

How To Create Product Comparison Charts In WordPress To Boost Conversions And Make More Sales!

<http://www.productplrmonthly.com>

IMPORTANT

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<http://www.webcareergirl.com/product-comparison-charts.html>

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Introduction

Creating comparison charts will help your readers see, at-a-glance, which product might be right for them by comparing the key specs of various products in a category.

You can also use price comparison charts on individual product review pages to help your visitors find the best price, and help yourself secure an affiliate commission.

Both are known to massively increase conversions if you do it properly, so here's a method I've found for doing it (for free!)

Key Elements Of A WordPress Comparison Chart

Before putting together my first chart I did a bit of research into what other top sites were doing. Key elements include:

- A list of most common specifications for the product (obviously),
- A small image of each product,
- A star rating or a ranked order of products,
- An affiliate link to “buy now”,
- A link to read the full review on some other page on the blog.

Of course this can be adapted for different types of products, you could also use them for services such as hosting companies, or eBooks on a certain topic etc.

Best FREE Plugin For Product Comparison Charts – WP-Table Reloaded

Although you could create a table within a page/ post using HTML code, I am not the kind of person to bother with that! Instead I search for a free plugin and found a great one.

>> [WP-Table Reloaded](#) <<

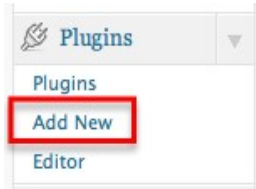
This plugin is *fabulous*. Here are a few of the features I like:

- Ability to reorder columns or rows after you've already completed the table,
- Allows users to sort, search and filter the information,
- The end result just looks good without fiddling around (important for busy people!)

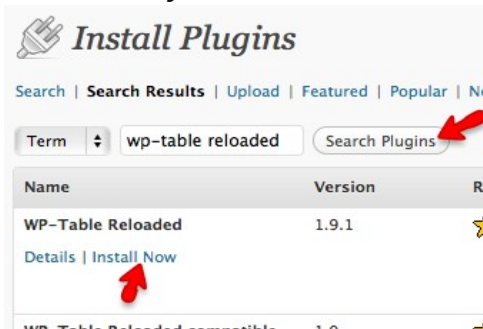
STEP 1: Install The Plugin

If you're already familiar with installing plugins this should be quick. If not, just follow these simple steps...

1. Click "Add New" on the plugins menu...



2. Search for "WP-Table Reloaded" and click "Install Now"



3. Wait for it to install then click "Activate"

STEP 2: Compile Your Data

Personally I compiled my data before I even went into WordPress. I saved it all into an Excel Spreadsheet that I had to copy and paste over later. But you could do it on the fly and enter it into the table plugin as you go, or copy and paste from a ready made comparison sheet. Just make sure you keep saving it, you wouldn't want to lose all that hard work!

(I've also looked into outsourcing this step of the process and can recommend [oDesk](#) as there's a wide range of different price/ skill levels on there to suit most budgets).

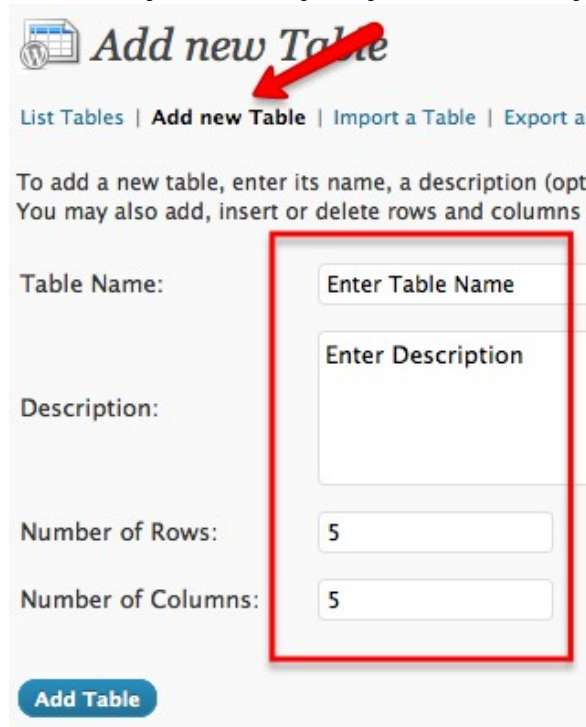
STEP 3: Create Your Comparison Table

Now it's time to put that information into your first comparison table. This is pretty easy...

