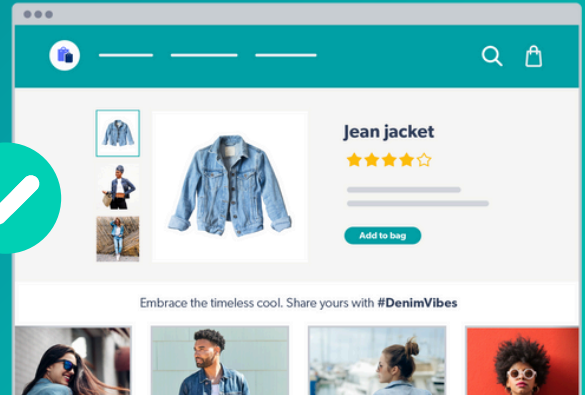# Product detail page audit checklist

Discovery

- ☐ Does your product page have a search bar?
- ☐ Is your product page a mix of images, videos, and text?
- ☐ Is it SEO optimized (Keywords, Meta description, Alt Text, Ratings & Reviews, etc)?
- ☐ Is it optimized for mobile users?
- ☐ Is the site structure both user and bot-friendly?
- ☐ Is ALT text provided for the images and videos?

Consideration

- ☐ Does it feature Ratings & Reviews?
- ☐ Does it have more than or equal to 30 reviews?
- ☐ Are the reviews recent (should not be older than 3 months)?
- ☐ Does it feature the best-selling product?
- ☐ Does it feature UGC content with shoppable links?
- ☐ Does it feature Q&A (questions & answers?)
- ☐ Is your product page mapped to user intent to decrease bounce rate?
- ☐ Does it display the prices of the products?

Conversion

- ☐ Does this product have a link that verifies its source?
- ☐ Does your product page have contextual recommendations?
- ☐ Does the product page have product highlights?

Champion

- ☐ Does your brand support email and review requests (engaging the loyalists)?
- ☐ Do you analyze your customer sentiments?
- ☐ Do you display content advocacy across all the product pages?

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