PRODUCT ORGANIZATION

WORKSHEET

BRAINSTORM YOUR CATEGORIES
What are your customers looking for when they visit your site? List the categories here. Ideas: By brand/vendor, type of product, season, recipient
NARROW IT DOWN
In your Brainstorm list, cross off any categories that are unnecessary. Having 1-2 is best. Now, write a new list of your categories with subcategories. See the next page for inspiration.

PRODUCT ORGANIZATION

INSPIRATION



WOMEN
MEN
KIDS
DOGS
NEW MOM
BRIDE
GROOM

SHOP BY PRODUCT

TOPS
BOTTOMS
SHOES
JACKETS
BAGS
SCARVES

SHOP BY ROOM

BATH KITCHEN DINING LIVING BED PATIO

SHOP BY BRAND

LULU LEMON NEW BALANCE NIKE ADIDAS UNDER ARMOR SAUCONY