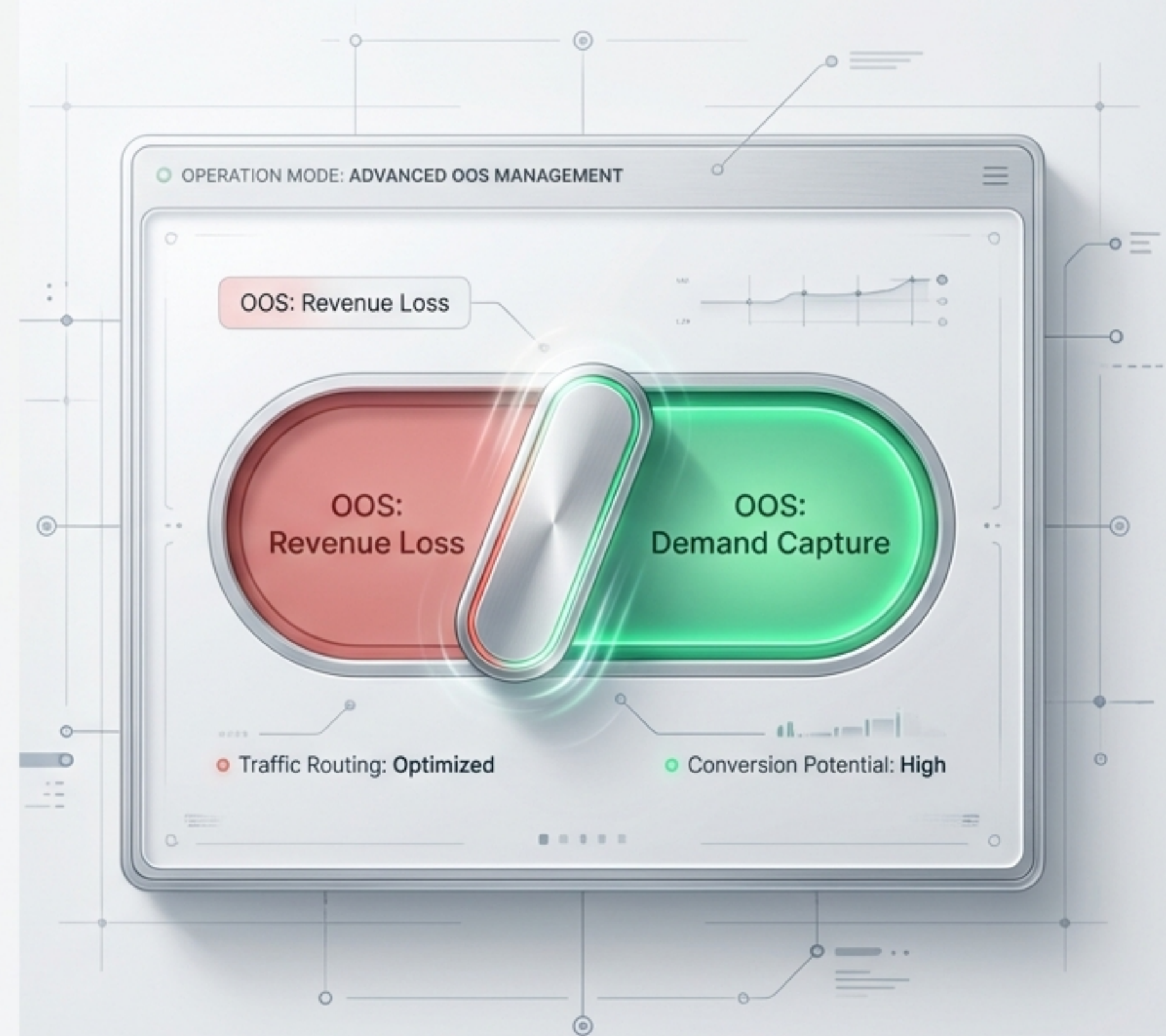


Reframing the Out-of-Stock Dilemma

The standard approach to out-of-stock (OOS) items destroys SEO equity and frustrates users.

By applying precise routing logic, OOS pages transform into high-converting waitlists and link-equity engines.



The Hidden Cost of the 404 Dead End

The Link Equity Funnel



The User Leak

42% of new customers will not return to a store after experiencing a stockout.



The SEO Leak

Deleting an OOS product page permanently destroys accumulated backlinks, reviews, and organic rankings.



The Ad Leak

Excluding OOS products from Google Ads feeds resets algorithmic learning curves, forcing you to rebuild data from scratch upon restock.

