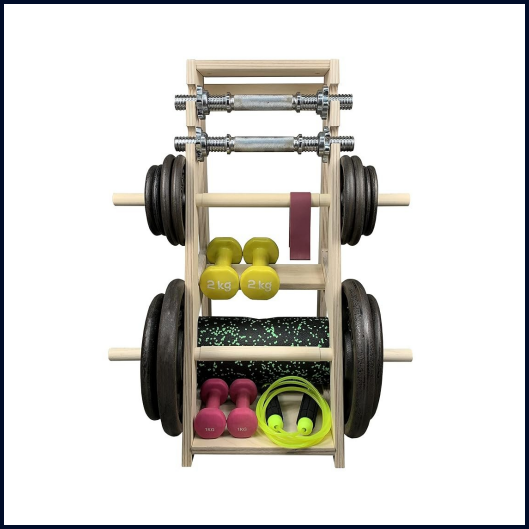
Product diagnosis · Amazon listing

Sample report: Fitness equipment storage

Listing title: „Gewichtshalter für das Heimfitnessstudio Hantelständer Multifunktionaler Kurzhantelständer für Hanteln - Gewicht Halterung 160 kg - Made in Italy“

ASIN	Marketplace	Data as of	Images checked
BEISPIEL00	amazon.de	09.11.2026	12 of 12



Start here

The load capacity specification is contradictory across the title, product details, and image

Area **Proof** Evidence level **Initial indication** Effort **medium**

4 issues in 2 areas, 3 of them first

Evidence: consistently Initial indication

Analyzed: Listing: analyzed · Historical data: analyzed · Images: 12 of 12 analyzed · Listing analysis: analyzed · Competitive data (Amazon search): 8 results analyzed, 6 of them from other brands

Not included: Search volume per term and search positions · Revenue shares, promotions, conversion and return reports · Measurement of buyer response

Work through each finding

- **A** **Verify** against the original before making changes
- **B** **Implement** only if verification confirms the finding
- ☐ **Check off**, once the criterion is met

Anonymized practical example from a real agent run in the current report structure. Brand, model, and product identifiers have been removed, trademarks in the images have been retouched out; otherwise, the images are unaltered original images from the analyzed listing. Unavailable data is not supplemented. The number and strength of findings vary by listing. Method: Decision Confidence Framework by Erik Trinkaus.

01 Start with these three tasks.

Five buyer questions

01 · Relevance	02 · Clarity	03 · Proof	04 · Risk	05 · Friction
"Is this really right for me?"	"Do I understand the offer?"	"Can I believe the promise?"	"What happens if I make the wrong choice?"	"How difficult is this decision?"
2 barriers · 1 further point	**5 further points**	**1 barrier · 1 further point**	No finding in this run	**1 further point**

"No finding in this run" does not mean "everything is fine". The available data simply shows no finding there.

☐ **01**

03 · Proof "Can I believe the promise?" Page 3

What holds buyers back: **The load capacity specification is contradictory across the title, product details, and image**

Where in the listing: See "What the buyer sees".

What you do: **Check with the manufacturer's documentation or the manufacturer which value (160 kg, 150 kg, or 5 kg) describes the actual maximum load capacity.**

Effort: medium ● ○ ○ ○ **Initial indication**

☐ **02**

01 · Relevance "Is this really right for me?" Page 4

What holds buyers back: **No image shows the stand in a furnished home gym**

Where in the listing: Main image, gallery 1–4, A+ 1–7

What you do: **Check whether existing photo material already shows the stand in a use environment that has not yet been used in the listing.**

Effort: medium ● ○ ○ ○ **Initial indication**

☐ **03**

01 · Relevance "Is this really right for me?" Page 6

What holds buyers back: **Function images tend to show features rather than the benefit for buyers**

Where in the listing: Main image, gallery 1, A+ 3, 5

What you do: **For each feature image, check which buyer benefit belongs to the shown characteristic – basis: bullet points and description.**

Effort: medium ● ○ ○ ○ **Initial indication**

Additional issue: "Performance claims without stated evidence", see Further points.

7 checks: 3 notable, 3 unremarkable, 1 not checkable

01

Buyer question: 03 · Proof

Evidence level: Initial indication

Effort: medium

The load capacity specification is contradictory across the title, product details, and image

"Can I believe the promise?"

What the buyer sees

Title	Produktdetails-Tabelle
160 kg	**5 kilograms**

What the listing says

Title: „Gewicht Halterung 160 kg". Product details table: „Max Nutzlast: 5 Kilogramm". A+ 3 (image analysis): states 150 kg. Review topics (analysis of your listing, sample of 13 reviews): „Kompatibilität beladener Hanteln" (criticism, 1 mention) and „Begrenzte Aufnahmekapazität" (criticism, 1 mention), each only partially addressed in the listing.

