WEBSITE AUDIT

https://northstarsupply.example/guides/catalog-checklist/

Fictional website · Illustrative findings · 89 signals evaluated · Brand: Northstar Supply · Keyword: "catalog checklist" · Example AI recommendations



Overall score: 48 /100 FAIR

SEO, AEO & GEO SCORES

Readiness scores for this page, based on the checks below.

SEO

74 /100

On-page fundamentals, indexability, and performance.

AEO

30 /100

Direct answers, question coverage, and readable structure.

GEO

10 /100

Topical coverage, source quality, and clear attribution.

WHAT THE PAID AI REPORT ADDS

Look for AI recommendation next to the page-specific guidance. Scores and technical checks come from the scanner.

Keyword strategy · Draft page copy · Priority content edits · FAQ questions and answers · Page positioning · Fix kit

SEO KEYWORD OPPORTUNITIES AI RECOMMENDATION

Based on this page's content and inferred search intent. Search volume, competition, and rankings were not measured.

PRIMARY TARGET · INFORMATIONAL

Retail product catalog checklist

Audience · Suppliers looking for a repeatable checklist before submitting product data.

The phrase describes the task already covered under "Catalog checklist." It gives the intended reader a clearer reason to choose this page.

SUPPORTING SEARCH PHRASES

SEARCH PHRASE	WHERE TO USE IT	INTENT
supplier catalog submission checklist	Use naturally under “How it works” when describing the scope of this particular workflow.	Informational

SUGGESTED ON-PAGE COPY

AI RECOMMENDATION

SEO TITLE

Retail product catalog checklist | Northstar Supply

Current · Catalog checklist | Northstar Supply

H1

Retail product catalog checklist

Current · Catalog checklist

META DESCRIPTION

Before sending a catalog, verify identifiers, dimensions, descriptions, and images.

Current · Before sending a catalog, verify identifiers, dimensions, descriptions, and images. Check that categories and units match the format requested by the receiving retailer.

WHAT TO CHANGE FIRST

AI RECOMMENDATION

1

CLARIFY THE USE CASE

AI RECOMMENDATION

Put the checklist before the explanatory copy and order it from required to optional fields.

2

PUBLISH ANSWERS TO BUYER QUESTIONS

AI RECOMMENDATION

Start with “What should I check before submitting a product catalog?” and place the approved answer near the workflow description.

SUGGESTED FAQ QUESTIONS AND ANSWERS

AI RECOMMENDATION

Review these drafts and publish them as visible page content before adding the matching FAQ markup.

What should I check before submitting a product catalog?

Verify product identifiers, descriptions, dimensions, and images. Then check categories and units against the receiving retailer’s format. Work through required fields first so missing values are resolved before the catalog is sent.

Why should I check categories and units separately?

A field can be present and still fail a retailer’s requirements if it uses the wrong category or unit. Comparing those conventions directly with the retailer’s template helps catch mismatches before you submit the catalog.

When is the checklist most useful?

Use it after you have assembled the product records and before submitting the catalog to the retailer. Pay special attention to fields that are required by the receiving format and fix any missing information before sending the file.

CATEGORY BREAKDOWN

On-Page SEO	Technical SEO	Answerability	Content Depth	AEO Visibility
60 /100	**86** /100	**30** /100	**35** /100	**32** /100
AVERAGE	GOOD	NEEDS WORK	NEEDS WORK	NEEDS WORK

SCORING INSIGHTS

BRAND SIGNALS 35

Brand presence in the title and headings, Organization markup and sameAs links.

MARKET SCORE 51

Blends on-page depth, technical health and schema validity.

PRESENCE QUALITY 0

Content depth, image alt completeness, statistics and authoritative citations.

BRAND SENTIMENT 61

Trust language, reviews/testimonials, About and contact transparency.

SHARE OF VOICE n/a

Relative strength versus the competitor URLs you supplied.

TOPICAL PREVALENCE 36

Alignment of headings with topic clusters and question-style search intent.

Top issues found

CRITICAL

Content Visible Without JavaScript

Server-side render or pre-render content. GPTBot, ClaudeBot and PerplexityBot do not execute JavaScript - a client-rendered page looks empty to them.