The Zepto Effect: Transparency Builds Trust

The Old Way



The Zepto Way

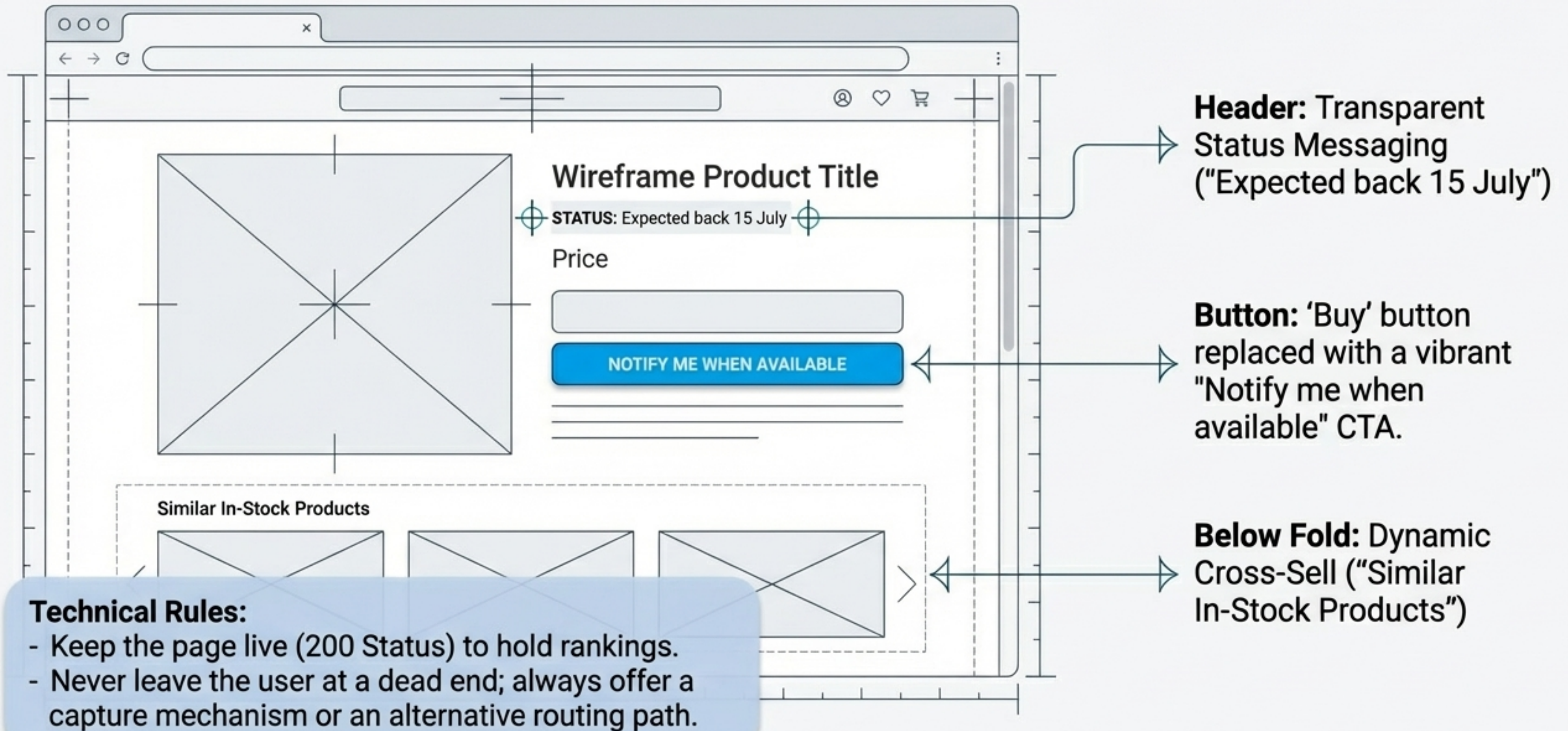


The Out-of-Stock Action Matrix

Rule of Thumb: Never apply a permanent technical fix to a temporary inventory problem.