1. ***Find WP-Table Reloaded under the tools menu in your WordPress dashboard...***



2. **First click “Add New Table” and then it’ll bring you to the table settings screen. Don’t worry if you’re not sure how many rows and columns you want yet, you can always alter this later...**



Add new Table

List Tables | **Add new Table** | Import a Table | Export a

To add a new table, enter its name, a description (opt
You may also add, insert or delete rows and columns

Table Name:

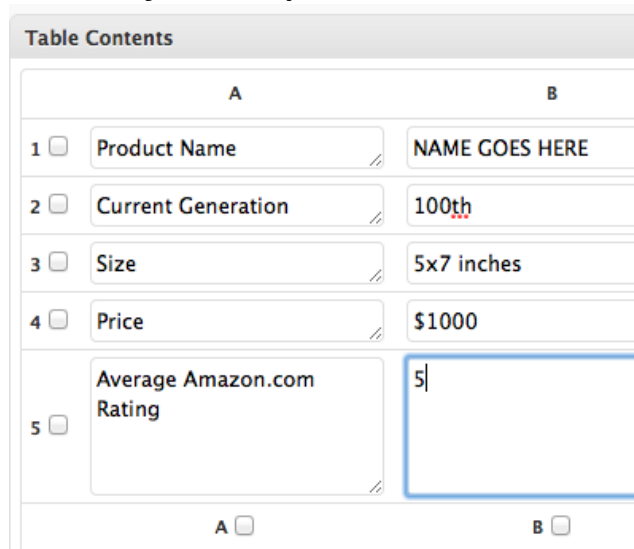
Description:

Number of Rows:

Number of Columns:

Add Table

3. **Now it’s time to fill in each field. You can use HTML in these fields (more on adding your images and links below) or just enter the text, for example...**



	A	B
1 <input type="checkbox"/>	Product Name	NAME GOES HERE
2 <input type="checkbox"/>	Current Generation	100th
3 <input type="checkbox"/>	Size	5x7 inches
4 <input type="checkbox"/>	Price	\$1000
5 <input type="checkbox"/>	Average Amazon.com Rating	5

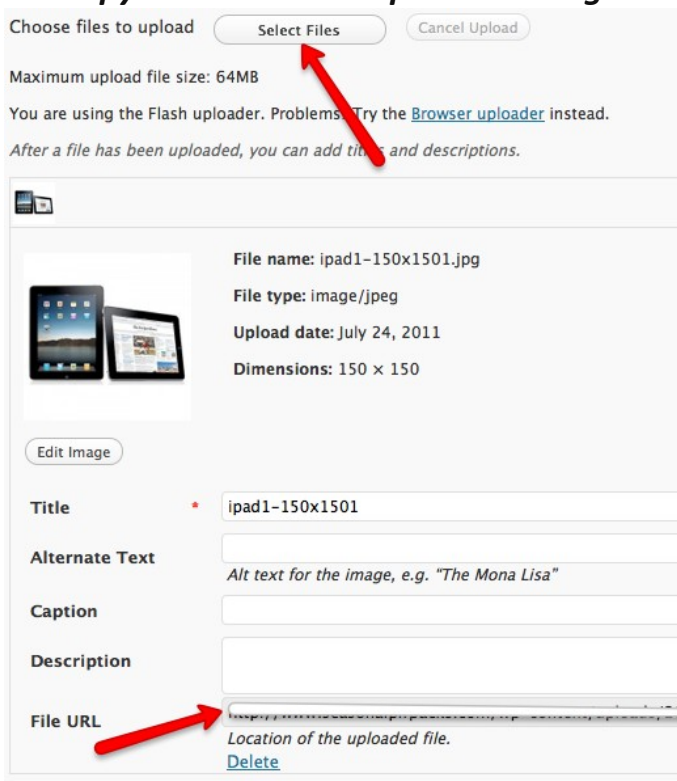
The best thing about using this plugin is you can go back and change the data at any time (for example if you originally made a mistake, or if the details later changed). All you do is select the table from the WP-Table Reloaded menu and edit it instead of creating a new one.

