

## Part 9 – Product Categories and Sub Categories

This is a part of the design process that often gets overlooked. Categories and subcategories make it easier for your customers to find what they are looking for.

Think closely about your categories and subcategories. The key is to make it as easy as possible for your customers to find the information they are looking for. Think about how people will look at and search your site. Sometimes they are looking for a specific keywords but in some cases, I have created searches down to a brand level. Go to some ecommerce sites where you search for products and think about when you have a hard time finding things.

### Category Descriptions

The plan allows for three categories and three subcategories. You should have at least a one paragraph description within each category. Those descriptions should include what people are looking or searching for. Repeat those keywords in the description where possible. Look at the descriptions below I did for a local pet company.

#### *Category: Dog Food*

*Browse our selection of premium dog foods for your favorite friend. We carry Earthborn, Wellness, Science Diet, Nutro, Primal and Grandma Lucy's brand of foods. Not sure what to buy? Talk to our certified pet nutritionist to find out what food is best for your dog. Can't find what you are looking for? Give us a call and we can most likely special order it for you.*

Notice how I give information that is useful. How I repeat phrases they are looking for? This helps with both SEO as well as helping your customers find what they are looking for.

#### *Sub-Category: Earthborn*

*Earthborn Holistic® offers a wholesome approach to nutrition with high-quality ingredients that nourish the whole pet. Every holistic pet food formula is designed to offer balanced nutrients that support your pet's overall health and physical well-being.*

*Each carefully selected ingredient has a purpose. We choose nature's finest digestible proteins, fruits and vegetables and an exact blend of vitamins, minerals and omega-6 and omega-3 fatty acids. Every formula, including grain-free formulas offer delicious options for your pet's unique nutritional needs.*

*We care not only about the nutritional needs of your pet, but we also care about the environment and the earth we inhabit. Our goal is to produce delicious, natural food for your pet and create awareness about our environment, too. Earthborn Holistic® is whole food nutrition born from the earth. Love your pet. Love your planet.*

This is stock verbiage right from the manufacturer. I also include a photo of their entire product line.