CRITICAL

FAQ Section

Add a visible FAQ section (5-10 real buyer questions) and mark it up with FAQPage schema.

CRITICAL

Schema Types

Add JSON-LD for Organization, WebSite, WebPage, BreadcrumbList plus page-specific types (Service, Product, Article, FAQPage).

CRITICAL

Organization Entity

Add an Organization block with name, url, logo, description, contactPoint, address and sameAs (LinkedIn, Wikipedia, Crunchbase...). This is how LLMs disambiguate your brand entity.

CRITICAL

Word Count

Expand thin content to 600+ words of genuinely useful, specific information.

Quick fixes

QUICK FIX

Entity Clarity

In the first 150 words state: "[Brand] is a [category] that helps [audience] [outcome]". Repeat the same description in Organization schema and on LinkedIn/Crunchbase.

QUICK FIX

Question-Style Headings

Phrase some H2/H3s as the questions people ask ChatGPT/Google ("How much does X cost?"), then answer directly below.

QUICK FIX

Keyword Density

Use the primary keyword and close variants naturally in body copy.

SEARCH AND AI READINESS

These estimates use page checks and crawler rules. Live rankings, mentions, and citations require separate query tests.

ChatGPT

AI READINESS

31

Content + structured data emphasis

Presence Quality ×30%	0/100
Brand Signals ×20%	35/100
Market Score ×20%	51/100
Topical Prevalence ×20%	36/100
Brand Sentiment ×10%	61/100
Crawler access	Allowed (OAI-SearchBot, ChatGPT-User, Bingbot)

Claude

COVERAGE

29

Topical coverage + heading depth

Presence Quality ×30%	0/100
Topical Prevalence ×30%	36/100
Brand Signals ×20%	35/100
Market Score ×10%	51/100
Brand Sentiment ×10%	61/100
Crawler access	Allowed (Claude-SearchBot, Claude-User)

Gemini / AI Overviews

SEARCH FIT

45

SEO + technical emphasis

Market Score ×40%	51/100
Brand Signals ×20%	35/100
Presence Quality ×20%	0/100
Topical Prevalence ×20%	36/100
Technical SEO bonus	86/100
Crawler access	Allowed (Googlebot)

Perplexity

28

CITATION FIT

Freshness, evidence + direct answers

Presence Quality ×30%	0/100
Topical Prevalence ×30%	36/100
Brand Signals ×20%	35/100
Market Score ×20%	51/100
Answerability bonus	30/100
Crawler access	Allowed (PerplexityBot, Perplexity-User)

Copilot

36

INDEX FIT

Bing indexability + entity signals

Market Score ×40%	51/100
Brand Signals ×30%	35/100
Presence Quality ×15%	0/100
Topical Prevalence ×15%	36/100
Crawler access	Allowed (Bingbot)

AI & SEARCH CRAWLER ACCESS

Parsed from robots.txt for this URL.

GPTBot ChatGPT Allowed	OAI-SearchBot ChatGPT Allowed	ChatGPT-User ChatGPT Allowed	ClaudeBot Claude Allowed
Claude-SearchBot Claude Allowed	Claude-User Claude Allowed	PerplexityBot Perplexity Allowed	Perplexity-User Perplexity Allowed
Google-Extended Gemini Allowed	Googlebot Google / AI Overviews Allowed	Bingbot Bing / Copilot / ChatGPT Allowed	Applebot-Extended Apple Intelligence Allowed
Applebot Siri / Spotlight Allowed	meta-externalagent Meta AI Allowed	CCBot Common Crawl Allowed	Amazonbot Alexa / Rufus Allowed
DuckAssistBot DuckDuckGo AI Allowed	YandexBot Yandex Allowed	Baiduspider Baidu Allowed	

CONTEXTUAL SEMANTIC ANALYSIS

AI RECOMMENDATION

How the page communicates its offering and audience based on the content reviewed.

DETECTED AI NARRATIVES	CORE BRAND THEMES	POSITIONING VERDICT
Retail product catalog checklist	Before sending a catalog, verify identifiers, dimensions, descriptions, and images. Check that categories and units match the format requested by the receiving retailer.	Make the use case explicit in the title and support it with a concrete example.

