

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 operational gap.

Content Focus & Voice

- 1 ☐ Does each description lead with a customer benefit before features?
- 2 ☐ Is copy written for the shopper first and search engines second?
- 3 ☐ Does a written brand voice guideline exist for all product copy?
- 4 ☐ Are descriptions trimmed so benefits aren't buried in excess text?
- 5 ☐ Could a new hire match your brand voice without extra guidance?

Duplicate Content Risk

- 6 ☐ Are any descriptions copied straight from manufacturer-supplied text?
- 7 ☐ Have you checked your catalog for duplicate content flags?
- 8 ☐ Are near-identical SKUs given distinct, differentiating language?
- 9 ☐ Have you assessed whether thin copy risks a Panda-style penalty?
- 10 ☐ Do you know which product pages Google currently fails to index?

Catalog Scale Systems

- 11 ☐ Is there a repeatable process for writing descriptions at scale?
- 12 ☐ Is there an active plan to rewrite duplicate copy catalog-wide?
- 13 ☐ Is time or budget set aside for descriptions after initial listing?
- 14 ☐ Does adding new SKUs daily include a description quality check?
- 15 ☐ Can low-differentiation SKUs still get genuinely unique angles?

Keyword & Search Strategy

- 16 ☐ Do you target long-tail terms instead of high-volume head terms?
- 17 ☐ Do you check search volume before choosing a primary keyword?
- 18 ☐ Does each description target a term your page can realistically rank for?
- 19 ☐ Are keywords built into benefit language rather than stuffed in?
- 20 ☐ Do you track which descriptions rank versus which stay unindexed?

Platform & Channel Consistency

- 21 ☐ Do you run identical descriptions across every sales channel?
- 22 ☐ Has copy been varied per platform to avoid cross-site duplication?
- 23 ☐ Does your own webstore copy differ from marketplace listings?
- 24 ☐ Have you checked if repeated copy is suppressing rank anywhere?
- 25 ☐ Is one person accountable for description quality across channels?

SCORING GUIDE

Score	Level	What it means
0 to 11	CRITICAL	Structural failures are actively destroying margin
12 to 19	MODERATE	Gaps in two or three areas that need immediate attention
20 to 25	STRONG	Systems are solid, focus on optimization

Book a free data audit at modonix.com/service. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com