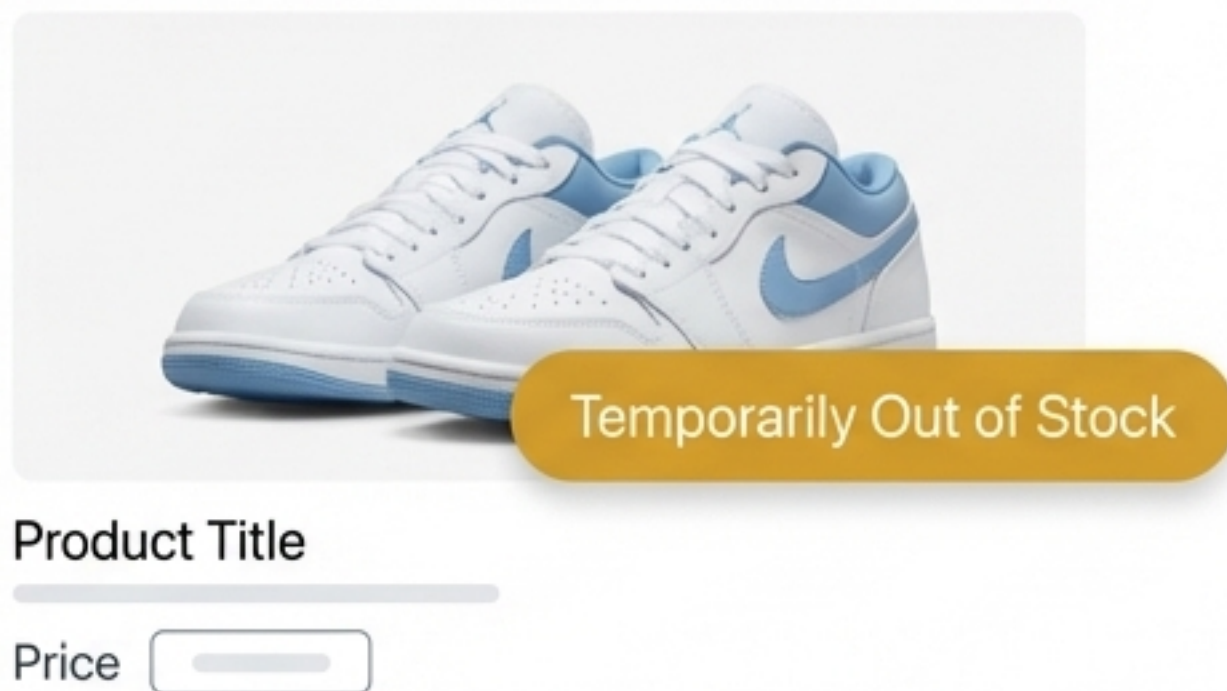
Inventory Status	Technical Status	UX Action	Primary Goal
Temporarily OOS	200 OK	'Notify Me' / Pre-Order	Capture Pent-Up Demand
Permanently Discontinued	301 Redirect (to category) or 410 (if zero value)	Recommend Alternatives	Preserve Link Equity
Seasonal	200 OK (if returning) or 301 (if dead)	Redirect to Seasonal Category	Maintain Seasonal Authority

