BUSINESS CASE WHITEPAPER · COM-007

Ten-listing health check

Know which edits will make ten listings clearer to buy from.



The decision

Ten product listings need clearer edit priorities before the team spends time on a catalogue rewrite.

What the fee buys

We score ten listings for missing fields, unclear titles and image gaps and return a prioritised edit sheet.

When to commission

Buy when ten live listings can be selected and an editor can implement the priority changes.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

A listing says small oak tray. The verified specification gives dimensions of 18 × 12 cm.

In this illustrative case

Log the supported dimensions as a text edit. Assign the missing scale photograph as a separate asset request.

Inputs and ownership

Choose ten live listings and provide their URLs or IDs, plus any required field or image rules.

1. Select ten listings
2. Score content and images
3. Prioritise edits

Using the handover

Use the edit sheet to give staff a clear sequence for improving the selected listings.

An alternative to buying

Run an internal audit if an editor has a shared scoring method and reliable specifications.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£149 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Subscriptions, platform fees, advertising and fulfilment charges are separate. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 3.73 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Count evidence-backed field, title and image issues closed after the merchant implements the edit sheet. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 2–3 working days.

Approval test

Buy when ten live listings can be selected and an editor can implement the priority changes. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification COM-007, GBP catalogue fee and an illustrative working case. View service scope.

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