Day #8: Shoppable landing pages and gift guides

Shoppable landing pages and gift guides can be a savior for peak season shoppers who are often scrambling for ideas on what to buy their loved ones—or suggestions on what their loved ones can buy them!

Inspire these shoppers by curating pages and gift guides that showcase the likes of the below across your different product categories:

- **Best-sellers**
- **Most-viewed products**
- **Highly rated items**

Providing a curated list of your catalog's top picks on a single page helps shoppers see what's hot without them needing to wade through your whole store. It's why these pages are an excellent place to drive paid traffic—because that pool's going to be rich with new visitors to whom you're going to want to show off all your best bits!

There are all sorts of ways to structure your shoppable landing pages and gift guides, but the key is to have clear sections that help people immediately navigate to where's relevant for them, depending on their search. Consider how shoppers might be looking for:

- **Specific gift recipients, e.g., 'gifts for dad', 'gifts for her'**
- **A certain type of item, e.g., 'necklaces', 'earrings'**
- **Themselves! Include personalized recommendations to those who you've enough data on to be able to**
- **Social proof, e.g., get some UGC widgets on there**

Nosto users: You couldn't be better placed to create highly engaging gift guides, with the likes of Content Personalization, Product Recommendations and Visual UGC all at your fingertips. Fusing these different experiences into these pages will make them all the more rich and interesting—and, crucially, stand out from your competition's.