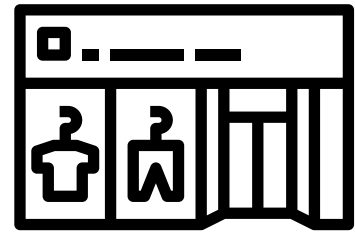


# CATEGORY PAGE MERCHANDISING



Similar to the aisles in your favorite neighborhood store, eCommerce Category pages should be structured and merchandised in a way that is intuitive and makes it easy for prospects to quickly find the products they're looking for.

## Consider The Following:

1. Are product category pages merchandised to **feature "Best Sellers"** as the default SORT setting?
2. Is the faceted **search structured** with intuitive, relevant filter options to expedite the shopping process (e.g. Filters -> Liquid -> Gasoline)?
3. Where applicable, is **sale pricing displayed** in "Was/Now" format and featured prominently to clearly communicate savings?
4. Are **images high quality** and clear?
5. Are **products able to be compared side-by-side** for added shopping convenience?



Want to learn more?

[Download the complete 60+ point B2B eCommerce Optimization guide.](#)

**NordicClick**