Central Station
Product Listing Optimization Checklist

We use this framework to clean up, structure, and elevate product data across every major platform. Whether preparing for peak season or building always-on visibility, this checklist keeps listings accurate and discoverable.

STEP 1: Audit Your Feeds & Pages
Start by getting the full picture.

☐ Review all product feed fields (titles, descriptions, ASIN, SKU, GTIN/UPC, price, stock, links)
☐ Confirm your site's product pages use proper schema (Product, Offer, AggregateRating)
☐ Ensure pricing matches everywhere (website → Google → Amazon → Instagram)
☐ Identify old or rogue listings still live
☐ Flag missing variants or incomplete attributes

STEP 2: Craft Optimized Product Titles
Write titles that help both humans and AI understand the product.

☐ Include brand + product type + defining attributes (size, colour, model, material)
☐ Add your primary keyword naturally
☐ Avoid vague or cryptic naming
☐ Create seasonal variants only if accurate (e.g., "2025 Holiday Bundle")
☐ Match naming conventions across marketplaces and your website

STEP 3: Improve Descriptions & Attributes
Tell AI who the product is for and why it matters.

☐ Write conversational descriptions with benefits up top
☐ Explain ideal use cases
☐ Fill every product attribute field available (materials, dimensions, compatibility, wattage, etc.)
☐ Add keywords only where they naturally fit
☐ Use custom labels/meta tags like "bestseller" or "Black Friday deal"

STEP 4: Fix or Add Schema Markup
Provide structured product info for Google.

- ☐ Add product name, description, SKU, brand, price, availability, image
- ☐ Include review & rating schema where applicable
- ☐ Validate with Google Rich Results Test
- ☐ Ensure schema matches your product feed exactly
- ☐ Add variant-level schema if your CMS supports it

STEP 5: Leverage Reviews & Content
Feed Google & Amazon the social proof they want.

- ☐ Actively encourage recent, authentic reviews
- ☐ Include a mini-FAQ on each product page
- ☐ Ensure review summaries and ratings appear consistently across platforms
- ☐ Respond to negative reviews
- ☐ Add Q&A content on Amazon & Google to match common search phrases

→ All done? Always complete a quick final check.
Remember to refresh pricing and stock regularly. A little ongoing maintenance goes a long way for visibility and keeps your products ⭐shining⭐ everywhere customers search.