

The feed QA pass

The checks to run before a bulk title or attribute change reaches your live product data, in the order that catches the most damage soonest.

BEFORE YOU CHANGE ANYTHING

- ☐ Export the current feed and keep it. It is your only rollback
- ☐ Record the date and what you changed, so a performance shift six weeks out has something to point at
- ☐ Pick one product type to change, not the whole catalog. A catalog-wide change has no control group
- ☐ Note the products in your top revenue decile. Those get read by a human, whatever else happens

ELIGIBILITY, BEFORE REACH

- ☐ Every product has an id, title, description, link, image link, availability, and price
- ☐ Identifiers are present where they exist, and identifier exists is set correctly where they do not
- ☐ Apparel products carry size, color, gender, and age group
- ☐ Price and availability match the landing page right now, not at last export
- ☐ Images clear the current resolution minimum, and the sale price rules are met where a sale price is set
- ☐ The product issues view is empty of errors, not just of the errors you recognize

TITLE STRUCTURE

- ☐ Product type appears in every title, in the words a shopper would type
- ☐ Brand leads when the brand is searched, and is absent when it is not
- ☐ The first 70 characters stand alone as a description of the object
- ☐ Nothing exceeds 150 characters
- ☐ No promotional language, no all caps, no shipping or price claims
- ☐ Variant detail distinguishes every item in a size or color run from its siblings

IF A MODEL WROTE ANY OF IT

- ☐ Every generated title ships in structured title, with digital source type set to trained algorithmic media
- ☐ The plain title attribute is no longer sent for those products, or the declaration is ignored
- ☐ Every number, unit, material, and capacity in the output appears in the source row
- ☐ No product type was replaced with a broader or vaguer one
- ☐ Category mappings were spot-checked against the taxonomy, not trusted
- ☐ The prompt version and run date are stored next to the output, so a bad batch can be found later

CUSTOM LABELS

- ☐ Each label holds business logic the platform cannot infer, not data the feed already carries
- ☐ Margin band, stock depth, price competitiveness, and lifecycle are covered
- ☐ Values are a short closed list, spelled identically every time
- ☐ Every product has a value for every label in use, including the ones you forgot exist
- ☐ The refresh cadence matches the thing being labeled. Stock depth is not a monthly field

AFTER IT SHIPS

- ☐ Watch impressions on previously silent products first. That is the signal that fires soonest
- ☐ Keep a control group of products on the old pattern for at least two weeks
- ☐ Re-run the product issues view 24 hours later, because disapprovals arrive late
- ☐ Judge conversion rate last, and expect it to move for reasons unrelated to this change