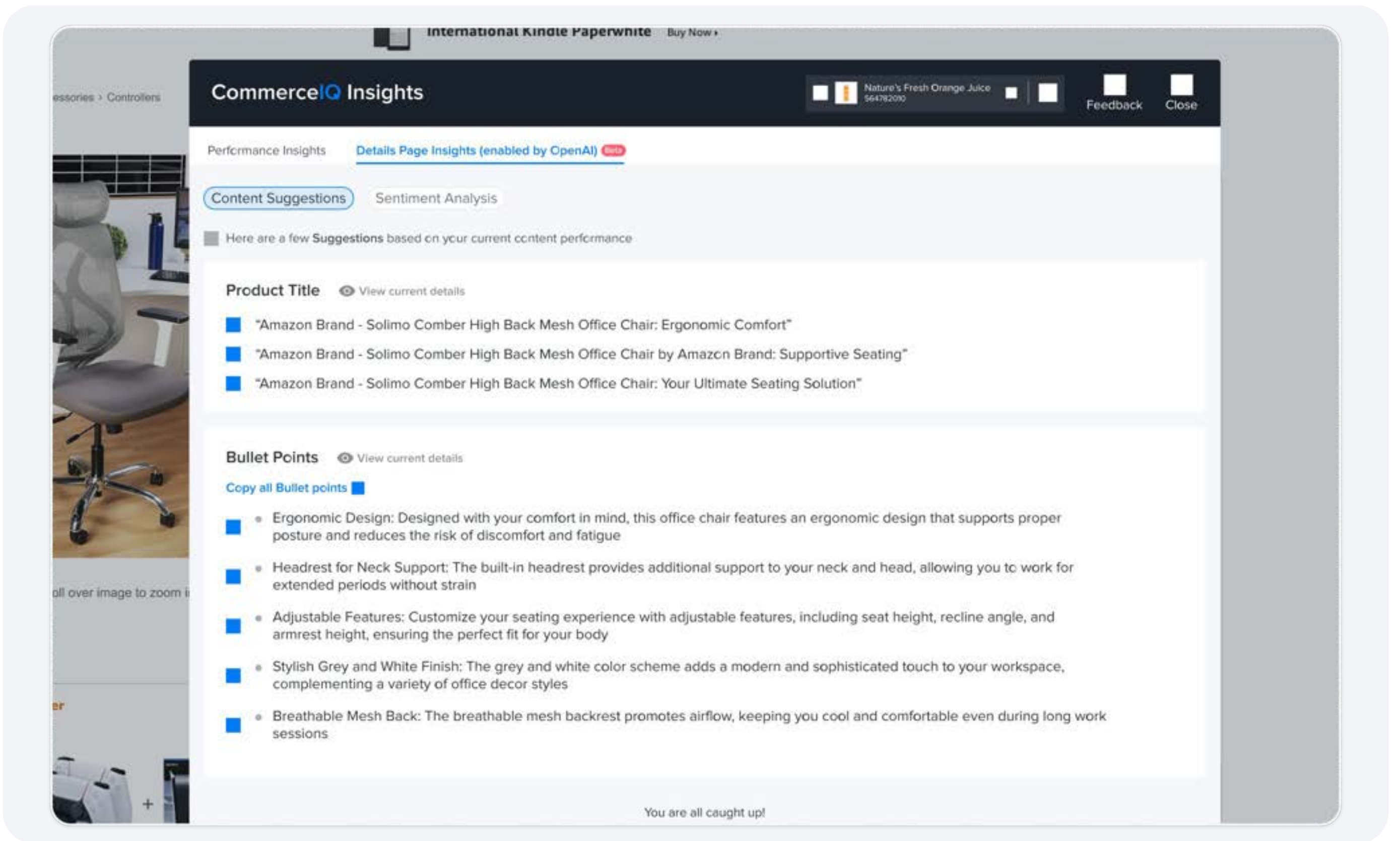
Use our gold standard features report for a side-by-side comparison of your product