

ANATOMY OF A FASHION PRODUCT PAGE

1. PRODUCT TITLE (H1)

SEO-first: “Men’s Slim Fit Linen Shirt – Sand” – Keywords included

2. KEYWORD-RICH TEXT

2 – 4 lines of lifestyle/benefit-led text
“Breezy, breathable, built for summer.”

3. VISUALS

- Model & product shots
- Video (walk or try-on)
- Diverse representation

4. HIGHLIGHTS BLOCK

- Fit, fabric, care
- Size help link
- Sustainability badge (if relevant)

5. SOCIAL PROOF

- Star rating & reviews
- UGC carousel or tagged looks

6. PRICE & CTA

- Clear price
- Size/colour picker
- “Add to Bag” always visible

7. REVIEWS SECTION

- Filter by size/body type
- Fit notes: “Runs small / True to size”

8. FAQ + DELIVERY INFO

- Expandable answers
- Answer genuine questions people ask