Anatomy of the Perfect Temporary OOS Page



Schema Markup X-Ray

What the User Sees



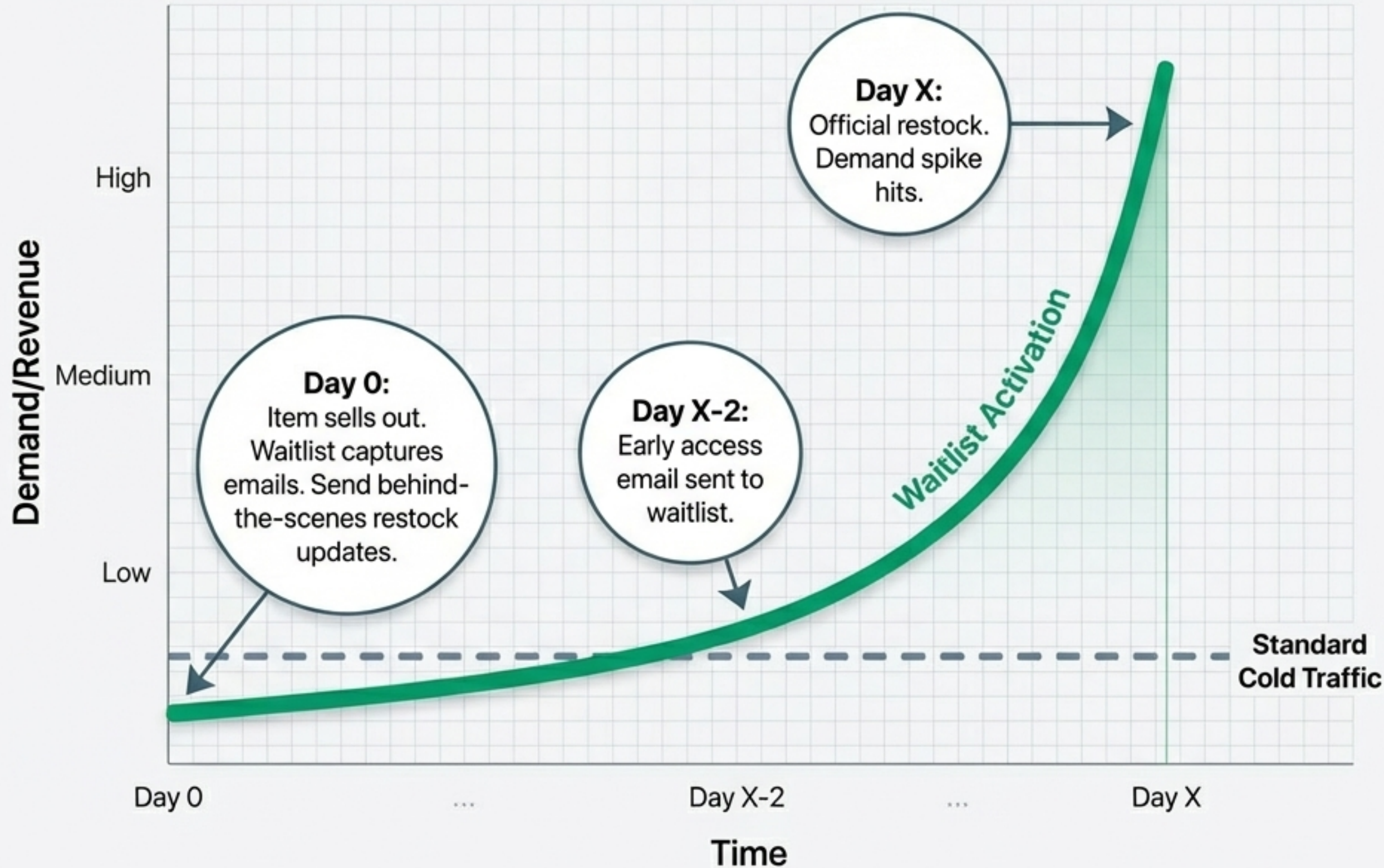
Updating the availability attribute to OutOfStock tells Google the page is still valid, preventing soft 404 penalties.

What Google Sees

```
1 "offers": {  
2   "@type": "Offer",  
3   "availability": "https://schema.org/OutOfStock"  
4 }
```

It preserves historical data for Google Ads algorithms, ensuring a minimal learning curve once the item is restocked.

