The 15-Minute Product Listing Audit Checklist

A Pickzox exclusive bonus for E-commerce Seller Toolkit buyers.
Run any existing listing through this audit before you rewrite it.

How to use it: open one of your live product listings and work top to bottom. Tick each item that passes. Anything unticked is exactly where the E-commerce Seller Toolkit's templates will help most -- fix what's broken instead of rewriting blindly.

1. Title (2 minutes)

[ ] Title states what the product IS in the first 60 characters (not just the brand).

[ ] Key variant info (size, color, quantity, model) appears in the title.

[ ] No keyword stuffing -- it reads like a human wrote it.

[ ] Title matches the title on the package / supplier invoice (accuracy check).

Tip: The toolkit's SEO worksheets give you a fill-in structure for titles and SEO titles.

2. Images (2 minutes)

[ ] At least 4 images: hero shot, angle/lifestyle shot, scale shot, detail/close-up.

[ ] Backgrounds are clean and consistent across all images.

[ ] Colors in the photos match the real product (no misleading filters).

[ ] One image shows what's in the box / package contents.

Tip: Use the toolkit's Product Photography Checklist bonus for the full image pass.

3. Description & Features (4 minutes)

[ ] The first 2 lines state the main benefit (most shoppers never scroll further).

[ ] Features are specific and measurable ("304 stainless steel, 750ml" -- not "high quality").

[ ] Specifications list materials, dimensions, variants, and package contents.

[ ] Every claim traces back to a confirmed supplier fact (flag anything uncertain).

[ ] No copied manufacturer text that appears on 50 competing listings.

4. SEO Fields (3 minutes)

[ ] SEO title is unique and under 60 characters.

[ ] Meta description is written (150-160 characters) and mentions the main benefit.

[ ] Product tags cover use-case, material, and category terms a buyer would search.

[ ] URL slug is short, readable, and keyword-relevant.

5. Pricing & Trust (2 minutes)

[ ] Price is consistent with comparable listings (not accidentally 10x too high/low).

[ ] Shipping, delivery estimate, and returns info are visible or linked.

[ ] An FAQ or policy link answers the top 3 questions buyers ask in your niche.

6. Score & Next Step (2 minutes)

Count your ticks. 20-22: solid listing, polish the misses. 14-19: rewrite the unticked sections with the toolkit's listing templates. Under 14: rebuild the listing from the supplier checklist up -- start with confirmed facts, then templates, then SEO fields.

Keep this checklist. Run it on every listing before you publish -- 15 minutes now saves hours of weak conversions later.