

# Product Page Wireframe

01 — HERO

Product Gallery Images (stacked/carousel)

Instant Quote Form

Get a Quote

02 — TRUST BAR

★ 4.9 Rating

client logos...

ACF Field Group: Trust Bar  
rating\_number (Number) · review\_count (Text) · review\_platform\_link (Link) · client\_logos (Repeater → logo: Image, name: Text, min 4 / max 12)

03 — PRODUCT ATTRIBUTES / WHY CHOOSE US

Icon grid, first scan

Get Custom Quote

ACF Field Group: Product Attributes  
section\_heading (Text) · attributes (Repeater → icon: Image, label: Text, description: Textarea, min 4 / max 8) · cta\_button (Link)

04 — CONTENT A: "What Is Child-Resistant Packaging & How It Works"

SEO content block: 150-250 words

ACF Field Group: Content Block - Intro  
heading (Text) · body (WYSIWYG) · supporting\_image (Image, optional)

05 — PRODUCT DETAILS / SPECIFICATIONS (tabbed)

Tab: Material · Printing · Ink · Finishing · Add-ons

Material

Printing

Ink

Finishing

Add-ons

Spec Table

Dimensions —

Quantities —

Turnaround —

ACF Field Group: Specifications  
tabs (Repeater → tab\_label: Text, tab\_intro: Textarea, items: Repeater[icon: Image, name: Text], explore\_link: Link) · spec\_table (Repeater → spec\_label: Text, spec\_value: Text)

06 — CONTENT B: "Who Needs Child-Resistant Packaging" (Use Cases)

1/2 + per industry HQs

ACF Field Group: Use Cases  
heading (Text) · industries (Repeater → icon: Image, industry\_name: Text, description: Textarea ~2-3 sentences, min 3 / max 6)

07 — HOW IT WORKS / PROCESS

4-5 step strip

1

2

3

4

5

ACF Field Group: Process Steps  
steps (Repeater → icon: Image, step\_title: Text, step\_description: Textarea, min 4 / max 5 - step number auto-generated by loop index)

08 — CONTENT C: "Choosing the Right Material & Style"

Buying-guide style content

ACF Field Group: Content Block - Buying Guide  
heading (Text) · body (WYSIWYG) · comparison\_image (Image, optional)

09 — PRODUCT GALLERY

Finished project shots, optional video

▶ video (optional)

ACF Field Group: Product Gallery  
gallery\_heading (Text) · gallery\_images (gallery field) · video\_embed (oEmbed, optional)

10 — CONTENT D: "Design & Customization Options"

100-150 words

ACF Field Group: Content Block - Customization  
heading (Text) · body (WYSIWYG)

11 — SOCIAL PROOF / REVIEWS

Live widget + curated testimonials

Embedded Google / Trustpilot review widget

ACF Field Group: Reviews  
review\_widget\_embed (oEmbed / shortcode) · testimonials (Repeater → photo: Image, name: Text, quote: Textarea, source: Text, min 3 / max 6)

12 — SECONDARY FORM (Free Sample Request)

Mid/lower funnel — different fields than hero form

Get Started

ACF Field Group: Secondary CTA Form  
form\_heading (Text) · form\_subtext (Textarea) · form\_shortcode (Text - form-plugin shortcode ID) · incentive\_image (Image)

13 — CONTENT E: "Compliance & Safety Standards"

CPSC / PPPA language — trust-critical

ACF Field Group: Content Block - Compliance  
heading (Text) · body (WYSIWYG) · certification\_badges (Repeater → badge\_image: Image, badge\_label: Text)

14 — RELATED / SIMILAR PRODUCT PAGES

Internal-linking hub, feeds SEO siloing

ACF Field Group: Related Products  
heading (Text) · related\_products (Relationship field → Product post type, OR Repeater → image: Image, title: Text, link: Link, min 4 / max 6)

15 — CAPABILITIES / AUTHORITY (Why Us — company level)

Procurement/buyer trust: years, stats, downloadable profile

Download Company Profile (PDF)

Browse Catalogue

ACF Field Group: Capabilities  
heading (Text) · intro (Textarea) · capabilities (Repeater → icon: Image, label: Text, min 6 / max 8) · stats (Repeater → stat\_number: Text, stat\_label: Text) · downloadable\_pdf (file) · cta\_buttons (Repeater → label: Text, link: Link)

16 — FAQ

Accordion, 5-8 Qs — schema/AI-answer target

ACF Field Group: FAQ  
faq\_items (Repeater → question: Text, answer: Textarea/WYSIWYG, min 5 / max 8) — pair with FAQ schema output (Yoast/RankMath or custom JSON-LD)

17 — FOOTER

Managed via WP Menus / global template — not ACF page-level