STEP 4: Adding Product Images, Buy Buttons and Links

1. Upload your product image or a buy now button image ([click here for some Amazon.com buy buttons](#)) to the WordPress media library (you may want to resize any image you use on your computer first before you upload, to help make the images in your table roughly the same size)...



2. Copy the link to the uploaded image...



3. Use HTML code to insert the image into the required table cell e.g. ``

Table Contents	
A	B
1 <input type="checkbox"/> Product Name	NAME GOES HERE
2 <input type="checkbox"/> Image	<code></code>

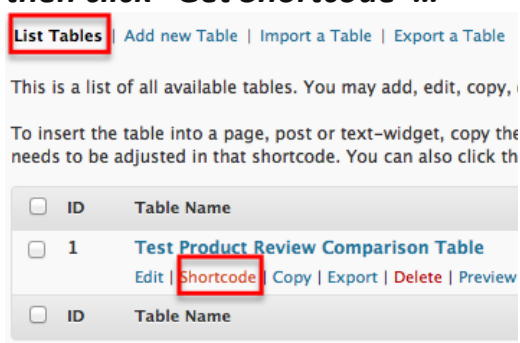
4. To add a hyperlink to your image or to any text in the table, just add standard HTML code e.g. `anchor text or image code goes here`

6 <input type="checkbox"/> Average Amazon.com	5
7 <input type="checkbox"/> Link to buy product	<code>anchor text or image code goes here</code>

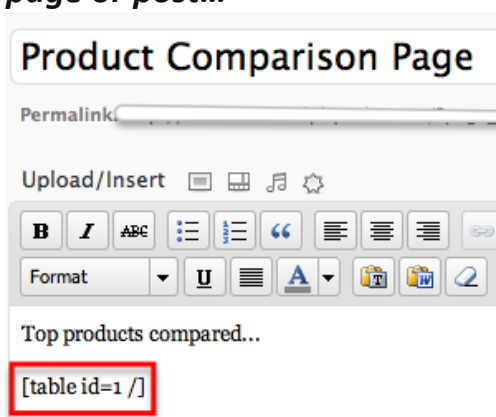
*TIP: Use the **Pretty Link plugin** to create links for your products so that if you ever need to change the links, you don't need to edit all your posts and tables, just change the link within the Pretty Link plugin settings and it'll update them all.*

STEP 5: Insert The Table Into A Post/ Page

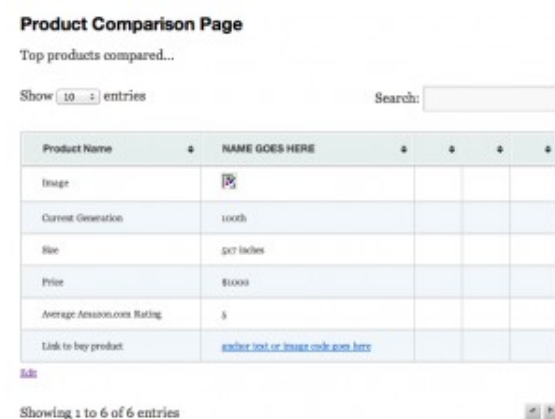
1. **From the WP-Table Reloaded plugin menu, select “List Tables” then click “Get Shortcode”...**



2. **Copy that shortcode and paste it where you want it to go in your page or post...**



3. **Publish your post and you’ll see your table. You can edit the post or table at any time. Here’s a sample of how it looks:**

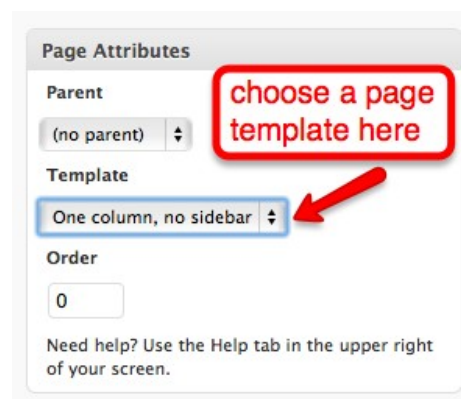


TIP: I recommend playing around with and tweaking the various settings in WP-Table Reloaded to change the way the table is displayed. If you want, you can turn off user sorting of columns, get rid of the search bar and so on.

