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Metadata SOP: 25-Point Self-Audit

25-Point Operator Self-Audit • modonix.com

Ahmed Abuswa • Head of E-Commerce Operations • Modonix

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

Creation and Enforcement

- 1 Is it impossible to save a product record with required metadata fields empty?
- 2 Do you have a defined minimum required-field set per product type?
- 3 Are invalid records rejected back to the uploader at the moment of creation?
- 4 Has manual metadata rework after uploads been eliminated, not just reduced?
- 5 Is enforcement built into the tool rather than relying on team memory?

Naming and Standards

- 6 Do filter-feeding attributes use controlled value lists instead of free text?
- 7 Is there one canonical spelling and format for every controlled attribute?
- 8 Do all teams tag the same attribute the same way every time?
- 9 Have you measured tag drift across a recent sample of your catalog?
- 10 Does a single written definition exist for every required field?

Search and Discoverability

- 11 Does every image carry descriptive, structured metadata before entering the catalog?
- 12 Does internal search reliably return in-stock products for real intents?
- 13 Have you measured search recall against products you know exist?
- 14 Are the searchable attributes required at upload, not optional?
- 15 Does your team trust internal search rather than avoiding it?

Duplicates and Categorization

- 16 Is there one canonical identifier format enforced at creation?
- 17 Does a deduplication check run before a record is committed?
- 18 Do your total catalog records match your count of unique real products?
- 19 Is the category value validated against a fixed taxonomy at creation?
- 20 Do products reliably appear in the correct storefront category?

Pipelines and Scale

- 21 Is your metadata schema documented with field names, types, and formats?
- 22 Are schema changes versioned and announced to downstream consumers before release?
- 23 Have you mapped each marketplace's mandatory fields onto your internal schema?
- 24 Can you bulk-query and bulk-edit your catalog as a structured system?
- 25 Is there a named owner accountable for the schema and value lists?

SCORING GUIDE

Score	Level	What it means
0-11	CRITICAL	Metadata is created without enforcement and is actively generating rework and lost listings
12-19	MODERATE	Some controls exist but gaps in naming, search, or pipelines need immediate attention
20-25	STRONG	Enforcement is in place at creation, focus on monitoring drift and recall

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