What reviews say about this

Compatibility with loaded dumbbells criticism, 1 mention (listing analysis).

Why it holds buyers back

„How much weight can the stand actually hold?"

Risk if left unresolved

If it remains unclear which value applies, buyers may use the stand for dumbbells that are too heavy or decide against the purchase entirely out of caution. The risk: a wrong purchase, a return, or safety concerns from overloading.

What you do

A Verify

The first step is in the overview above.

B Change

If the documentation confirms one value, correct the title, product details table, and A+ 3 to consistently reflect that value; if the documentation shows different measurement bases (e.g., per shelf instead of total), state that explicitly in the listing.

☐ Done when

The title, product details table, and A+ 3 state the same load capacity value, confirmed by documentation.

How certain this is

Initial indication · Which documentation explains the three different values is not shown by the supplied data.

Assessment

Weight for the buyer

high (assessment, not measured)

Why this could unsettle buyers

This is a matter of evidence: buyers cannot confidently trust the load capacity specification because three sources state different values; this also affects the clarity of what they actually get.

What still needs clarifying

Does „5 Kilogramm“ in the product details refer to the load capacity, or has it been confused with the separately stated item weight (also 5 kg)?

Why this order

First, because finding strength „Erster Hinweis“ and weight „hoch“ together rank highest in this run.

02

Buyer question: 01 · Relevance

Evidence level: Initial indication

Effort: medium

No image shows the stand in a furnished home gym

“Is this really right for me?”

What the buyer sees

0 of 12 images show a use or installation setting

Image inventory from the image analysis, no measured effect on buyers

Main Image	Gallery 1	A+ 1	Gallery 2	A+ 2	Gallery 3	A+ 3	Gallery 4	A+ 4	A+ 5	A+ 6	A+ 7
not in use	not in use	not in use	not in use	not in use	not in use	not in use	not in use	not in use	not in use	not in use	not in use
Main image, function	Function, Detail	Detail	Detail	Person	Scale	Function	Detail	Function	Function, Detail	Function	Other

Listing order; blue: role in use. Roles describe the image content, not how buyers react.

The original images are not shown here: not every analysed image could be loaded from the stored run with a matching checksum. The slots show the roles from the image analysis.

Where in the listing Main image, gallery 1–4, A+ 1–7

What the listing says

Image evaluation (image analysis): main image 1, function 6, person 1, scale 1, detail 5, other 1 – none with the role „einsatz“. B13 rates the relevance of the use scenario as high, since the title and bullet 1 state organization in the home gym as the core benefit. Where in the listing: main image, gallery 1–4, A+ 1–7.

Why it holds buyers back

„What does this look like at my home and does it fit in my space?“

Risk if left unresolved

Without a change, buyers may find it harder to imagine whether the stand fits in their space. The risk: hesitation or choosing a seller with more illustrative images.

What you do

A Verify

The first step is in the overview above.

B Change

If suitable material exists, add it to the gallery; if not, plan a shoot in an environment that matches the target audience.

Done when

At least 2 images show the product in the target audience's use environment.

How certain this is

Initial indication · Whether a usage image influences the purchase decision is not shown by the data.

Assessment

Weight for the buyer

high (assessment, not measured)

Why this could unsettle buyers

This is a matter of relevance: buyers do not see how the stand looks when loaded in an actual living or training space.

Why this order

At this point, because finding strength „Erster Hinweis“ and weight „hoch“ together follow next.

03

Buyer question: 01 · Relevance

Evidence level: Initial indication

Effort: medium

Function images tend to show features rather than the benefit for buyers

"Is this really right for me?"

What the buyer sees

Where in the listing Main image, gallery 1, A+ 3, 5

What the listing says

2 of 6 function images show a benefit for the buyer; the remaining images show features, operation, or handling. The rule is met starting at half. Benefit statements may only be based on substantiated information (your information, evidence, listing). Where in the listing: main image, gallery 1, A+ 3, 5.

Why it holds buyers back

Risk if left unresolved

If the benefit remains invisible, buyers must derive it themselves from the features.

What you do

A Verify

The first step is in the overview above.

B Change

Add this benefit in the image or in the image caption; do not name a benefit that the listing does not support.

Done when

The feature images show the benefit for buyers corresponding to the characteristics.

How certain this is

Initial indication · The classification is based on public listing data; how buyers actually respond is not shown by this data.