IMPORTANT: How To Make Sure Your Table Displays Correctly

Sometimes product comparison tables can be pretty big, so I recommend breaking them up to make sure they fit smoothly on a page within your blog's theme. Here are a few ideas for separating products:

- One table for budget options, one for high end options,
- Different tables for different types of product e.g. Android smartphones vs. other operating systems,
- Different tables for products that were released in different years/ months,
- Use the “full width” page template option if your theme has one. This means your table post/ page won't have a sidebar and your table will fit in better.



How To Make *Price Comparison* Tables On Your Product Review Websites

If you want to compare prices for one product from different retailers, you can still do this using the method I wrote about above. The only downside is that prices change pretty often and you will have to keep updating them. I looked for a while trying to find a way to do this, and I'm pretty sure some people have managed to do it for free by accessing price data feeds and setting it up themselves, but it was all above my head.

I found a plugin that'll do it all for you. It doesn't look particularly fancy but it does the job well, especially since it makes it quite easy to sign up for affiliate programs for any prices it has found where you're not already a member (it works with Amazon, Commission Junction, Affiliate Window and some other affiliate networks).

Unfortunately this is a paid plugin but you can get a \$7 30-day trial if you want to test

>> [Comparipress Price Comparison WordPress Plugin](#) <<

25% discount coupon code: 25OFF

I have bought it and can verify that it works very well and does most things automatically, including finding all the networks you're signed up to and updating the prices every day, but I haven't been using it for very long yet.



The screenshot shows a table titled "iPad 2 Price Comparison Chart (Updated Daily)". The table lists various iPad 2 models and their prices from different retailers. Each row includes a retailer logo, the price, and buttons for "INFO" and "BUY".

iPad 2 Price Comparison Chart (Updated Daily)		
	\$5760.00	INFO BUY
+ iPad 2 WiFi + 3G 16 Gb sort - NEW + iPad 2 Dock - iPad docking station - iPad 2		
	\$6383.00	INFO BUY
+ iPad 2 WiFi 64 Gb Irvid - NEW + iPad 2 Dock - iPad docking station - iPad 2		
	\$7705.00	INFO BUY
+ iPad 2 WiFi + 3G 64 Gb sort - NEW + iPad 2 Dock - iPad docking station - iPad 2		
	\$490.00	INFO BUY
Apple iPad 2 MC799LL/A Tablet (16GB, WiFi, Black) NEWEST MODEL		
	\$535.99	INFO BUY
Apple iPad 2 MC979LL/A Tablet (16GB, WiFi, White) NEWEST MODEL		
	\$647.85	INFO BUY
Apple iPad 2 MC755LL/A Tablet (16GB, WiFi + Verizon 3G, Black) NEWEST MODEL		
	\$658.99	INFO BUY
Apple iPad 2 MC773LL/A Tablet (16GB, WiFi + AT&T 3G, Black) NEWEST MODEL		
	\$860.00	INFO BUY
Apple iPad 2 MC775LL/A Tablet (64GB, WiFi + AT&T 3G, Black) NEWEST MODEL		

Conclusion

As you can see, you *really don't need fancy plugins or expensive themes* to put together an extra element that'll really help give your product review websites a boost. I haven't used these nearly as much as I should have – a while ago I created a site with a comparison chart and barely any content (or traffic!) and I still made some sales from it! I think they have huge potential, which is why I've incorporated it into my PLR and my own websites.

Links Mentioned In This Guide

I know this post has turned out to be pretty long, so here are the links again:

- [Product PLR Monthly](#) (25% discount coupon code: warrior)
- [WP-Table Reloaded Plugin](#)
- [Pretty Link Plugin](#)
- [Amazon Add To Cart Buttons](#)
- [Comparipress Plugin](#) (25% discount coupon code: 25OFF)