Product page merchandising *review*



We annotate one product page and propose a revised sequence for images, specifications and purchase decisions.

Who it helps

Merchants and online retail teams

The problem to solve

A product page can bury specifications or the detail that lets a buyer commit to a purchase.

Working through the brief

1. **Review the existing product page**

   Gather the agreed inputs. The shop URL or approved test access, plus the relevant checkout or trading rules.

2. **Annotate buying friction**

   Track “Page element” and “Purchase question” together so the reviewer can connect the source information to the result.

3. **Recommend a revised sequence**

   Use the annotated review to brief a merchandising change and check whether buyers can find the information in the expected order.

4. **Check the scope at handover**

   Subscriptions, platform fees, advertising and fulfilment charges are separate.

Worked example

A product page shows several sizes without explaining fit. Place the approved size information where the buyer chooses a variant.

Read the service scope / COM-013

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