Audit Goal(s):

1. _____

2. _____

PRODUCT CONTENT CONSISTENCY

- [ ] Consistent product descriptions
- [ ] High-quality, corresponding images
- [ ] Clear technical specifications

KEYWORD OPTIMIZATION FOR SEO

- [ ] Keywords included in product titles
- [ ] Meta titles and descriptions optimized
- [ ] Image alt text with relevant keywords

PRODUCT INFORMATION

- [ ] Complete product attributes (size, color, material)
- [ ] Product videos or guides included
- [ ] Pricing and availability listed
- [ ] Shipping and return details provided

USER-GENERATED CONTENT (UGC)

- ☐ Reviews visible and accessible
- ☐ Product reviews are comprehensive
- ☐ No missing or unverified reviews

CROSS-DEVICE OPTIMIZATION

- ☐ Mobile-responsive product pages
- ☐ Readable product descriptions on mobile
- ☐ Streamlined mobile checkout experience

PERFORMANCE REVIEW

- ☐ Analytics data reviewed (bounce rates, session duration)
- ☐ Low-performing product pages identified
- ☐ Prioritized content improvements

CONTINUOUS IMPROVEMENT

- ☐ Audit schedule in place
- ☐ Flag outdated content
- ☐ Ongoing SEO training for content teams