

Product feed health checklist

For anyone importing affiliate or merchant product feeds.

BEFORE IMPORT

- ☐ Feed URL and format (CSV, XML, TSV) confirmed
- ☐ Column mapping: ID, title, price, image, link, availability
- ☐ Currency and decimal format checked
- ☐ Image URLs load over HTTPS

DATA QUALITY

- ☐ No duplicate product IDs
- ☐ Prices are numbers, not text
- ☐ Out-of-stock items flagged or removed
- ☐ Titles trimmed of junk (SKUs, ALL CAPS)
- ☐ Categories mapped to yours

ONGOING

- ☐ Schedule updates (daily for prices)
- ☐ Alert when a feed fails or shrinks sharply
- ☐ Remove expired products, redirect their pages
- ☐ Check affiliate links still track