Product Page Review — Tojiro DP Santoku

Store: Cutting Edge Knives (cuttingedgeknives.co.uk)
Page: https://cuttingedgeknives.co.uk/products/tojiro-dp-santoku
Reviewed: 16 November 2026 · Free sample review by Page Audit Studio

---

Summary

This is a strong product page: full measured specifications, 8 photos, clear delivery and money-back promises, and a long range review. The weaknesses are small and mostly fixable in under an hour. Of the 10 points below, the first four are the ones most likely to affect a buyer's decision.

Overall: 7.5 / 10 — above most independent stores. The gaps are in product-specific copy, on-page proof and a few technical details.

Top priorities (fix these first)

1. Only one review is shown on the page

The store shows 4.92 stars from 3,784 reviews site-wide, but this knife shows a single review ("Bought as a gift"), and it appears twice in the page source. A £110 knife with one review looks less trusted than it is.

Suggested fix: Ask recent buyers of this specific knife for a review (a short email 2–3 weeks after delivery works well). If the review app supports it, display a few verified reviews for the DP range on each DP product until the individual knife has its own. Also check the duplicate review entry in the review app.

2. Most of the description is about the DP range, not this knife

The 600-word "range review" (First Impressions, Beauty, In Hand, Durability…) is good writing, but it is the same text a shopper would read on the DP gyuto, petty or nakiri. There is almost no text that says what a *santoku* at 172 mm is good for.

Suggested fix: Add one short paragraph above the range review that is only about this knife:

- what a santoku does best (vegetables, boneless meat, fish; flat profile suits up-and-down chopping rather than rocking),
- why 172 mm is a sensible all-round size for a home kitchen,
- who should pick the gyuto or nakiri instead. Keep the range review below it.

3. Country of manufacture is not in the specifications

The brand section says Tojiro was founded in Niigata, Japan, but the specs never say where this knife is made. For Japanese knives this is one of the first things buyers look for, and it is a common question in customer emails.

Suggested fix: Add a "Made in" line to the spec list (confirm with Tojiro: the DP range is generally made in Tsubame-Sanjo, Niigata).

4. No care steps on the page

The copy says the knife "needs little care" and links to general care instructions, but there is nothing on the page itself. Buyers who are new to Japanese knives (one of the stated target groups) need to see "hand wash, dry immediately, no dishwasher, no frozen food or bones" before they buy, not after.

Suggested fix: Add a 4-line "Care" block under the specifications, or an expandable "Care" tab.

Secondary improvements

5. All 8 images use the same alt text ("Tojiro DP Santoku")

Harmless for sighted shoppers, but it wastes the image-search and accessibility value of 8 good photos. **Fix:** Describe each image: "Tojiro DP Santoku blade profile, 172 mm", "handle and bolster close-up", "spine thickness at heel", etc.

6. No product-specific FAQ

The page links only to the general FAQ. The questions that matter for this knife are predictable: left-handed use (already answered in the specs, but hidden), dishwasher, sharpening angle, whether it comes with a sheath or box, gift packaging. **Fix:** A 5-question FAQ block using the answers the store already gives by email.

7. No comparison with its siblings

The page mentions the DP is "slightly heavier than a wa-handled knife" and stops there. A buyer choosing between the DP Santoku (£110), DP Gyuto and DP Nakiri has nothing to help them decide. **Fix:** A small 3-column table: blade length, weight, best for. Link each column to its product.

8. "Outstanding value", "hugely popular", "easy to sharpen" are not backed up

These claims are probably true, but nothing on the page shows it. **Fix:** One line of proof for each: e.g. number sold / years stocked for "popular"; the 60 HRC and VG10 line for "easy to sharpen" (VG10 is forgiving for beginners); the comparison table for "value".

Technical and labelling details

9. Small inconsistencies that look careless to attentive buyers

- The care section says "a stainless core clad in stainless steel"; the specs say VG10 core with stainless cladding. Same thing, but the wording reads as if two different knives are described.
- The collection is named "Tojiro – Fujitora DP" while the product is "Tojiro DP".
- The YouTube icon in the footer links to an Instagram URL.

- The Twitter/X site handle in the page metadata is an empty "@".
- The social-share image (og:image) uses an http URL rather than https.

Fix: 15 minutes in the theme settings and the product text.

10. No VAT note next to the price

UK buyers assume £110 includes VAT; overseas buyers (the store ships worldwide) often do not know. A short "incl. UK VAT — overseas orders exclude VAT / may be subject to import duty" line next to the price prevents a common cart-abandonment reason.

What is already good (keep it)

- Full measured specifications, including blade thickness at two points and weight: better than most competitors.
- 8 photos including detail shots.
- Free tracked worldwide delivery, 30-day money-back promise and UK price match, all visible above the fold.
- Clear statement that the knife suits left- and right-handed users.
- Hardness figure marked as manufacturer-supplied, which is honest.

If you want the full store review

This sample looked at one page. A full review covers your 10 best-selling product pages with the same checklist, plus the collection pages and the path to checkout, delivered as one prioritised document you can hand to whoever edits the store.

— Page Audit Studio