

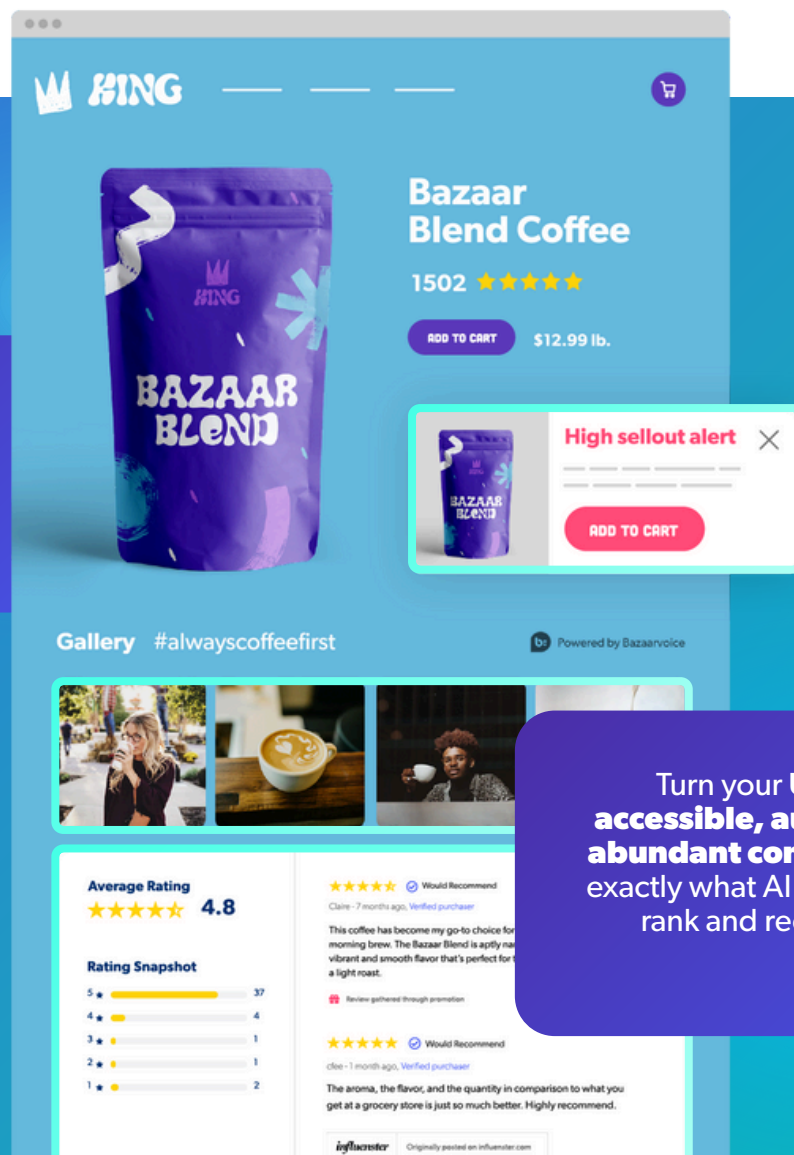
THE ESSENTIAL PDP CONTENT CHECKLIST

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

Your PDP has seconds to earn the sale, with both shoppers and AI. In a world where 70% of Google queries now return AI 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, data-driven engines for conversion.



Turn your **UGC** into **accessible, authentic and abundant content**, which is exactly what AI engines crawl, rank and recommend.

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

Your essential PDP checklist



Ratings & Reviews

How to win

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



Visual UGC

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 AI impression.



Questions & Answers

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?'



Compliance Built-In

How to win

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



Consistency with Purpose

How to win

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



Metrics to Track

How to win

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

Ready to optimize your PDPs?

Download PDP audit checklist