TECHNICAL PERFORMANCE & INFRASTRUCTURE

AUDIT SIGNAL / METRIC	DETECTED VALUE / OBSERVATION	EVALUATION
HTTP Status	200	GOOD
Robots.txt	Exists	GOOD
Meta Robots	Not set (defaults to index, follow)	GOOD
Canonical	Exists (self-referencing)	GOOD
Sitemap XML	Exists (10 URLs, declared in robots.txt)	GOOD
Broken Links	0 broken of 9 checked	GOOD
Internal Links	10 links → Link to key service/product pages with descriptive anchors so crawlers find and weigh them.	AVERAGE
External Links	0 links → Cite a few authoritative external sources; this improves trust signals for AI answer engines.	POOR
Internal Equity (descriptive anchors)	100%	GOOD
Compression	None → Enable Brotli or gzip compression on the web server / CDN.	POOR
HTML lang attribute	en	GOOD
Hreflang	None (fine for single-language sites)	INFO
URL Structure	/guides/catalog-checklist/	GOOD
Webmaster Verification Tags	None found in HTML (may be verified via DNS) → Verify the site in Google Search Console, Bing Webmaster Tools (also feeds ChatGPT/Copilot search), Yandex and Baidu if relevant.	AVERAGE

ON-PAGE SIGNALS & KEYWORD MAPPING

AUDIT SIGNAL / METRIC	DETECTED VALUE / OBSERVATION	EVALUATION
Title Tag	36 chars - "Catalog checklist | Northstar Supply"	GOOD
Meta Description	169 chars	GOOD
H1 Count	1	GOOD
H2 Count	1 → Break content into sections with descriptive H2 headings.	AVERAGE
H3 Count	0 → Use H3 sub-sections under H2s for deeper topics.	AVERAGE
Word Count	46 words → Expand thin content to 600+ words of genuinely useful, specific information.	POOR
Keyword Density	0.00% for "catalog checklist" → Use the primary keyword and close variants naturally in body copy.	POOR
Keyword in Title	Yes	GOOD
Keyword in H1	Yes	GOOD
Keyword in Meta Description	No → Mention "catalog checklist" in the meta description.	POOR
Keyword in URL	Yes	GOOD
Heading Hierarchy	100%	GOOD
Content Freshness	No date signals found → Show a visible "Last updated" date and set dateModified in schema; Perplexity and Google AI Overviews prefer fresh sources.	POOR
Open Graph Tags	0/5 present → Add og:title, og:description, og:image, og:type and og:url for rich link previews (LinkedIn, Facebook, Slack, ChatGPT link cards).	POOR
Twitter/X Card	Missing → Add <meta name="twitter:card" content="summary_large_image">.	POOR
Image Alt Text	0/1 with alt → Add descriptive alt text to every meaningful image (multimodal AI and image search rely on it).	POOR

AEO COMPATIBILITY & SYNTACTIC CLARITY

AUDIT SIGNAL / METRIC	DETECTED VALUE / OBSERVATION	EVALUATION
Direct Answer Block	Partial (lead paragraph not definitional) → Open with a 40-60 word "answer-first" paragraph that defines who you are / what the page answers (e.g. "Acme is a ... that helps ... by ...").	AVERAGE

AUDIT SIGNAL / METRIC	DETECTED VALUE / OBSERVATION	EVALUATION
FAQ Section	No → Add a visible FAQ section (5-10 real buyer questions) and mark it up with FAQPage schema.	POOR
Question-Style Headings	1 → Phrase some H2/H3s as the questions people ask ChatGPT/Google ("How much does X cost?"), then answer directly below.	POOR
Avg Paragraph Length	20 words	GOOD
Readability (Flesch)	31/100 → Shorten sentences and prefer plain words; aim for Flesch 50-70 (grade 8-10).	AVERAGE
Expert Attributions & Evidence	0 signals → Add named experts, statistics with sources, certifications and case-study numbers - LLMs prefer citing evidence-backed claims.	POOR
Lists & Tables	0 lists, 0 tables → Use bullet lists, numbered steps and comparison tables - answer engines extract these verbatim.	POOR
Summary / Key Takeaways	No → Add a "Key takeaways" or "At a glance" block near the top.	POOR