benefits statement vs retailers' website version.
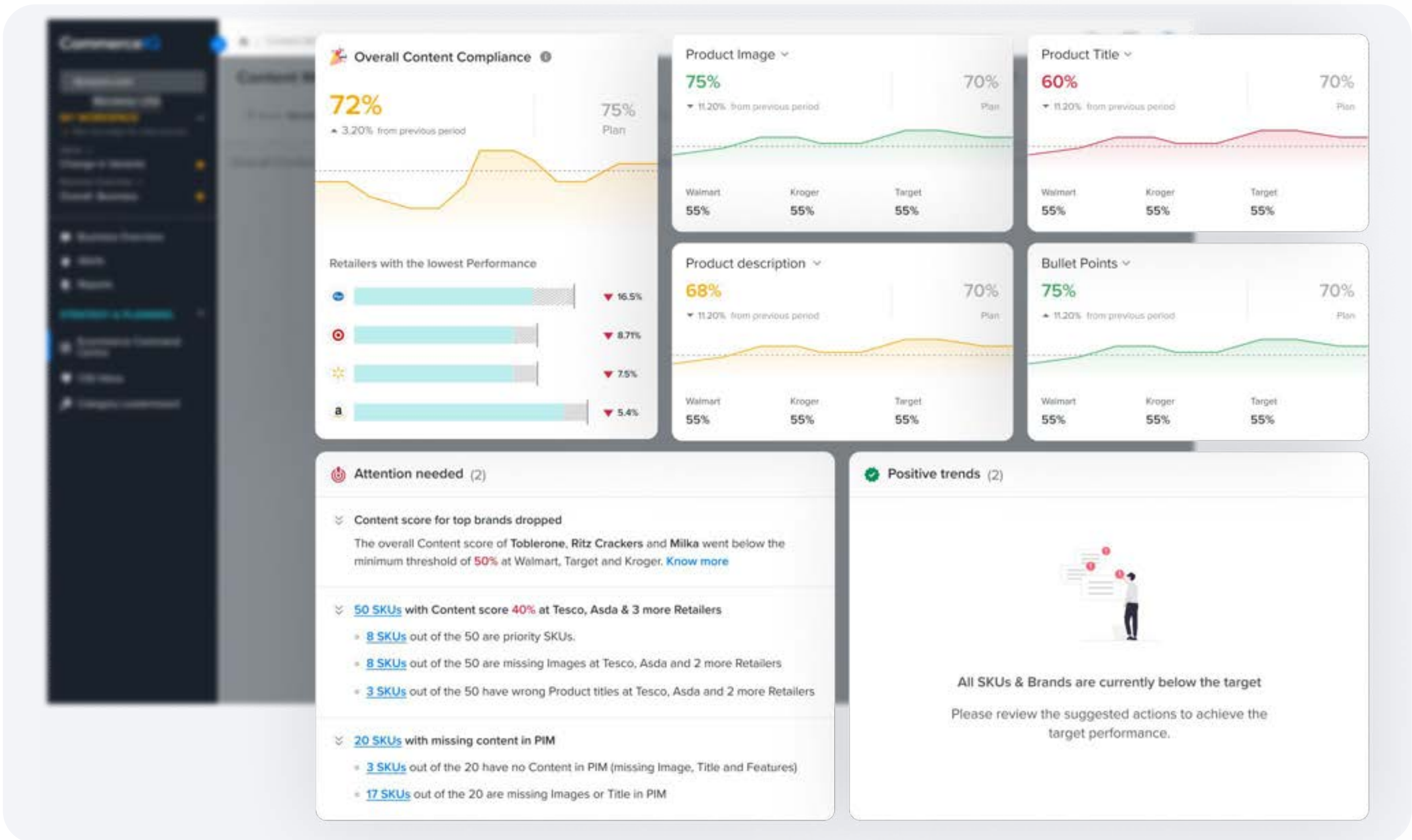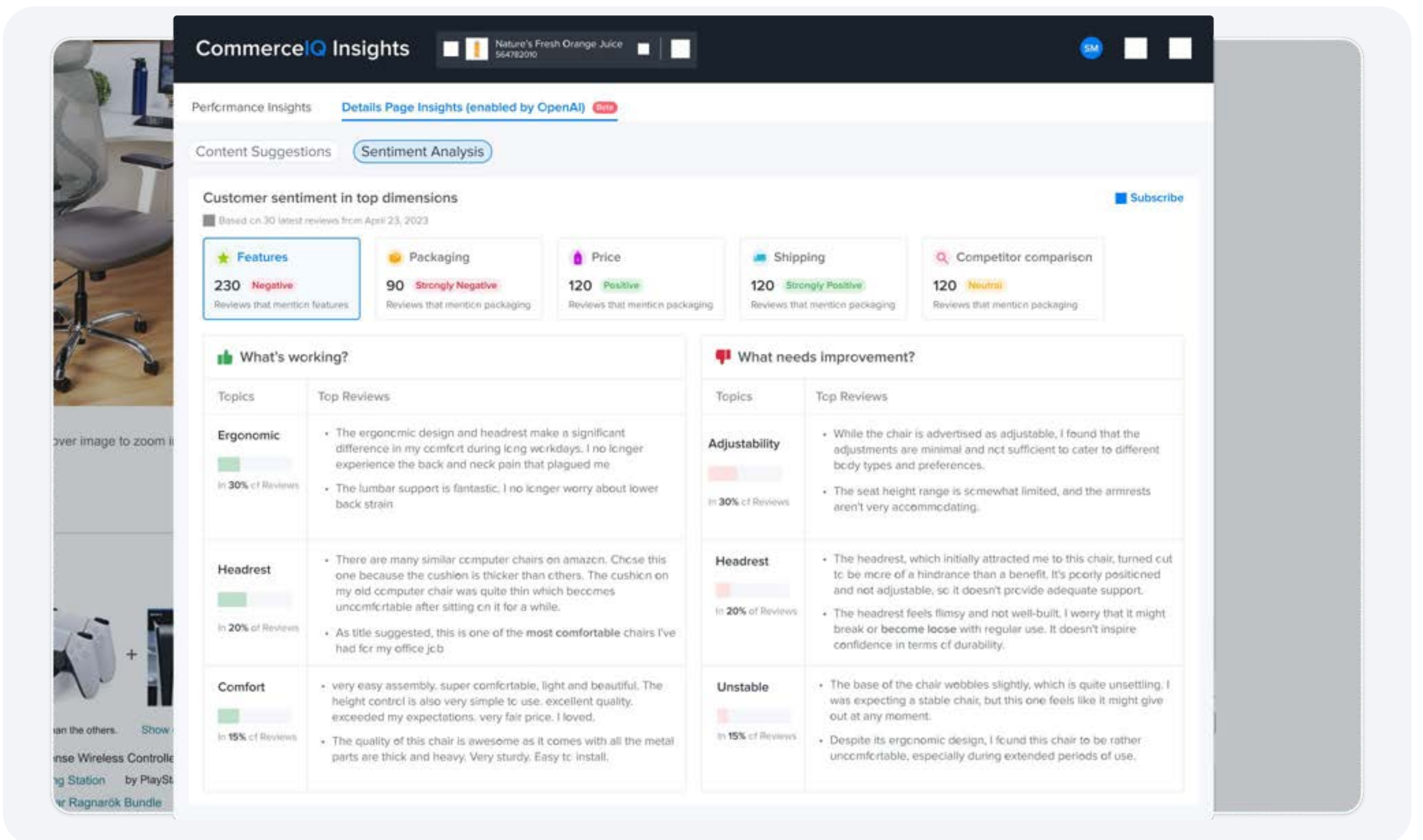

