

STEP 1: DATA COMPLETENESS

- All SKUs have core attributes (size, color, material, benefits, use case).
- PDPs include descriptive copy that answers shopper questions.
- No products go live without the minimum attribute set filled.

STEP 2: ACCURACY & CONSISTENCY

- Attribute values are standardized across all SKUs.
- Units of measurement are consistent (metric vs imperial as needed).
- Product taxonomy is aligned across categories, marketplaces, and regions.

STEP 3: IMAGE QUALITY & REPRESENTATION

- Each SKU has high-resolution product images.
- Multiple views are provided (front, back, detail, lifestyle).
- Color accuracy is verified against actual product.
- Images are optimized for load speed without quality loss.

STEP 4: SCHEMA & STRUCTURED DATA COMPLIANCE

- PDPs use schema.org product markup.
- Metadata (titles, descriptions) align with shopper search intent.
- Product feeds are tailored to marketplace schema and other requirements.
- Complete attributes required by Google Merchant Center other discovery engines.

STEP 5: LOCALIZATION & CHANNEL READINESS

- Attributes are localized into regional vocabulary (e.g., “sweater” vs “jumper”).
- Units are converted correctly (liters vs fluid ounces, centimeters vs inches).
- Descriptions and labels meet regulatory standards per region.
- Marketplace feeds are tested and validated per platform.

STEP 6: GOVERNANCE & MONITORING

- A named owner is accountable for product data quality.
- Catalog audits are scheduled quarterly (at minimum).
- Automated validation tools flag missing or inconsistent attributes.
- A defined process exists for fixing errors before products go live.

STEP 7: CONTINUOUS IMPROVEMENT & SCALABILITY

- Enrichment pipelines (AI attribute extraction, image optimization) are in place.
- Human quality checks verify automated enrichment accuracy.
- Localization workflows are embedded for every new market entry.
- KPIs are tracked (conversion lift, return reduction, PDP completeness).
- Backlogs are eliminated and new SKUs launch AI-ready from day one.