ABSTRACT

The present disclosure provides a method for displaying an online product on a product shelf, where the product shelf includes at least two display slots, each display slot displays one online product, and the method includes: obtaining online products waiting to be displayed and priorities of the online products; and displaying an online product with a higher priority on a display slot with a higher attention ranking position based on attention ranking of the display slots on the product shelf, the attention ranking of the display slots being determined based on a distance between a display slot and a visual center of the product shelf, and the visual center of the product shelf being a golden section point in an upper left corner of a product shelf display area. When applied to a user's search scenario, technical solutions of the present disclosure can display an online product better matching a user requirement on a location attracting more attention of the user, so that the user can more quickly find a needed online product. It improves the user's search efficiency, and improves a search result.