

**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.