

How to use: Go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented gap in your catalog operation.

Source of Truth & Governance

- 1 Can you name one system of record that holds the authoritative version of every product?
- 2 Is every other file or view read-only and downstream, never directly edited?
- 3 When one product changes, do you edit it in exactly one place?
- 4 Are edit permissions defined so two people cannot silently overwrite each other?
- 5 Is there a change log showing who edited what and when?

Identity, Naming & Duplicates

- 6 Does every product have one unique identifier used across all channels?
- 7 Is there a documented naming convention every new product must follow?
- 8 Have you run a dedupe pass to confirm no product exists more than once?
- 9 Before creating a product, does staff search existing records by ID first?
- 10 Do internal names match what customers see, with no conflicting variants?

Completeness: Content, Attributes & Media

- 11 Does every listing have a complete image set and description on every channel?
- 12 Do you have a required-attribute schema defined per product category?
- 13 Are products filterable and searchable through their structured attributes?
- 14 Do all images live in one referenced media library, not scattered folders?
- 15 Is completeness a publishing gate, so incomplete products cannot go live?

Channel Sync & Accuracy

- 16 Does a source change reliably reach every channel within a known timeframe?
- 17 Is there a scheduled check comparing live channel data against your source?
- 18 Would you detect a failed or partial export before a customer does?
- 19 Are field mappings to each channel's required format documented?
- 20 Do product variations map correctly to the right parent on every channel?

Pricing & Scale Readiness

- 21 Is price a single field that propagates to all channels, not re-keyed by hand?
- 22 Does a guardrail block any price below a defined floor before it publishes?
- 23 Can you launch new products from a template instead of building each by hand?
- 24 Does catalog maintenance take a stable amount of time as your SKU count grows?
- 25 Do you review completeness, duplicates, and sync health on a regular schedule?

SCORING GUIDE

Score	Level	What it means
0-11	CRITICAL	Your catalog has structural failures that are actively draining margin and time
12-19	MODERATE	Gaps exist in 2 to 3 areas that need immediate attention
20-25	STRONG	Your catalog system is solid, focus on monitoring and optimization

Book a free catalog audit at modonix.com/services. We identify your top 3 catalog gaps in one session. Written by Ahmed Abuswa, Modonix.com