

# Product listing checklist

CHECKLIST TEMPLATE

Business \_\_\_\_\_ Location \_\_\_\_\_ Date \_\_\_\_\_

## New product listing For every new product, before it goes live

| TASK                                                                                                                                                                            | NOTES | INITIALS |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|----------|
| <b>Product data</b>                                                                                                                                                             |       |          |
| <input type="checkbox"/> Enter the product name, brand and product type in your naming format                                                                                   |       |          |
| <input type="checkbox"/> Set up every variant, such as size and color, each with its own SKU                                                                                    |       |          |
| <input type="checkbox"/> Add weight, dimensions and barcodes, and any materials or ingredients                                                                                  |       |          |
| <b>Photos</b>                                                                                                                                                                   |       |          |
| <input type="checkbox"/> Upload product photos to your standard size, background and order                                                                                      |       |          |
| <input type="checkbox"/> Add a photo for each variant, and lifestyle or scale shots if you use them                                                                             |       |          |
| <input type="checkbox"/> Write alt text for each image describing the product                                                                                                   |       |          |
| <b>Copy and search</b>                                                                                                                                                          |       |          |
| <input type="checkbox"/> Write the product description to your brand's tone, with key features and care or use instructions                                                     |       |          |
| <input type="checkbox"/> Set the page title, meta description and web address                                                                                                   |       |          |
| <input type="checkbox"/> Add the product to the right collections, categories and tags                                                                                          |       |          |
| <b>Price, stock and shipping</b>                                                                                                                                                |       |          |
| <input type="checkbox"/> Set the price, compare-at price and cost, and check the margin                                                                                         |       |          |
| <input type="checkbox"/> Enter stock levels for each variant and location                                                                                                       |       |          |
| <input type="checkbox"/> Check shipping weight, shipping profile and any restrictions Some products can't be shipped to every country or by air, such as aerosols or batteries. |       |          |
| <b>Final check</b>                                                                                                                                                              |       |          |
| <input type="checkbox"/> Preview the product page on desktop and phone                                                                                                          |       |          |
| <input type="checkbox"/> Check links, variant selection and add to cart work                                                                                                    |       |          |
| <input type="checkbox"/> Have a second person check the listing before publishing                                                                                               |       |          |
| <input type="checkbox"/> Publish to each sales channel and confirm it shows correctly                                                                                           |       |          |

Completed by \_\_\_\_\_ Checked by (manager) \_\_\_\_\_ Date \_\_\_\_\_ Notes \_\_\_\_\_