Assessment

Weight for the buyer

high (assessment, not measured)

Why this could unsettle buyers

The function images name features; what benefit buyers get from them often remains open.

Why this order

At this point, because finding strength „Erster Hinweis" and weight „hoch" together follow next.

02 Check against the original before making changes.

The Agent detected these points automatically. Check the original to see whether they are accurate.

“High urgency” is the listing analysis's rating, not a level of evidence. These points are not in the ranking because they still need to be confirmed on the original.

03 · Proof | Initial indication

Performance claims without stated evidence

3 claims without stated proof in the listing: „Gewicht Halterung 160 kg“ (Title), „genauso stark wie ein Metall-gewichtshalter“ (Bullet point 3), „100 % recycelbares Papier“ (Bullet point 4).

Next step: Add the basis for each stated claim, such as a test report or manufacturer specification, or remove the claim.

---

05 · Friction | high urgency

The main image shows the stand together with dumbbells, plates, bands, and other accessories, even though according to the listing this accessory is for illustration purposes only.

Image

„Der Holzständer ist mit Hanteln, Scheiben, Bändern und weiteren Gegenständen beladen.“

Where in the listing: Image 1

---

01 · Relevance | medium urgency

7 of 10 terms that the top results of this search use to name their product are missing from your listing.

Measurement

Where in the listing: Listing

---

02 · Clarity | medium urgency

1 bullet point exceeds 255 characters.

Measurement

Location: Bullet points

---

02 · Clarity | medium urgency

The product type is named multiple times in the title using different, partly similar terms; generic words and filler words also precede the clear term „Hantelständer“.

Quote

„Gewichtshalter für das Heimfitnessstudio Hantelständer“

Where in the listing: Title

---

02 · Clarity | medium urgency

Several word sequences read like strung-together search terms rather than naturally readable product information.

Quote

„kompatibel mit hantelhalterung kurzhanteln“

Where in the listing: Bullet point 1

02 · Clarity | medium urgency

The claimed suitability for dumbbells, weight plates, and barbells remains without specific storage and compatibility limits.

Quote

„Geeignet für Kurzhanteln, Hantelscheiben und Langhantel“

Where in the listing: Bullet point 1

02 · Clarity | low urgency

The measured title length is 155 characters. Consider a shorter, clearly structured version. The binding character limit for this marketplace and category has not been verified.

Measurement

Location: Title

This is not a legal assessment. Before making changes, check cited Amazon policies against the current version in Seller Central.

03 What comes next

Record the baseline: Take a screenshot before every change. Work in order, one change at a time. **Check off by criterion:** A point is complete when the original text and images communicate the same accurate information. **Compare outcomes:** A change in results does not establish its cause. That requires a comparison.

Next step for stronger evidence

Verify with your own data: the in-depth audit

In the free Decision Confidence Call (20 minutes, online), I go through with you what the findings mean for your product and whether an in-depth audit makes sense.

Book a call

calendly.com/eriktrinkaus/20

For finding 1 ("The load capacity specification is contradictory across the title, product details, and image", evidence: Initial indication), the in-depth audit uses your own sales and customer data to check whether the assumption holds or not.

For each booked and paid Agent assessment, I credit the price paid for that assessment toward an in-depth audit, regardless of the report's support level: €99 for a single purchase, €83 per assessment from the 3-report package (pro rata share of €249). Up to 5 assessments can be credited per audit, totaling no more than €495. The audit must be booked within 30 days of purchasing each assessment; for assessments from the 3-report package, within 30 days of purchasing the package. Refunded or charged-back assessments are excluded from credit. Specify the relevant assessments in your inquiry.

More about the in-depth audit: eriktrinkaus.com/#audit-anfrage

AI-assisted and automatically generated, from publicly available data as of 09.11.2026 and your information. May be incomplete or inaccurate. Every purchase barrier is an assumption.

Appendix: evidence and data

Checked in this run

Fixed checks, the same for every run. “Not checkable” means: the data for it was not available in this run. “Not flagged” means the check found nothing there. It does not measure whether buyers hesitate.