STRUCTURED DATA & SCHEMA.ORG VERIFICATION

AUDIT SIGNAL / METRIC	DETECTED VALUE / OBSERVATION	EVALUATION
Schema Types	None → Add JSON-LD for Organization, WebSite, WebPage, BreadcrumbList plus page-specific types (Service, Product, Article, FAQPage).	POOR
Total JSON-LD Blocks	0 blocks → Embed at least one <script type="application/ld+json"> block (see Fix Kit).	POOR
Schema JSON Valid	Not detected → Fix JSON syntax errors; validate at validator.schema.org and Google Rich Results Test.	POOR
Organization Entity	Not detected → Add an Organization block with name, url, logo, description, contactPoint, address and sameAs (LinkedIn, Wikipedia, Crunchbase...). This is how LLMs disambiguate your brand entity.	POOR
WebSite Schema	Missing → Add a WebSite block (with potentialAction SearchAction if you have site search).	POOR
FAQPage Schema	Missing → Wrap your FAQ in FAQPage schema (Question / acceptedAnswer).	POOR

AUDIT SIGNAL / METRIC	DETECTED VALUE / OBSERVATION	EVALUATION
Article Schema	Missing → Blog/insight pages should use Article/BlogPosting with author, datePublished and dateModified.	POOR
BreadcrumbList	Missing → Add BreadcrumbList so engines show your hierarchy in results.	POOR
Service / Product Schema	Missing → Describe what you sell with Service/Product schema (name, description, provider, areaServed, offers).	POOR
Schema dateModified	Not detected → Include dateModified in WebPage/Article schema and keep it accurate.	POOR
sameAs Entity Links	0 profiles → List authoritative profiles in Organization.sameAs - Wikipedia/Wikidata, LinkedIn, Crunchbase, G2, GitHub, YouTube.	POOR

CONTENT QUALITY & SEMANTIC DEPTH

AUDIT SIGNAL / METRIC	DETECTED VALUE / OBSERVATION	EVALUATION
Readability	31% → Simplify vocabulary and shorten sentences.	AVERAGE
Lexical Diversity	n/a → Vary wording; avoid repeating the same boilerplate phrases across sections.	POOR
Avg Sentence Length	23.0 words	GOOD
Passive Voice	0%	GOOD
Topical Coverage in Headings	1 of top 20 topics → Make sure the main topics you discuss also appear in headings - this is how engines map the page to query clusters.	POOR
Content Clarity	100%	GOOD
Editorial Consistency	0% → Use a consistent structure and paragraph rhythm across sections.	POOR
External Citation Quality	0 authoritative of 0 outbound → Cite primary, authoritative sources (.gov, .edu, research, standards bodies, industry analysts).	POOR
Statistics & Data Points	0 figures → Add concrete numbers (results, years, client counts, benchmarks) - quantified claims get quoted by AI answers.	POOR
Content Depth	46 words, 2 paragraphs → Cover the topic comprehensively: who it is for, how it works, pricing factors, process, proof, FAQs.	POOR

PERFORMANCE & CORE WEB VITALS

AUDIT SIGNAL / METRIC	DETECTED VALUE / OBSERVATION	EVALUATION
Server Response (TTFB)	0 ms	GOOD
HTML Download Time	0 ms	GOOD
HTML Size	1 KB	GOOD
DOM Depth / Nodes	5 levels, 27 nodes	GOOD
Image Optimization	0 lazy, 0 sized, 0 WebP/AVIF of 1 → Serve WebP/AVIF, set width/height (prevents CLS) and loading="lazy" on below-the-fold images.	POOR
Scripts / Stylesheets	0 scripts, 0 stylesheets	GOOD
Lighthouse Performance (Mobile)	Not measured (disabled)	INFO

