Product Data; Essential to Success

Many independent retailers think,

"Is having product data on my website important? Can't I just link out to the manufacturer's websites?"

Having accurate, complete and authoritative product data on your website is important for two primary reasons: (1) your prospective customers *demand* high quality product information – if they don't find it on your site, they go and shop somewhere else and (2) your prospective customers frequently find sites to shop on by doing internet searches for products – *if you don't have any products listed on your site or link out to manufacturer sites, these searches won't find your store.*

Between June 8th and July 20th 2014, we surveyed 1,468 consumers from all over the United States. We asked many questions about website quality, one of which was how important it is that you have quality product data on your site.

How Important is it that a website has high quality, complete product data?
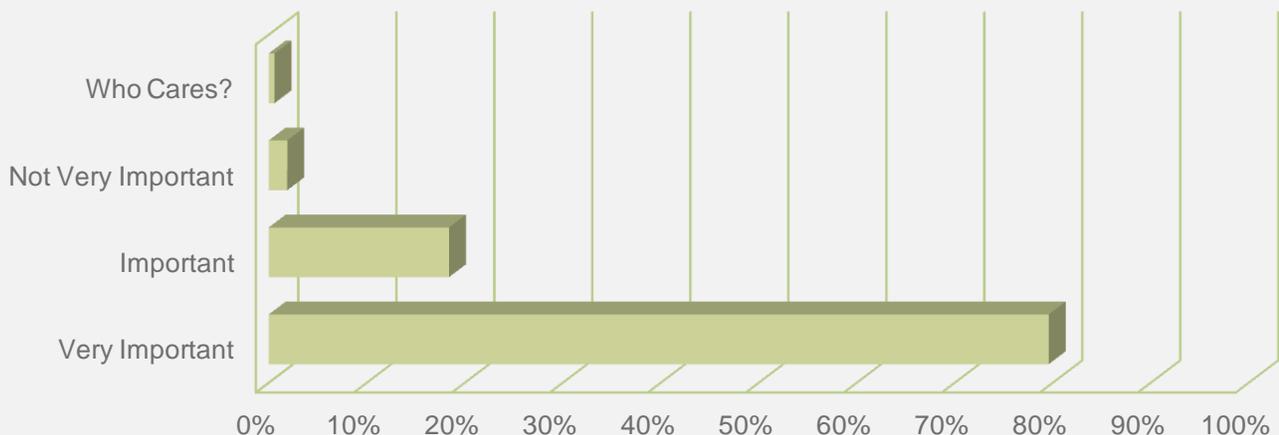
Now, that visual is pretty powerful, but let's take a look at the hard numbers. This chart represents the actual percentages and they are certainly convincing in and of themselves! Take a look (below) at what people had to say in our comment section* about how important product data is to them.

How Important is it that a website has high quality, complete product data?	
Answer	**Percentage**
Very Important	79.15%
Important	18.48%
Not Very Important	1.9%
Who Cares?	0.47%

"*I NEED DETAILS!!*" – 59 Year Old Woman, Lawrenceville, GA

"*I want all the information possible*" – 28 Year Old Man, Cincinnati, OH

"*I want a one stop shop. If the company really wants to sell an item they need to have all the necessary information for the consumer.*" – 34 Year Old Woman, Chanhassen, MN

"*Not offering further exhaustive information for appliances is simply lazy and unprofessional.*" – 49 Year Old Man, Washington DC

"*I view all pictures, I read product descriptions in full, and I even like to read reviews. If these things are not available, I will not buy from the store. I do not want to be deceived, so if the store is honest, it would provide all of that info.*" – 29 Year Old Woman, New Orleans, LA

"*I like the details of an item to be shown. I like knowing that the retailer understands more information is better than not enough. It is a matter of customer service.*" – 48 Year Old Woman, Cassville, MO

"As Mies Van Der Rohe said, "God is in the details". I need to know what the dimensions are for a piece of furniture in order to know if it will fit in the space I have in mind: so details are important" – 38 Year Old Man, Corpus Christi, TX

"That's why I would be searching on line – to get all the info before deciding to purchase" – 73 Year Old Woman, O'Fallon, IL

"I'll search till I find exactly what I want – even if it means going to another online store." – 48 Year Old Woman, Ladysmith, WI

"If I'm considering purchasing an item I will need exact specifications." – 46 Year Old Woman, Warren, OH

What happens when shoppers encounter poor quality data? OR missing data?

Well, we also asked people what they do *after* they encounter poor quality or missing product data on a website.

What Do You Do After Encountering Poor Quality or Missing Product Data on a Website?	
Answer	**Percentage**
I leave the site and shop a competing website	75.6%
I might call the store to find out more	14.8%
I might visit the store to find out more	4.9%
I might keep shopping	4.7%

This behavior was consistent, irrespective of age, income level, or the size of town the respondent lives in.

Do you really want to miss out on the business from 75.6% of the people who visit your website because you have no or limited product data? *We don't think so.*

That's why you need a website that has all of the pictures, specifications, dimensions, and other information today's consumers expect. That's why you need a website from All Your Retail. Call us today!

*All of the "Explain" questions on our survey were completely optional: people only had to answer if they felt strongly about something. Product data was so important to people that m*ore than 83% of respondents felt strongly enough about product data that they took the time to tell us what they think!*