

TEMPLATE · CONTENT AND PAGES

A product page should help someone choose.



Rewrite one product page around the facts a buyer needs to choose. Intake questions, an editable outline, a review checklist and a worked before and after.

VERSION	UPDATED	FROM
1.0	8 October 2026	praised.co/templates/product-page-rewrite-kit

ILLUSTRATIVE EXAMPLE

Every fact in the example is illustrative, written to show the shape of a rewrite.

[START HERE](#)

How to use it

1. Pick one page, and the buyer questions it should answer. The buyer-question workbook's Page mapping tab lists them.
2. Ask the intake questions of the people who know the product: product, sales and support.
3. Draft in the outline. Keep the facts you were given and leave a gap where one is missing.
4. Check the draft against the review checklist before it ships, then ask the page's questions again next month.

What's inside

1. **Intake questions.** For product, sales and support.
2. **The page outline.** Six blocks, in the order a buyer reads.
3. **Fact and review checklist.** Twelve checks before it ships.
4. **Worked example.** A before and after.

PART 1

Intake questions

Ask the people who know the product: product, sales and support. Write their answers in their words; you'll edit later.

The job

What job does a buyer hire this product to do, in their own words?	
What were they using before, and why did it stop working?	
What makes the choice hard for them?	

Who it suits

Which teams, company sizes, industries or regions is it built for?	
Who is it not a good fit for, and what should they use instead?	

Facts that change the decision

What does it cost, how is it billed, and is there a minimum?	
Which tools does it work with, and how: built in, an add-in, or an API?	
What are the limits: volumes, languages, file types, regions?	
How is customer data handled: where it is stored, for how long, and which certifications apply?	
What changed recently that the page doesn't say yet?	

Proof

Which claims can we back with a source: documentation, a public case study, a review, a certificate?	
Which customers can we name, with their permission?	

Questions buyers ask

Which questions in the buyer-question workbook should this page answer?	
What do sales hear on the first call, and what does support hear in the first week?	

PART 2

The page outline

One block per heading, in this order. Replace each line in brackets with your own words, and keep gaps visible until someone confirms the fact.

The one-sentence answer

[What it is, who it's for and the job it does. No adjective a competitor could also claim.]

The facts that change the decision

[Price and billing, what it works with, the limits, and how data is handled. Date them.]

How it works

[The job in three or four steps, the way a user would describe it.]

Who it suits, and who it doesn't

[The situations it fits, and an honest line on when another kind of tool fits better.]

Questions buyers ask

[The questions mapped to this page, each answered in full sentences that still make sense when quoted alone.]

Sources and last checked

[Where each fact comes from, and the date someone last confirmed it.]

PART 3

Fact and review checklist

Run it on the draft before it ships. Every box should be ticked, or have a name next to it.

The facts

- | | |
|--|-----------|
| ☐ Every number on the page is current, and the page says when it was last checked. | Who _____ |
| ☐ Price, billing and any minimum are stated, or the page says plainly how pricing works. | Who _____ |
| ☐ Limits are stated: volumes, languages, regions, file types. | Who _____ |
| ☐ Each claim a buyer might question links to a source. | Who _____ |
| ☐ Nothing was invented to fill a gap. A missing fact stays missing until someone confirms it. | Who _____ |

Could someone choose?

- | | |
|--|-----------|
| ☐ The first sentence says what it is, who it's for and the job it does. | Who _____ |
| ☐ A reader can tell who it doesn't suit. | Who _____ |
| ☐ Each question mapped to this page has a full-sentence answer that makes sense on its own. | Who _____ |
| ☐ The key facts are on the page as text, not only in images or a PDF. | Who _____ |
| ☐ After reading it, someone could explain why this product fits their situation. | Who _____ |

Before it ships

- | | |
|---|-----------|
| ☐ Product, sales and legal have checked the facts. | Who _____ |
| ☐ The page's questions are in the workbook, ready to ask again next month. | Who _____ |

PART 4

Worked example: before and after

ILLUSTRATIVE EXAMPLE

Every fact here was written to show the shape of a rewrite, not checked.

The page: clauseminds.com/legal-teams. The buyer-question workbook found it doesn't state team size or seat pricing, and one assistant said as much in its answer.

Before

The ultimate AI platform to transform how legal teams work.

Unlock efficiency, reduce risk and empower your team with next-generation contract intelligence.

Seamless integrations. Works with the tools you already love.

Enterprise-grade security. Your data, protected at every step.

Built for the future. Stay ahead with cutting-edge AI.

Button: Request a demo

No price, no team size, nothing a buyer could use to choose, and every line could sit on a competitor's page.

After, block by block

Block	What the page says
The one-sentence answer	ClauseMinds reviews supplier contracts inside Microsoft Word, for in-house legal teams of 10 to 200 people.
The facts that change the decision	\$49 per seat a month, billed yearly, from 5 seats. Word for Windows, Mac and the web. English and German contracts. Contracts deleted after 30 days.
How it works	Open a contract in Word. Run ClauseMinds from the ribbon. Review each flagged clause against your playbook and accept or reject it as a tracked change.
Who it suits, and who it doesn't	Built for legal teams that review contracts in Word. If you mainly track renewal dates and have no legal team, a contract management tool will suit you better.
Questions buyers ask	Does it suit a 40-person legal team? Yes. Teams of 10 to 200 share one playbook, and seats can be added at any time.
Sources and last checked	Pricing, security overview and Word add-in documentation. Facts last checked 6 October 2026.

Every fact here came from the intake, and each block still makes sense when it is quoted on its own.

Product page rewrite kit, version 1.0, 8 October 2026. praised.co/templates/product-page-rewrite-kit. Template by Praised; delete this line if you like.