

Product Evidence Field Sheet

Use this sheet to review whether a Shopify product page gives shoppers enough proof to choose, compare and trust the product before you rewrite metadata or install another app.

BEST FOR

Priority products that support important collections, revenue, search impressions or high-consideration buying decisions.

USE WHEN

Use when a product page feels thin, duplicated, unclear, media-light or disconnected from the collection it supports.

Buying risks to remove

- The shopper cannot tell exactly what the product is.
- Fit, size, dimensions or compatibility are unclear.
- Variants are hard to compare.
- Images do not show scale, use, detail or differences.
- Reviews, warranty, delivery or returns do not reduce trust risk.
- The product does not link back to the collection or guide it supports.

Evidence review table

EVIDENCE AREA	CURRENT STATE	GAP	FIX
Identity			
Fit / compatibility			
Specifications			
Media			
Trust			
Internal links			

Priority decision

PRODUCT URL	COLLECTION SUPPORTED	RISK	OWNER	RETEST DATE

Field note: The aim is not a longer product page. The aim is a product page that leaves less for the buyer to guess.