

PRODUCT DATA HYGIENE

QUICK WINS - 1-PAGE ACTIONABLE CHECKLIST

A practical audit tool your team can use this week. No jargon, no fluff. Just clear actions mapped to immediate results.

01 ATTRIBUTE AUDIT

Naming, values & consistency

Inconsistent attribute names confuse filters and break search. Fix these first.

- List every attribute in your catalogue and check for duplicates**
e.g. "Colour" vs "Color", "slim" vs "thin" - merges split filter buckets
- Standardise value formats to full words, not abbreviations**
e.g. "Large" not "L", "Red" not "RED" - prevents products hiding behind variant spellings
- Flag attributes stored as custom options (Magento) or free-text tags (WooCommerce)**
Custom options and tags cannot power layered navigation or filtering
- Identify products with >30% of key attributes blank (size, colour, material, brand)**
Empty attributes = invisible products in filtered search

02 THEME & SEARCH MODULE

Compatibility checks

Even clean data fails if your theme or search tool cannot read it.

- Confirm your theme is not blocking custom attribute display on product and category pages**
Outdated or bloated themes silently suppress attribute data
- Check your search module reads both short AND long description fields - not just the title**
Magento search modules pull from both; WooCommerce tools often miss long descriptions
- Verify your search tool handles synonyms and misspellings for your top 10 product categories**
Poor synonym handling causes empty results for valid customer queries
- Run 3–5 use-case searches (e.g. "waterproof jacket for hiking") and check result relevance**
AI and modern search surface products based on described use cases, not just keywords

03 FILTERING LOGIC

Quick assessment

Filters turn structured data into a usable shopping experience.

- Test top 3 category pages - apply two filters simultaneously and confirm products update correctly**
Broken multi-filter combinations are the #1 reason shoppers abandon category pages
- Check filter options shown match actual attribute values - no "ghost" options returning zero results**
Zero-result filters erode trust and increase bounce rate
- Confirm your filtering plugin is platform-native (Magento: Algolia/Doofinder; Woo: Searchanise/FiboSearch)**
Generic or conflicting plugins break filter display and return incorrect results
- Test filter behaviour on mobile - options must be tappable and must not overlap listings**
Mobile filter UX issues directly reduce mobile conversion rates

04 DATA-TO-PLATFORM

Alignment diagnostics

Misalignment between product data and your tech stack causes silent failures.

- Export 20–50 products and verify attribute data matches what appears live on site and in Google Shopping**
Syncing mismatches cause products in wrong categories or rejection from feeds
- Check all filterable attributes are marked as "searchable" and "filterable" in platform settings**
Attributes not flagged correctly are invisible to search and filter - even if populated
- Identify products with duplicate or near-identical descriptions - flag for enrichment**
Duplicate content risks SEO penalties and makes it harder for AI tools to differentiate products
- Spot-check product titles are clean - colour, size, material must be attributes, not stuffed in the title**
Bloated titles break feed formatting, paid search ads, and AI search surfacing