

Most building materials brands don't have a marketing problem – they have a product data problem. Use this checklist to audit your SKUs, attributes, and technical information so products can be found, filtered, and specified by merchants, architects, and trade buyers.

DATA FOUNDATIONS

- ☐ **Single Source of Truth**
Confirm there is one master spreadsheet / PIM where all products and variants are maintained and updated.
- ☐ **Unique SKUs for Every Variant**
Check that every size, colour, finish, and length has its own unique SKU – no shared or duplicated codes.
- ☐ **Mandatory Fields Completed**
Ensure core fields (SKU, name, category, description, dimensions, weight, material, colour, finish) are populated for every product.
- ☐ **Consistent Units & Formatting**
Standardise units (mm vs cm, kg vs g) and naming conventions across all products to avoid confusion and import issues.

WEBSITE & E-COMMERCE READINESS

☐ Filterable Attributes Mapped

Identify which attributes (size, colour, profile, material, application) should be used as filters and make sure every product is tagged correctly.

☐ Trade-Friendly Product Titles

Rewrite product titles to include key details a trade buyer expects at a glance – profile, size, finish, and pack quantity.

☐ Category & URL Structure

Check that products sit in logical categories and subcategories, with clean, SEO-friendly URLs (e.g., /gutters/deepflow/black/).

☐ Images & Supporting Media

Confirm each product has at least one clear image plus any relevant diagrams, detail shots, or installation photos.

SPECIFICATION & TECHNICAL DATA

☐ Technical Fields Completed

Audit fields such as fire rating, load class, thermal performance, acoustic data, and any other specifier-critical values.

☐ Spec Sheets & Install Guides Linked

Ensure every relevant product has downloadable spec sheets, installation guides, and maintenance instructions attached or linked.

☐ NBS / BIM Readiness

Confirm you have the data required to create or update NBS Source listings and BIM objects (naming, classifications, performance data).

☐ Compliance & Certification

Check that declarations (CE/UKCA, BBA, ISO, fire test reports) are up to date and accessible from the product record.

MERCHANT & DISTRIBUTOR DATA PACKS

- ☐ **Trade Price & Pack Information**
Include trade prices, pack sizes, minimum order quantities, and pallet quantities for every product where applicable.
- ☐ **Barcode / EAN / SKU Mapping**
Confirm that barcodes or EANs are present and matched to the correct SKUs for scanning and stock control.
- ☐ **Merchant-Ready Descriptions**
Provide short, practical descriptions merchants can drop straight into their own systems without heavy editing.
- ☐ **Easy Export Formats**
Check that your master data can be exported quickly to CSV/XLSX templates commonly used by key merchants and distributors.

DATA GOVERNANCE & MAINTENANCE

- ☐ **Clear Ownership**
Assign a named owner or team responsible for keeping the product data set accurate and up to date.
- ☐ **New Product Workflow**
Document the steps required when a new product is created – including mandatory fields, approvals, and where it's published.
- ☐ **Change Log & Version Control**
Maintain a simple log of major data changes (e.g., spec changes, reclassifications, discontinued lines) so updates aren't lost.
- ☐ **Discontinued & Legacy Products**
Confirm there is a clear method for archiving discontinued products while keeping data available for historic projects.

Need help fixing your product data?

Book a One-Day Strategy Session at www.dangissane.co.uk

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