The Pre-Order Activation Curve

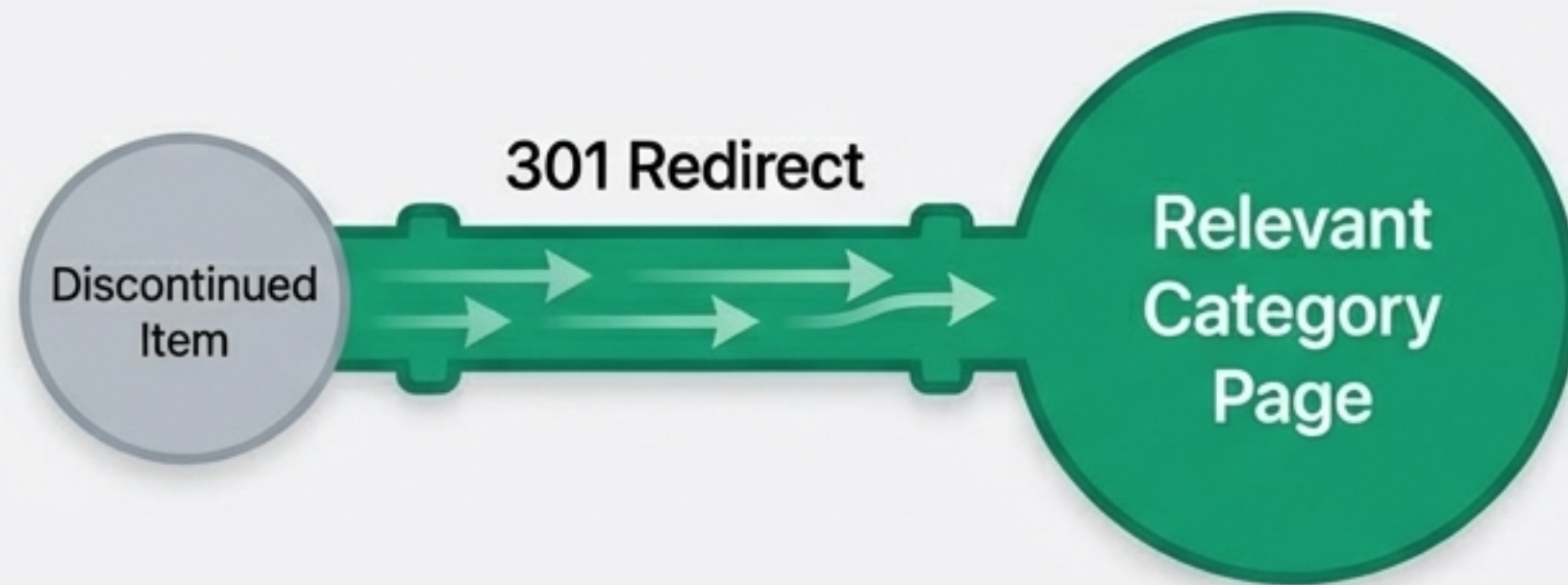


Back-in-stock notifications convert at ~5% for email and ~12% for SMS.

Just adding pre-orders for temporarily unavailable products added **£3M+** in annual revenue for a single retailer.

Gracefully Retiring Dead Inventory

The Link Equity Pipe



The 3-6 Month Rule

Keep a highly trafficked discontinued page live temporarily to suggest alternatives, then implement a 301 redirect.

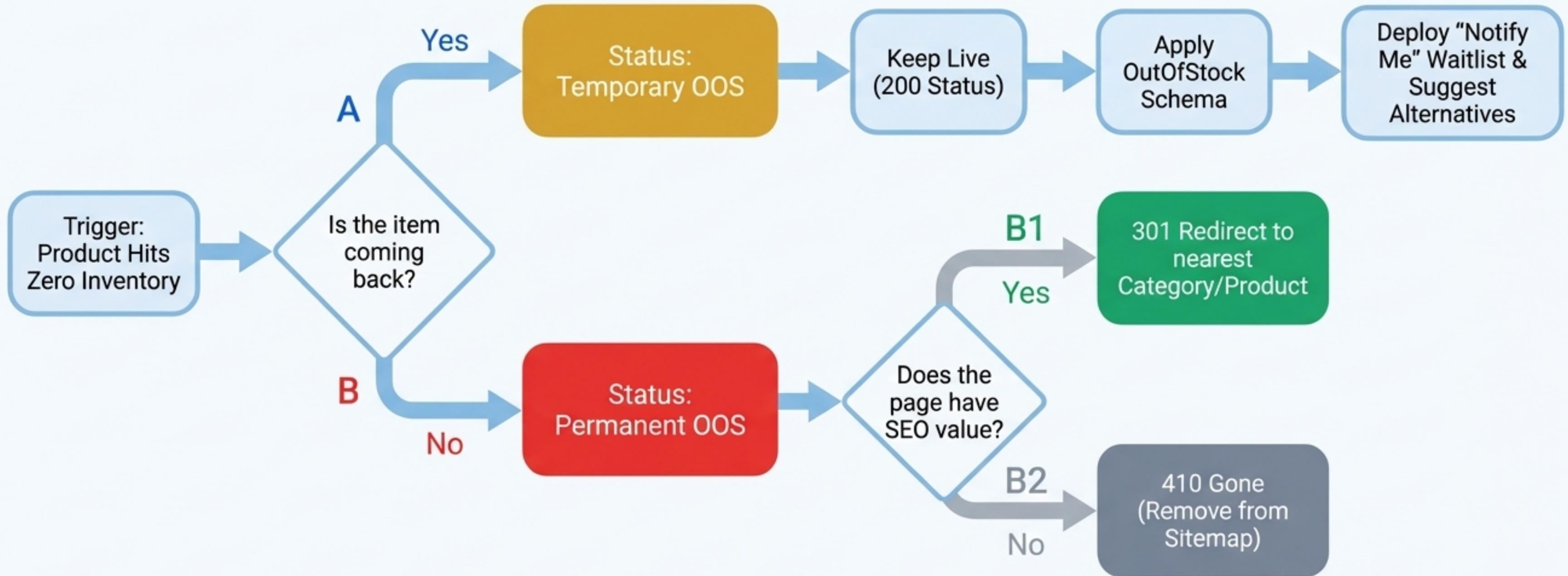
The 301 Pipeline

Route the discontinued URL to the most relevant parent category to preserve the page's accumulated PageRank and backlink equity.

The 410 Purge

If a discontinued page holds zero organic traffic or backlink value, return a 410 (Gone) status to clean up site architecture.

The Master Routing Logic



Out-of-stock is not an error state; it is a predictable operational node.
Route the traffic, capture the intent, and preserve the equity.