MOBILE RESPONSIVENESS & HTTPS SECURITY

AUDIT SIGNAL / METRIC	DETECTED VALUE / OBSERVATION	EVALUATION
HTTPS	Secure	GOOD
Mobile Viewport	width=device-width,initial-scale=1	GOOD
Mixed Content	Passed	GOOD
Security Headers	0/6 (none) → Add HSTS, CSP, X-Content-Type-Options, X-Frame-Options, Referrer-Policy and Permissions-Policy headers.	POOR
Favicon	Missing → Add a favicon - Google shows it beside mobile results.	POOR

AI CRAWLER ACCESS & CITATION CONFIDENCE

AUDIT SIGNAL / METRIC	DETECTED VALUE / OBSERVATION	EVALUATION
AI Search Crawler Access	8/8 answer-engine crawlers allowed	GOOD
AI Training Crawlers	11/11 allowed	INFO
Bot Firewall Check	HTTP 200 for AI user-agent	GOOD
llms.txt	Missing → Publish /llms.txt - a markdown index of your most important pages for LLMs (draft generated in the Fix Kit).	POOR

AUDIT SIGNAL / METRIC	DETECTED VALUE / OBSERVATION	EVALUATION
Content Visible Without JavaScript	46 words in raw HTML, text/HTML ratio 32.3% → Server-side render or pre-render content. GPTBot, ClaudeBot and PerplexityBot do not execute JavaScript - a client-rendered page looks empty to them.	POOR
Brand Mentions in Copy	0 mentions of "Northstar Supply" → Name your brand explicitly in body text ("At Acme, we..."), not just in the logo - LLMs learn entity-attribute associations from text.	POOR
Entity Clarity	20% → In the first 150 words state: "[Brand] is a [category] that helps [audience] [outcome]". Repeat the same description in Organization schema and on LinkedIn/Crunchbase.	POOR
Offerings Named in Headings	Not detected → Give each core offering its own clearly named heading and dedicated page.	POOR
Author / E-E-A-T Signals	None → Show who wrote/reviewed content (name, role, credentials, photo, LinkedIn) and add Person schema.	POOR
RSS / Atom Feed	No → Expose an RSS feed for blog/news - helps discovery by aggregators and AI news tools.	AVERAGE

BRAND SIGNALS & SEARCH ENGINE DISCOVERABILITY

AUDIT SIGNAL / METRIC	DETECTED VALUE / OBSERVATION	EVALUATION
Social Profiles Linked	0 platforms (none) → Link your official LinkedIn, X, YouTube, GitHub, etc. from the footer and list them in Organization.sameAs.	POOR
About Page	Not found → Publish a detailed About page: founding year, team, locations, certifications.	POOR
Contact Information	Not found → Show phone, email and physical address (consistent NAP across the web).	POOR
Privacy / Terms Pages	Not found → Link privacy policy and terms - basic trust signals for Google quality raters.	POOR
Author Info	Not found → Add author bylines with bios on content pages.	POOR
Reviews / Testimonials	Detected	GOOD
Trust Language (on-page)	1 trust / 0 negative terms → Back claims with proof words: awards, certifications, partner badges, client counts.	AVERAGE

AUDIT SIGNAL / METRIC	DETECTED VALUE / OBSERVATION	EVALUATION
Social Sharing Readiness	25% → Add og:site_name, og:image and twitter:card so shared links render as branded cards.	POOR

COMPETITIVE BENCHMARK MATRIX

Gap analysis against the competitors you supplied.

No competitor URLs supplied. Add up to 3 on the audit form to benchmark against them.

PRIORITIZED AUDIT FIXES

1 CONTENT VISIBLE WITHOUT JAVASCRIPT — HIGH IMPACT

Server-side render or pre-render content. GPTBot, ClaudeBot and PerplexityBot do not execute JavaScript - a client-rendered page looks empty to them.

Observed: 46 words in raw HTML, text/HTML ratio 32.3%

2 FAQ SECTION — HIGH IMPACT

Add a visible FAQ section (5-10 real buyer questions) and mark it up with FAQPage schema.

Observed: No

3 SCHEMA TYPES — HIGH IMPACT

Add JSON-LD for Organization, WebSite, WebPage, BreadcrumbList plus page-specific types (Service, Product, Article, FAQPage).

