

Story Points Best Practices

Get the Most Out of Your Product Content

Questions to Ask Prior to Preparing Content

Run through the following mental checklist to first identify the product story.

- 1** What is the product?
- 2** Why do I need this product?
- 3** How will I use this product to make my life better?

NOTE: This won't be the same for every customer so think about your value propositions to different target customer segments and envision different stories.
- 4** What are the key features of this product?
- 5** What makes it different from a competitive product? Why is it better?

EXAMPLES: battery life, comfort, performance, etc.
- 6** Do you have existing reviews of your product? Are there unanswered questions in your content?

EXAMPLES: product dimensions, compatibility with other products, and comfort.
- 7** Gut check: How compelling is your product story?

TIP: Think about your customer segments and the different reasons a shopper might want to buy your product. Envision how your product story will communicate value to each shopper.

Build Better Widgets

Maximize the potential of your widgets to ensure success.



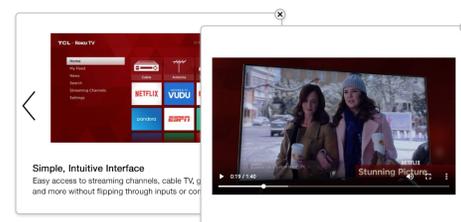
BE CONCISE

Performance tends to drop off when there is too much going on. Try telling your product story in **5 Story Points** to engage, without overwhelming the hero image.



DELIBERATELY PLACE HOTSPOTS

Hotspots are most effective when placed on the part of the product they describe. If the Story Point doesn't describe a physical attribute, place it on the bottom right corner.



USE DIVERSE CONTENT

Having a mix of content such as photos, video, and 360° improves customer attention and increases engagement.

Content that Converts

Being strategic with your content can help improve overall performance results.



VIDEO CONTENT

- On average, adding video to Story Points **increased Add-to-Cart rates by 11%**
- Aim to deliver your key message in the first five seconds of the video.
- Leave off long branding or logo intros on your videos and get straight to the value proposition.
- Short videos that each convey a key value proposition are best. Keep videos between 15 and 60 seconds.
- If you have longer videos showcasing multiple key features, consider trimming them and using snippets in different Story Points.



PRODUCT DOCUMENTS

- Useful to include manuals for download if customers would hesitate to make a buying decision without looking at them first. Assembly guides provide customers with a sense of the effort involved.
- Useful for quick-start guides.



PHOTOS AND GALLERIES

- Upload hi-res images that are **at least 300 pixels by 300 pixels**.
Aim to keep image sizes consistent
- To optimize for accessibility, utilize photo captions instead of text on the image.
Limit photo captions to 100 characters.
- Avoid uploading images with white borders.
- Aim to keep photo backgrounds consistent in slider galleries.
EXAMPLE: choosing all lifestyle images or all white backgrounds.



360° VIEWS

- Useful for big ticket items such as electronics, exercise equipment, appliances, jewelry, auto, outdoor recreational equipment, and home improvement tools.
- **20+ images are optimal for a 360° view**

Don't Forget About Accessibility

Web accessibility may seem like extra work for your e-commerce growth, but it's actually a positive addition for your business.

EXPAND YOUR CONSUMER AUDIENCE

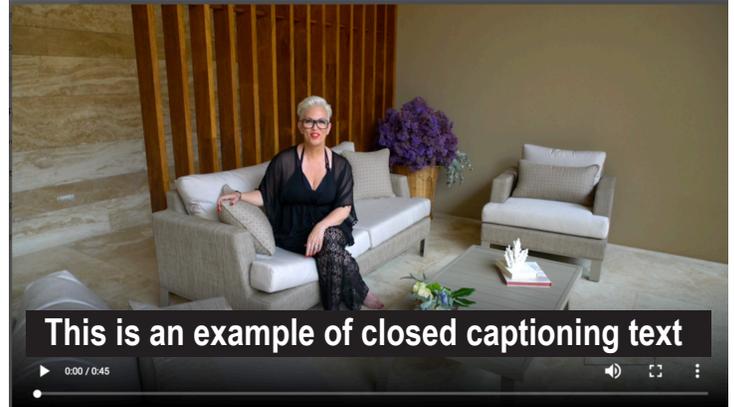
Disabilities that affect a customer's ability to shop on the web affect over 9%, of 35 million Americans (Institute on Disability, University of New Hampshire). Why not show an open-for-business sign to this audience?

CONSIDER THE SEO OPPORTUNITY

The javascript behind Story Points is completely crawlable within Story Points, meaning that search engines like Google can read your photo captions to understand the content on your product page. Think of photo captions as a way to increase your product page relevance and rank higher on the search engines results pages.

INCREASE MEANING AND RELEVANCE WITH PHOTO CAPTIONS

Data shows 12-30 words perform best. Any fewer and it's difficult to convey anything the photo doesn't already say, any more and you risk losing the customer's attention.



VIDEO CAPTIONS ARE VALUABLE TO 100% OF PEOPLE SHOPPING FROM WORK.

Do More with Analytics

Never stop improving by paying close attention to these key performance indicators.



TIME ON PAGE



STORY POINT INTERACTIONS

Notice what Callouts were opened, which Story Points visitors engage with most, and how long is spent on videos and other content.



ADD TO CART RATE



PRO TIP: Experiment with testing different types of photos, i.e. lifestyle vs. technical features and measure their performance in your reporting dashboard,

Want more tips? Get in touch with us: customersuccess@sellpoints.com