

Product page template

This template is built for B2B SaaS product marketers who want to create product pages that convert. Each section maps to a stage in the buyer journey, guiding prospects from headline to CTA with clarity and intent.

Use it solo or with your team. It's structured, shareable, and designed to get you from "blank page" to "go live" fast.

Steps to get the most out of this template

- **Start with the copy:** Nail your messaging before jumping into layout or visuals.
- **Collaborate with design:** Once your content is mapped, hand it over to design for brand styling.
- **Test and iterate:** Use heatmaps, scroll tracking, and A/B testing to improve conversion.
- **Talk to users:** Don't rely on guesses. Ask real prospects or customers what would make them take action.

Hero section (above the fold)		
Element	Guidance	Your content
Headline	A clear, concise value proposition. Focus on the customer's outcome, not your product.	E.g., "Automate employee onboarding"
Subheadline	Supports the headline. Mention the target audience and benefit.	E.g., "For HR teams scaling remote teams fast."
CTA button text	Action-focused CTA. Avoid vague terms like "Learn more."	E.g., "Start your free trial" or "Book a demo"

Visual	Use a product screenshot, short animation, or explainer video. Avoid stock images.	Paste a link or describe the media
Problem-solution section		
Element	Guidance	Your content
Pain point headline	Speak directly to a common frustration. Use the customer's language (not jargon).	E.g., "Still tracking everything in spreadsheets?"
Pain description	Short paragraph that builds empathy. Highlight inefficiencies, risks, or wasted time.	E.g., "Manual onboarding processes slow down HR teams, confuse new hires, and lead to critical steps being missed. As your team scales, the cracks start to show."
Solution intro	Transition into your product's value. Keep it short and focused on the outcome.	E.g., "Onboardly streamlines your entire onboarding workflow so your new hires hit the ground running – no spreadsheets, no manual checklists, no headaches."
Supporting visual	Animation, screenshot, or short video that shows the solution in action.	Paste a link or describe the media
Product benefits		
Benefit name	User-centric description	Visual/icon
Benefit #1 e.g., Automated approvals	E.g., "Reduce bottlenecks with smart workflows that auto-approve based on rules."	E.g., Checkbox icon
Benefit #2		

Benefit #3

Social proof

Element

Guidance

Your content

Logos

Add logos of notable customers. Keep to 4–6 for visual clarity.

Upload images or list names

Customer quotes

2–3 testimonials. Use names, job titles, and companies for authenticity.

E.g., “Onboardly saves us 15 hours every week.”
– [Sharon Jackson, Head of People, ABC Corp.]

Customer stats

Share key metrics that demonstrate impact. Use simple, clear numbers.

E.g., “2,500+ HR teams onboard faster with Onboardly”
“97% customer satisfaction”
“40 hours saved per onboarding cycle”

Awards/badges

Highlight relevant recognition, certifications, or trust signals

E.g., G2 Leader – Spring 2025
9.2 ★ TrustRadius
Top 10 SaaS Tools by TechRadar

Case studies

Optional: Link to full case studies for deeper validation.

Insert links

Product tour or feature deep dive (use tabs or cards for each highlighted feature)

Feature name

Benefit-focused explanation

Media link

Feature #1
E.g., Smart templates

E.g., “Create onboarding docs in seconds with pre-built, customizable templates.”

Insert link

Feature #2

Feature #3

Final call to action

Element	Guidance	Your content
Final headline	Restate your core value prop	E.g., "Your onboarding headaches end here."
CTA button text	Use the same CTA as in the hero section for consistency	E.g., "Book your free demo"

Optional but powerful add-ons

These extras can help drive trust, handle objections, and give users the final push to convert:

- **Comparison table:** Show how you outperform competitors
- **FAQs:** Answer common questions or concerns up front
- **Trust badges:** Highlight certifications (SOC 2, SSL, etc.)
- **Live chat or chatbot:** Let prospects ask questions when it matters most