Product Page Review — Hylo Axis Running Shoes (Stone)

Store: Achilles Heel — independent running specialist, UK **Page reviewed:** Hylo Axis Running Shoes, Stone colourway, £160.00 **Score: 7/10**

This is a well-written page — the description, the "Best For" and "Is this right for you" sections genuinely help a buyer decide. The four points below are what's holding it back from converting as well as it could.

Top priorities

1. No reviews anywhere on the page

For a £160 shoe, there is no star rating, no review count, no customer quote — nothing. A buyer comparing this to a brand they already trust (Nike, Hoka, Saucony, all named in the site's own banner) has no social proof to tip the decision this way. Even a handful of reviews, or a simple "X customers bought this in the last 30 days," closes part of that gap.

2. No real size guide

The size selector is a bare list of UK sizes (3.5–12) with no US/EU conversion and no fit chart, even though the copy itself says the shoe "fits true to size." That claim is only useful if the buyer can check it against a brand they already own. A linked size chart (or at least a one-line note: "runs true to size — order your normal size") removes a common reason for non-purchase (fear of ordering the wrong size).

3. Performance claims with nothing behind them

"Maximum cushioning," "unrivalled fit," "exceptionally fluid transition," "higher energy return" — none of these are backed by a number, a lab test, or even a comparison to the brand's other models. A hesitant buyer reads marketing language, not evidence. Pick two or three claims and back them (a stack-height comparison chart, a published energy-return percentage, a "degrees of rocker" spec) — the rest can stay as flavour text.

4. Delivery and returns are buried

"Free UK delivery over £80" and the 28-day return policy are good, reassuring terms — but they sit below the full product description, well past the Add to Cart button. A buyer deciding whether to commit £160 should see delivery cost and the return window **before or right next to** the price, not after scrolling through three paragraphs of midsole technology.

Worth fixing next

- **No country of manufacture.** Given the page leans on sustainability (bio-based foam, recycled laces), buyers who care about that story often also want to know where it's made.

- **No care instructions.** A knit, bio-based upper likely needs different care than a standard mesh shoe (e.g. no machine wash) — nothing is said.
- **No FAQ.** Sizing, washing, and warranty are the three questions this page's own content raises but doesn't answer.
- **Inconsistent depth across the product line.** Other Hylo pages on this same store (e.g. the Impact model) show a B Corp score and Higg FEM/BRM/PM certifications. The Axis page drops all of that, which undercuts the brand's own sustainability pitch on this specific page.
- **No sibling comparison.** "You may also like" shows only colourway variants of the same shoe, not a quick comparison to Hylo's other models (e.g. a lighter racing shoe) for a buyer who isn't sure Axis is the right one.
- **Photography is staged-only.** Clean studio and lifestyle shots, but no close-up of the outsole tread — odd, since traction is one of the stated selling points ("TreadLight™... increases traction").

What's already working well

- Clear, well-organised description (midsole / upper / outsole, each its own short section)
- "Best For" and "Is this right for you" — genuinely useful, buyer-facing language, not just spec-dumping
- Concise tech-spec block (weight, drop, surface, stability) that's easy to scan
- Cross-sell ("You may also like") present on the page
- Delivery and returns terms are generous and clearly worded, once found

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