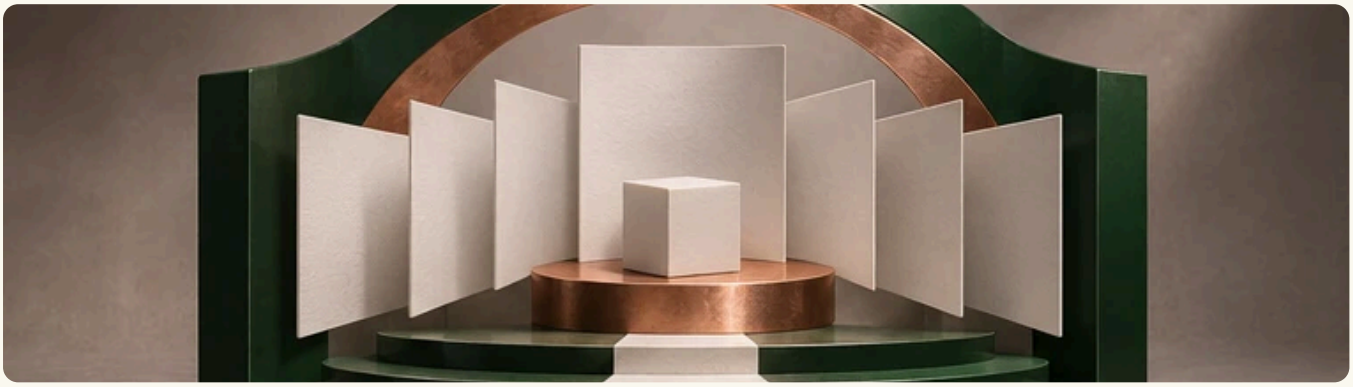
BUSINESS CASE WHITEPAPER · COM-013

Product page merchandising review

Put the answer beside the purchase decision on your product page.



The decision

Important specifications appear too late to support a shopper's product choice.

What the fee buys

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

When to commission

Buy when the merchant wants a reasoned sequence for one product page and can supply approved assets.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

A customer sees three lifestyle images before finding the size specification.

In this illustrative case

Place the verified dimension and a scale image beside the choice they inform.

Inputs and ownership

Share one product URL and the specifications and image assets the merchant has approved.

1. Review the existing product page
2. Annotate buying friction
3. Recommend a revised sequence

Using the handover

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

An alternative to buying

Use a simple content edit when one known detail is missing and placement is obvious.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£249 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 6.22 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

Observe whether reviewers can locate the specification needed for a named purchase decision. 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 the merchant wants a reasoned sequence for one product page and can supply approved assets. 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-013, GBP catalogue fee and an illustrative working case. View service scope.

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