3 Flagged	3 Not flagged	1

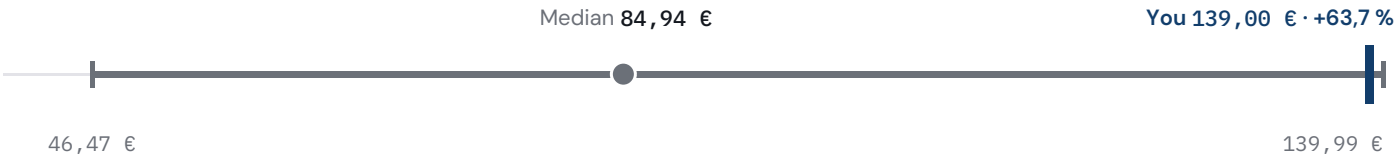
Check	Status	Result
1 Image against text (variant, quantity, accessories, technical details)	■ notable	Technical details differ between image and text: Load capacity 160 kg (Title), 5 kg (Product details „Max Nutzlast“) and 150 kg (A+ 3, A+ 4).
2 Image in use, scale, benefit images	■ notable	Image in use: notable; Scale: unremarkable; Benefit instead of feature: notable. Next step (benefit): in images that only show a feature, briefly name the benefit – only with details your listing supports.
3 Ratings against comparison	☐ unremarkable	Your listing: 4,6 stars, 40 ratings. Comparison products (median): 4,5 stars, 160 ratings.
4 Price against narrowed comparison set	☐ not checkable	Too few comparison prices narrowed down by title details (0); the broad median is context only. A stored price finding is not used as a purchase barrier: no comparison prices narrowed to the same product (required: at least 5).
5 Claims that need proof	■ notable	3 claims without stated proof in the listing: „Gewicht Halterung 160 kg“ (Title), „genauso stark wie ein Metall-gewichtshalter“ (Bullet point 3), „100 % recycelbares Papier“ (Bullet point 4).
6 Main image, title, description, A+	☐ unremarkable	Main image (unremarkable): Main image 1.119 × 1.500 px. Title (Note): Title 145 characters, longer than the guide value for the mobile view (note, not a violation). Description (not checkable): The description length was available neither in the data fetch nor in the listing analysis. A+ (unremarkable): A+ content present.
7 Quantity details in the text (contents)	☐ unremarkable	Only text passages were compared with each other (title, bullet points, product details): no differing quantity details. The data sheet and images are not part of this check.

Missing from your listing

`workout 4/10` `at home 4/10` `strength training 3/10` `coating 3/10` `weightlifting 3/10` `adjustable 3/10`

Share of titles containing this term. Before adding it, check that it fits your product. Topics the listing analysis names as gaps (not search terms): compatibility dimensions for different dumbbell and plate types; number and type of holders; scope of delivery and distinction from accessories not included. Search terms are part of the listing analysis and are not counted as purchase barriers.

Price in the search context · 6 external comparison products with a price



Grey line: range of the 6 comparison prices. Dot: median. Blue mark: your price.

Comparison products not checked for being the same product; other sizes and configurations are included. The price is therefore shown here only as context, not as a ranked finding. A price gap alone is neither a buying barrier nor a quality judgment.

What this report is based on

Analyzed and not included: see cover page

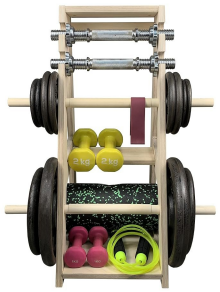
Source of the image rules: “Amazon guideline” means the rule follows Amazon's image requirements. “Research findings” means the rule is based on lab studies, not on Amazon data. The rules state what is present in the images, not how it affects buyers.

Sources: listing analysis (sample: 13 reviews). The topics show what buyers address and do not measure impact. Doubt topics in the niche that your listing does not answer: odor, overall quality, advertised vs. actual product.

The report summarizes the run's findings, recommendations and data gaps; raw data such as search results is not printed in full.

Your listing images 12 images

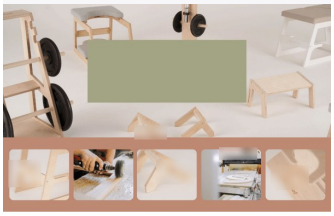
Blue labels: images referenced by findings in this report.



Main image



Gallery 1



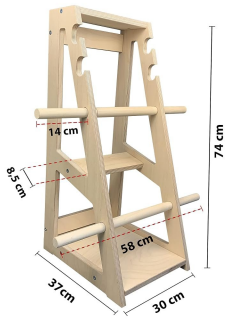
A+ 1



Gallery 2



A+ 2



Gallery 3



A+ 3



Gallery 4



A+ 4



A+ 5



A+ 6



A+ 7

How to read the evidence levels

●○○○ **Initial indication** — an observation from one source.

●●○○ **Reasoned assumption** — several sources support it. The Agent's highest level.

●●●● **Higher evidence levels** — require your own sales data (in-depth audit).

The order reflects evidence and buyer relevance (an assessment, not a measurement), then effort when tied. No level measures whether buyers actually abandon the purchase.