Observed: None

4 ORGANIZATION ENTITY — HIGH IMPACT

Add an Organization block with name, url, logo, description, contactPoint, address and sameAs (LinkedIn, Wikipedia, Crunchbase...). This is how LLMs disambiguate your brand entity.

Observed: Not detected

5 WORD COUNT — HIGH IMPACT

Expand thin content to 600+ words of genuinely useful, specific information.

Observed: 46 words

6 EXPERT ATTRIBUTIONS & EVIDENCE — HIGH IMPACT

Add named experts, statistics with sources, certifications and case-study numbers - LLMs prefer citing evidence-backed claims.

Observed: 0 signals

7 SCHEMA JSON VALID — HIGH IMPACT

Fix JSON syntax errors; validate at validator.schema.org and Google Rich Results Test.

Observed: Not detected

8

FAQPAGE SCHEMA

HIGH IMPACT

Wrap your FAQ in FAQPage schema (Question / acceptedAnswer).

Observed: Missing

9

CONTENT DEPTH

HIGH IMPACT

Cover the topic comprehensively: who it is for, how it works, pricing factors, process, proof, FAQs.

Observed: 46 words, 2 paragraphs

10

ENTITY CLARITY

MEDIUM IMPACT

In the first 150 words state: "[Brand] is a [category] that helps [audience] [outcome]". Repeat the same description in Organization schema and on LinkedIn/Crunchbase.

Observed: 20%

11

QUESTION-STYLE HEADINGS

MEDIUM IMPACT

Phrase some H2/H3s as the questions people ask ChatGPT/Google ("How much does X cost?"), then answer directly below.

Observed: 1

12

KEYWORD DENSITY

MEDIUM IMPACT

Use the primary keyword and close variants naturally in body copy.

Observed: 0.00% for "catalog checklist"

FIX KIT - COPY & DEPLOY

Generated from this audit. Replace <placeholders> and review before publishing.

robots.txt (AI-crawler friendly) /robots.txt

```
# Generated by AI SEO/AEO Grader - review before deploying
# 1) Answer-engine & search crawlers: ALLOW (these decide whether you are cited)
User-agent: OAI-SearchBot
Allow: /

User-agent: ChatGPT-User
Allow: /

User-agent: Claude-SearchBot
Allow: /

User-agent: Claude-User
Allow: /

User-agent: PerplexityBot
Allow: /

User-agent: Perplexity-User
Allow: /

User-agent: Googlebot
Allow: /

User-agent: Bingbot
Allow: /

# 2) AI training crawlers: allowed here. Change to "Disallow: /" to opt out of training
#    (this does NOT remove you from AI search answers).
User-agent: GPTBot
Allow: /

User-agent: ClaudeBot
Allow: /

User-agent: Google-Extended
Allow: /

User-agent: Applebot-Extended
Allow: /

User-agent: Applebot
Allow: /

User-agent: meta-externalagent
Allow: /

User-agent: CCBot
Allow: /

User-agent: Amazonbot
Allow: /

User-agent: DuckAssistBot
Allow: /
```

```
User-agent: YandexBot
Allow: /

User-agent: Baiduspider
Allow: /

# 3) Everyone else
User-agent: *
Allow: /
Disallow: /wp-admin/
Disallow: /cart/
Disallow: /checkout/
Disallow: /*?s=

Sitemap: https://northstarsupply.example/sitemap.xml
```

llms.txt draft

/llms.txt

AI recommendation

The opening business summary uses the AI analysis.

```
# Northstar Supply

> Before sending a catalog, verify identifiers, dimensions, descriptions, and images.

Key facts an AI assistant should know (edit and expand):
- Website: https://northstarsupply.example
- Founded: <year>
- Headquarters: <city, country>
- Core offerings: <service 1>, <service 2>, <service 3>
- Who we serve: <industries / customer types>

## Main pages

- [Welcome](https://northstarsupply.example/)
- [Catalog validation](https://northstarsupply.example/catalog-validation/)
- [Supplier onboarding](https://northstarsupply.example/supplier-onboarding/)
- [Channel mapping](https://northstarsupply.example/channel-mapping/)
- [Imports](https://northstarsupply.example/data-import/)
- [Exports](https://northstarsupply.example/exports/)
- [Home goods](https://northstarsupply.example/industries/home-goods/)
- [Industrial suppliers](https://northstarsupply.example/industries/industrial/)
- [Catalog checklist](https://northstarsupply.example/guides/catalog-checklist/)
- [Request a demo](https://northstarsupply.example/demo/)

## Optional

- [Sitemap](https://northstarsupply.example/sitemap.xml)
```

