The Product Page Blueprint

The CPG DTC Playbook | Prepared by Dumo Digital Strategies

For specialty CPG brands

How we lay out a product page that sells, top to bottom. Why every section is there, what order it goes in, and how to score your own.

A Product Page Is a Conversation

A shopper who lands on your product page has a list of questions, and they ask them in roughly the same order every time. What is this? Is it for me? Can I trust it? Which one should I get? What if I don't like it? When the page answers each question right as they think it, they keep scrolling and they buy. When a question goes unanswered, they leave to find the answer somewhere else, and most never come back.

That is the whole idea behind this blueprint. **Every section on the page exists to answer one question, in the order the shopper asks it.** Sections that answer nothing get cut. Questions that go unanswered get a section.

Most of your traffic, and almost all of your ad traffic, lands here on a phone. Build and judge every section on a phone first.

Above the Fold: The Decision Zone

Everything a shopper needs to buy should be on the first screen or one thumb-scroll below it. Most people who buy decide here.

Section	The question it answers	What good looks like
Image gallery	What is it, really?	First image is the product itself. Then: in use, size and scale, a benefits graphic, the nutrition panel, then real customer photos.
Title and rating	What is this, and do people like it?	The product name says what it is. Star rating and review count sit right at the title.
The line under the title	What does it do for me?	The outcome they want, without the pain they have.
3 or 4 benefits	Why would I want it?	Short lines or icons. Outcomes, not ingredients.
Purchase options	Which one should I get?	Subscribe and save first, with "pause, skip or cancel anytime." Three pack sizes, each with a job. The best one preselected.
Price	Is it worth it?	Price per serving or per bar, savings shown, compare-at price crossed out.
Add to cart and trust line	Is it safe to buy?	A big button, with shipping, a guarantee and delivery speed right under it. Sticky on mobile.

Below the Fold: The Convincing Zone

The people who keep scrolling are interested but not sure yet. Each section below should take away one more doubt.

Section	The question it answers	What good looks like
How it works	Why does it work?	The benefits explained in a few short blocks, each with an image. Simple enough for a stranger.
Us vs. the usual	Why this over what I buy now?	A simple comparison against the category, not a named competitor. Sugar, protein, ingredients, taste.
Ingredients and nutrition	What's in it?	The full panel, readable on a phone. Call out what is not in it, too.

Section	The question it answers	What good looks like
How to use it	How does it fit my day?	Recipes, rituals and moments. This is where the habit starts.
Reviews and customer photos	Do people like me like it?	Real photos and video, filterable, with reviews that mention taste and results.
Product FAQs	What else do I need to know?	The 5 questions people ask right before they buy, answered in 40 to 60 words each.
Pairs well with	What else should I get?	One or two products or a bundle that goes with this one.

The Psychology That Holds It Together

First impressions are instant	People judge a page in about 50 milliseconds, before they read a word. Clean layout, a real product photo and clear hierarchy earn the next few seconds.
People follow other people	Shoppers trust customers more than brands. That is why reviews sit at the title and again lower down, not just in one block at the bottom.
Defaults decide	Most people buy whatever is preselected. The purchase options are the most important pricing decision on the page.
Every question is a reason to leave	A shopper who has to go looking for an answer often does not come back. Answer it on the page.
Less is more on a phone	Every extra block pushes the answers further down. If a section does not answer a question, it is in the way.

Score Your Product Page

Open your best seller on your phone. Score each line: 0 = missing, 1 = there but weak, 2 = done well.

	Above the fold	Score
☐	The first image shows the product itself, not only a lifestyle shot.	**0 1 2**
☐	The title says what the product is.	**0 1 2**
☐	Star rating and review count sit at the title.	**0 1 2**
☐	The line under the title says what it does for them.	**0 1 2**
☐	3 or 4 benefits show as short lines or icons, before any paragraph.	**0 1 2**
☐	Subscribe and save comes first, with "pause, skip or cancel anytime."	**0 1 2**
☐	Three pack sizes, each with a job, the best one preselected.	**0 1 2**
☐	Price is shown per serving or per bar.	**0 1 2**
☐	Shipping and a guarantee sit right under the add to cart button.	**0 1 2**
☐	Add to cart is sticky on mobile.	**0 1 2**

	Below the fold	Score
☐	A short "how it works" section a stranger understands.	**0 1 2**
☐	A comparison against the category.	**0 1 2**
☐	Ingredients and nutrition are readable on a phone.	**0 1 2**
☐	How to use it: recipes, rituals or moments.	**0 1 2**
☐	Real customer photos or video.	**0 1 2**
☐	Product FAQs answering the top 5 questions.	**0 1 2**
☐	A pairing or bundle suggestion.	**0 1 2**
☐	The page loads in under 3 seconds on a phone.	**0 1 2**

Score out of 36	What it means
30 to 36	Strong. Test small changes, don’t rebuild.
18 to 29	Fix the zeros above the fold first. That is where most people decide.
0 to 17	This page is costing you more than your ads. Start with the Product Page Copy Template.

Want us to build it with you? Book a strategy call at dumodigital.com.

Sources: first impressions in 50ms (Lindgaard et al., 2006).