Check your product details include your key marketing messages with our product benefits tracker and see by retailer which products are not configured.

Make quick improvements to your Amazon listing (titles, bullet points) with our latest ChatGPT-powered Chrome plug in extension.

Do a sentiment analysis with the extension by gathering the top reviews from your PDP page. The analysis is split by segments and latest reviews.

Summary

As shopper habits continue to evolve, content management continues to increase in importance for digital shelf success.Taking steps to implement tools like PIM and DSA to support product content excellence could help your brand reach its full digital shelf potential.

The advent of generative AI is offering consumer brands an eye-opening opportunity to accelerate, amplify and streamline their activities especially around content creation, management and optimization. After all, if shoppers can't find your product, the switch to your competitor is just one click away.

With the support of a PIM and DSA that uses generative AI to automate content improvements, your brand will be able to maximize its ecommerce sales, go beyond the basics and easily measure the impact of your work.

In this guide we explored:

- The importance of product content management and why it's critical to your ecommerce success
- Content management and retail SEO best practices
- How to combine generative AI based digital shelf analytics (DSA) with an information management (PIM) system

Fulfill your digital shelf potential with CommerceIQ

It's time consumer brands leverage leading-edge technology to boost online sales and profitability.

CommerceIQ's Digital Shelf Analytics solutions help brands drive profitability by creating best-in-class content through generative AI, identifying store- level availability gaps, and prioritizing assortment needs across store and ecommerce channels including Amazon and Instacart.

With access to full-category insights from over 800+ retailers and quick commerce channels worldwide, unmatched data transparency, and advanced actionability, savvy-spending brands will be able to build their market share at scale.

Book a demo →

Additional resources our clients love:

The Digital Shelf Podcast	How to pick the best DSA vendor	How we drive hyper-growth with global clients
Listen on Apple Podcasts →	Read the full article	Read the full article

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