Organization + WebSite + WebPage JSON-LD

AI recommendation

<head>

The organization description uses the AI summary.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@graph": [
    {
      "@type": "Organization",
      "@id": "https://northstarsupply.example/#organization",
      "name": "Northstar Supply",
      "url": "https://northstarsupply.example",
      "logo": "https://northstarsupply.example/logo.png",
      "description": "Before sending a catalog, verify identifiers, dimensions, descriptions, and images.",
      "sameAs": [
        "https://www.linkedin.com/company/<your-company>"
      ],
      "contactPoint": {
        "@type": "ContactPoint",
        "contactType": "sales",
        "email": "<sales@yourdomain>",
        "telephone": "<+1-000-000-0000>"
      }
    },
    {
      "@type": "WebSite",
      "@id": "https://northstarsupply.example/#website",
      "url": "https://northstarsupply.example",
      "name": "Northstar Supply",
      "publisher": {
        "@id": "https://northstarsupply.example/#organization"
      }
    },
    {
      "@type": "WebPage",
      "@id": "https://northstarsupply.example/guides/catalog-checklist/#webpage",
      "url": "https://northstarsupply.example/guides/catalog-checklist/",
      "name": "Catalog checklist | Northstar Supply",
      "description": "Before sending a catalog, verify identifiers, dimensions, descriptions, and images.
Check that categories and units match the format requested by the receiving retailer.",
      "isPartOf": {
        "@id": "https://northstarsupply.example/#website"
      },
      "about": {
        "@id": "https://northstarsupply.example/#organization"
      },
      "dateModified": "2026-11-28"
    }
  ]
}
</script>
```

FAQPage JSON-LD

AI recommendation

page with visible FAQ

The markup includes the suggested questions and answers above.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What should I check before submitting a product catalog?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Verify product identifiers, descriptions, dimensions, and images. Then check categories and units against the receiving retailer’s format. Work through required fields first so missing values are resolved before the catalog is sent."
      }
    },
    {
      "@type": "Question",
      "name": "Why should I check categories and units separately?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "A field can be present and still fail a retailer’s requirements if it uses the wrong category or unit. Comparing those conventions directly with the retailer’s template helps catch mismatches before you submit the catalog."
      }
    },
    {
      "@type": "Question",
      "name": "When is the checklist most useful?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Use it after you have assembled the product records and before submitting the catalog to the retailer. Pay special attention to fields that are required by the receiving format and fix any missing information before sending the file."
      }
    }
  ]
}
</script>
```

Recommended head tags

AI recommendation

<head>

The title and description use the suggested copy above.

```
<title>Retail product catalog checklist | Northstar Supply</title>
<meta name="description" content="Before sending a catalog, verify identifiers, dimensions, descriptions, and images.">
<meta name="robots" content="index, follow, max-snippet:-1, max-image-preview:large, max-video-preview:-1">
<link rel="canonical" href="https://northstarsupply.example/guides/catalog-checklist/">
<meta name="viewport" content="width=device-width, initial-scale=1">
<meta property="og:type" content="website">
<meta property="og:site_name" content="Northstar Supply">
<meta property="og:title" content="Catalog checklist | Northstar Supply">
<meta property="og:description" content="Before sending a catalog, verify identifiers, dimensions, descriptions, and images. Check that categories and units match the format requested by the receiving retailer.">
<meta property="og:url" content="https://northstarsupply.example/guides/catalog-checklist/">
<meta property="og:image" content="https://northstarsupply.example/og-image.jpg">
<meta name="twitter:card" content="summary_large_image">
<link rel="alternate" type="text/markdown" href="https://northstarsupply.example/llms.txt" title="LLM summary">
```