

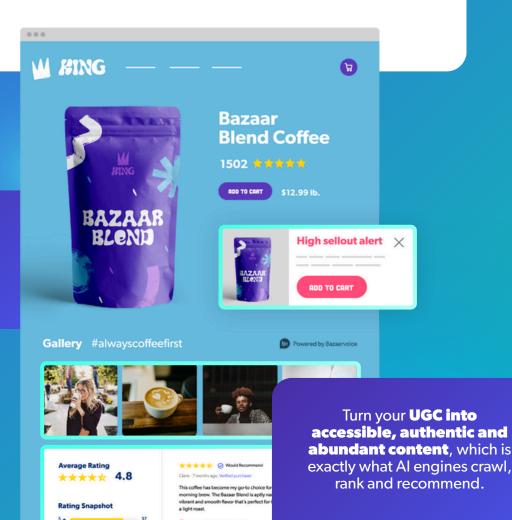
THE ESSENTIAL PDP CONTENT CHECKLIST



A guide to making every product page discoverable, credible and conversion-ready.

Your PDP has seconds to earn the sale, with both shoppers and Al. In a world where 70% of Google queries now return Al summaries, the competition isn't just for a top search rank; it's for digital shelf space.

This checklist shows what every page needs to stay visible, compliant, and conversion-ready - for shoppers and AI.



Bazaarvoice helps transform your PDPs into dynamic, datadriven engines for conversion.

This checklist gives you a clear, practical benchmark for what a high-performing PDP requires to win in the Al era.

get at a grocery store is just so much better. Highly recommend

Your essential PDP checklist



Ratings & Reviews



Visual UGC

How to win

This is your primary trust signal: Modern Al ranking system boost a healthy PDP that maintains review recency, sentiment balance, and linguistic variety.

How to win

Turn shopper photos into conversion drivers: Visual UGC now trains the vision models behind search, recommendation and social discovery. Every missing photo is a missed Al impression.



Questions & Answers



Compliance Built-In

How to win

Structured Q&A fuels Large Language Models: It's what allows AI to give precise, brand-consistent answers when shoppers ask, 'Does it fit true to size?'

How to win

Protect your brand's reputation: In an Al-first ecosystem, compliant UGC is essential for maintaining usable, retrainable, and trusted data by Al, consumers, and retailers.



Consistency with Purpose



Metrics to Track

How to win

Future-proof your entire product catalogue: Al doesn't just learn from bestsellers. Uniform, scaled PDP quality ensures every SKU gets equal discoverability in Al-driven product recommendations.

How to win

Drive higher conversions: Structured data health, schema completeness, and multimodal content readiness are the new SEO strategies for Al surfaces.