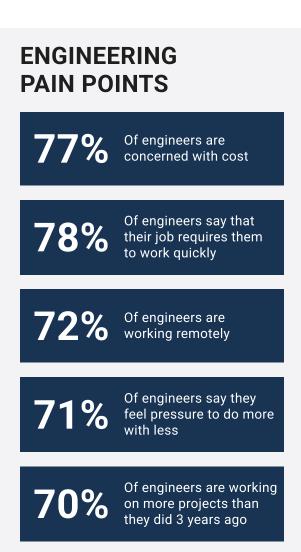
Designing Product Pages for Engineers



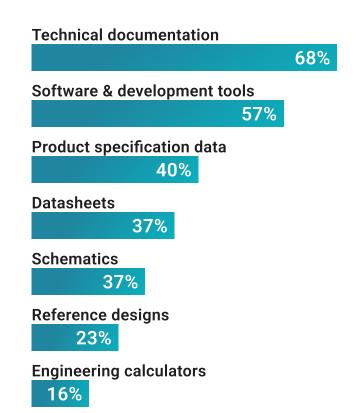


Electronics product pages are the pivots of electronics websites. They are both a destination and a major intersection of your website capabilities. By understanding the growing needs of electrical engineers and what they prioritize on a product page, electronics companies can optimize pages for conversion.



TOP PRIORITIES FOR ENGINEERS

According to engineers, technical documentation, software development and tools, product specification data, and datasheets are the most essential components of product pages. These were the top priorities for engineers:



Getting Started

Source: Mind of the Engineer 2019

