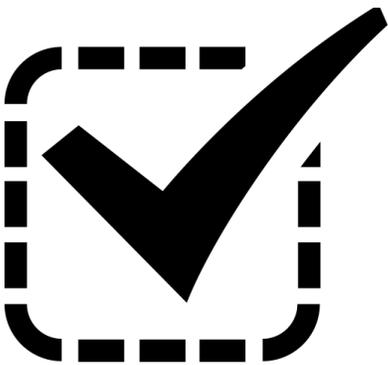


# These Product Catalog Problems Are Lowering Your Online Sales

## 21-Point Checklist



Courtesy of [SKUmagic.com](http://SKUmagic.com)

# These Product Catalog Problems Are Lowering Your Online Sales

21-POINT CHECKLIST	BEST PRACTICES	MY STATUS
Image Problems		
1. Missing Images	None	<input type="checkbox"/> Done <input type="checkbox"/> Fix
2. Missing Base Images	None	<input type="checkbox"/> Done <input type="checkbox"/> Fix
3. Missing Thumbnail Images	None	<input type="checkbox"/> Done <input type="checkbox"/> Fix
4. Smallest Possible Image File Sizes	5MB or Less	<input type="checkbox"/> Done <input type="checkbox"/> Fix
5. Main Images Large Sizes	1,000 Pixels or More	<input type="checkbox"/> Done <input type="checkbox"/> Fix
6. Multiple Alternate Images	3 or More	<input type="checkbox"/> Done <input type="checkbox"/> Fix
7. Alternate Images Moderate Sizes	800 Pixels or Less	<input type="checkbox"/> Done <input type="checkbox"/> Fix
Title Problems		
8. Missing Titles	None	<input type="checkbox"/> Done <input type="checkbox"/> Fix
9. Title Length	120 Characters or Less	<input type="checkbox"/> Done <input type="checkbox"/> Fix
10. Product URL Length	80 Characters or Less	<input type="checkbox"/> Done <input type="checkbox"/> Fix
11. Direct URL Length	80 Characters or Less	<input type="checkbox"/> Done <input type="checkbox"/> Fix
12. Title Contains Category	Yes	<input type="checkbox"/> Done <input type="checkbox"/> Fix
13. Title Contains Keywords	1 or More	<input type="checkbox"/> Done <input type="checkbox"/> Fix
14. Title Contains Key Attribute	Yes	<input type="checkbox"/> Done <input type="checkbox"/> Fix
Feature Problems		
15. Missing Descriptions	None	<input type="checkbox"/> Done <input type="checkbox"/> Fix
16. Description Length	250 Characters or More	<input type="checkbox"/> Done <input type="checkbox"/> Fix
17. Description Contains Keywords	1 or More	<input type="checkbox"/> Done <input type="checkbox"/> Fix
18. Features Contains Keywords	1 or More	<input type="checkbox"/> Done <input type="checkbox"/> Fix
19. Number of Features	3 or More	<input type="checkbox"/> Done <input type="checkbox"/> Fix
20. Unique image alt tags	70 characters or less	<input type="checkbox"/> Done <input type="checkbox"/> Fix
21. Unique image links	70 characters or less	<input type="checkbox"/> Done <input type="checkbox"/> Fix



## Automatically Check Your Product Catalog With SKUmagic

SKUmagic featuring eCatalog Analyzer automatically checks product catalogs for these 21 problems and many others.

Get started now with a Free Trial at [www.skumagic.com/trial](http://www.skumagic.com/trial).