

Q4: useful pages, controlled costs

A workshop to prepare store pages, check product information and understand the effect of a discount.

Start with three decisions

Which pages answer buying questions? What information is missing? What contribution remains after entered costs? Choose five priority pages before expanding the list.

Distinguish three page types

Category: compare a set of products. Product: choose a variant using its facts.

Campaign: understand an offer and its dates. Retain an old URL only when its purpose remains relevant.

Check the mobile journey

Open the page, understand the product, select a variant, check price and delivery, continue toward purchase. Record one observable obstacle at each step and fix what prevents a decision.

One claim, one source

For “compatible with...”, retain the compatibility source. For a dimension, retain the specification or measurement. For a delivery date, verify the carrier and your stock. Correct or remove an unsupported claim.

Calculate contribution

Discounted price = price $\times$ (1 – discount/100). Contribution = discounted price – product – fulfilment/delivery – variable fees – acquisition. The result subtracts only entered costs; it is not accounting profit.

US example: the discount changes the result

Illustrative pre-tax USD scenario: price 100, product 30, fulfilment 5, fees 3%, acquisition 12. At 10% off: $90 - 30 - 5 - 2.70 - 12 = 40.30$. At 20% off: $80 - 30 - 5 - 2.40 - 12 = 30.60$. Compare using your own costs.

10% discount → USD 40.30 contribution



20% discount → USD 30.60 contribution



UK example: same formula, different inputs

Illustrative pre-tax GBP scenario: price 70, discount 15%, product 22, fulfilment 4, fees 3%, acquisition 8. Discounted price: 59.50. Contribution: $59.50 - 22 - 4 - 1.785 - 8 = 23.715$, or 23.72 rounded. This is not a conversion of the USD scenario.

Add what the calculation does not cover

Returns, taxes, subscriptions, fixed costs, losses and labour are not automatically deducted. An attributed acquisition cost depends on your measurement method. Also check stock and fulfilment capacity before a promotion.

Measure each step

Impression → click → visit → product visit → order. Use consistent dates and definitions. UTM parameters identify a campaign; they do not prove a sale. Include no personal data. Keep missing measurements marked as missing.

Your plan for this week

Day 1: five pages and one buying question each. Day 2: evidence and variants. Day 3: mobile journey. Day 4: discount scenarios. Day 5: campaign links and tracking worksheet. After the campaign: remove expired offers and retain useful guides.

Resources, references and reuse

Original resources: Search Engine Trends. Illustrative examples; no client results claimed. Code and worksheets use the MIT licence. Official references below document campaign pages, product information and sales events.

- Free resources — <https://searchenginetrends.com/en/resources/>
- Calculators — <https://searchenginetrends.com/en/tools/>
- Google campaign-page guidance — <https://developers.google.com/search/blog/2021/07/deals-best-practices>
- Google product data — <https://developers.google.com/search/docs/appearance/structured-data/product>
- Shopify sales events — <https://help.shopify.com/en/manual/promoting-marketing/sales>