

A Pre-Launch Checklist for Winning Product Pages

Product pages with engaging product content are essential to boost product discovery and conversion across the digital shelf. This pre-publication checklist will help you establish a streamlined process that increases operational efficiency and ensures your entire product catalog drives business results.

## Step 1: Identify Product Catalog Size

What’s the size of your product catalog? Estimate the number of product SKUs in your portfolio. Factor in variants in size, color, and retailer-specific offerings.

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| --- | --- | --- |
| **Number of Products** | **Number of Variants** | **Retailer-Specific Products** |
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## Step 2: Outline Product Content Reach

What’s the reach of your product content? List all of the sales channels that you use today. This will reveal all of the unique endpoints for product content distribution.

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| **Retailers / Wholesale Channels** | **Distributors** | **Direct-to-Consumer (D2C) / Ecommerce Platforms** |
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## Step 3: Determine Product Content Needs

What content do you need for each sales channel? Complete this chart for each channel that you listed in step two. Each of your retailer partners may have different requirements, which means you should consider channel-specific content strategies.

**NAME OF SALES CHANNEL:**

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| --- |
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| --- | --- | --- | --- | --- | --- | --- |
|  | **Is this product content required?** | | **Which team is responsible?** | | **When was the product content last updated?** | |
| **Product Information** | | | | | | | |
| Materials / Ingredients | |  | |  | |  | |
| Size | |  | |  | |  | |
| Packaging Dimensions | |  | |  | |  | |
| Height and Length | |  | |  | |  | |
| **Basic Content** | | | | | | |
| Descriptive Marketing Copy |  | |  | |  | |
| Bullets |  | |  | |  | |
| Above-the-Fold Images |  | |  | |  | |
| Price |  | |  | |  | |
| Color |  | |  | |  | |
| Product Identifiers |  | |  | |  | |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Is this product content required?** | **Which team is responsible?** | **When was the product content last updated?** |
| **Enhanced Content** | | | |
| Branded Imagery / Graphics |  |  |  |
| Videos |  |  |  |
| Additional Brand Storytelling Copy |  |  |  |
| 360-Degree Image Spins |  |  |  |
| Comparison Charts |  |  |  |
| Other: \_\_\_\_\_\_\_\_\_\_\_ |  |  |  |

## Step 4: Product Content Locations

Where does your product content live? Make note of the systems and departments that currently store your product information so that you know where to source critical aspects of your product content.

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| --- | --- | --- | --- | --- |
|  | **PIM** | **DAM** | **Spreadsheets** | **ERP** |
| Product Information |  |  |  |  |
| Basic Content |  |  |  |  |
| Enhanced Content |  |  |  |  |

## Step 5: Product Content Activation

How does your product content get delivered to each sales channel? List the distribution methods you use for each end point in step two.

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| --- | --- | --- | --- |
| **Sales Channels** | **Direct Retailer Feed** | **GDSN Data Pools** | **Retailer Portals** |
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## Step 6: Repeat

Product content updates are critical for your success. Repeat this content inventory process regularly to ensure your most recent content is in the marketplace and available on each of your sales channels. Leading brands optimize content on a regular basis to compete with the latest changes in the marketplace.

## Salsify

It’s time to get started on your product page strategy. Request a guided demo of Salsify Commerce Experience Management (CommerceXM) to see how it could help you advance your product page strategy and build the best product experiences.

[Request Demo](https://www.salsify.com/pages/product-demo-request-brand)