





Product Title Evaluation Report

Example Client

September 27, 2018

The purpose behind this report is to direct you to:

1. **Possible errors** in your feeds that **should be fixed** for compliance reasons (designated as )
2. **Opportunities to improve** your data that **need attention** (designated as )

Notes:

- Some results may not be errors, but we'd rather dig deeply to make sure we find everything.
- Multiple checks might indicate the same underlying weakness in a title.

Types of Errors:

Compliance errors mean titles could be disqualified from certain Shopping Channels.

Content errors highlight titles whose search relevance & discoverability can be improved.

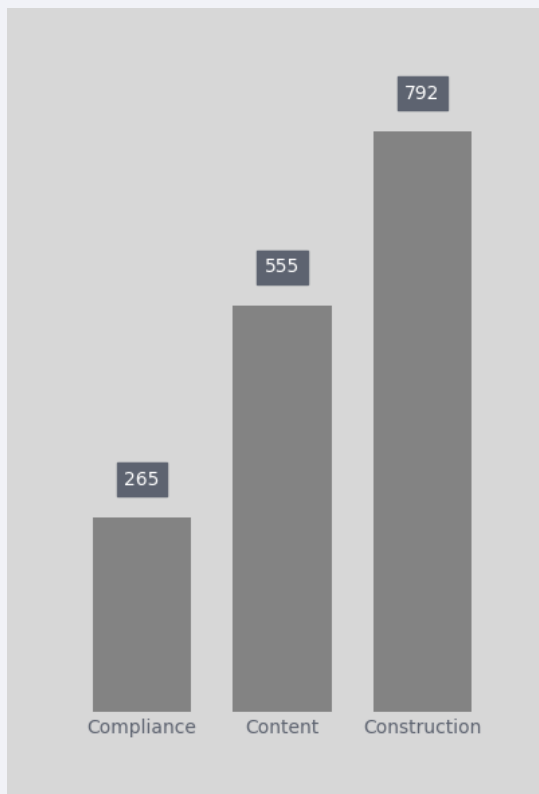
Construction errors highlight titles that may be too long, too short or otherwise poorly built.

Summary of Title Quality







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SKUs Processed	Average Title Score	Title Errors
2,000	63%	1,612


Types of Errors




Specific Title Errors

Compliance	Content	Construction
Forbidden Text 	Product Type Not Detected 	Truncated Titles 
Gimmicky Punctuation 	Poor Product Type 	Diluted Keywords 
Possible Typos 	Duplicated Words 	Wasted Beginning 
Suspect Abbreviations 	Mismatched Brands 	Brand in Wrong Place 
Missing Spaces 	Missing Brands 	Duplicate Titles 
Banned Characters 	Unclear Info 	Improper Punctuation 
Suspect Capitalization 	Not Enough Info 	Extraneous Labels 
Missing Titles 	No Defining Features 	Best Practice SEO 

 Should be fixed

 Needs attention

 Doing well!

Compliance Errors

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Forbidden Text



16 Errors + 2 Best Practice

Should Be Fixed

Example(s)	Severity	Channels	Frequency
Free Shipping	high	all	10
Buy 1 Get 1	high	all	3
50% off	high	all	2
Best Seller	medium	Goog, Amzn	1

Why fix this?

- Google and other shopping channels don't want promotional text in titles.
- Title content should be limited to information about the product instead of the transaction.

Gimmicky Punctuation



11 Errors

Should Be Fixed

Example(s)	Confidence	Frequency
"*S*A*L*E*"	high	8
F.r.e.e. S.h.i.p.p.i.n.g.	high	1
E X T R A	medium	1
:-)	low	1

Why fix this?

- Channels don't allow the gimmicky use of punctuation to avoid having forbidden words flagged or to draw emphasis to certain words.

Compliance Errors

[Get Results for Your Catalog](#)

Possible Typos


22 Errors
Should Be Fixed

Example(s)	Confidence	Frequency
Striaght	hight	8
Continueous	high	3
Feamle	medium	1

Why fix this?

- Misspellings detract from titles, are discouraged by shopping channels and may cause searches to fail.
- Common typos we see are:
 - Fuschia -> Fuchsia
 - Florescent -> Fluorescent

Suspect Abbreviations


24 Errors
Should Be Fixed

Example(s)	Confidence	Frequency
Shwr	high	13
Univrsl	medium	6
Advntg	low	2

Why fix this?

- Abbreviations may cause searches to fail, detract from clarity, or break shopping channel guidelines. These may be legacy ERP or PIM artifacts.
- Examples of common abbreviations :
 - Blk -> Black
 - Wht -> White

Compliance Errors

[Get Results for Your Catalog](#)

Missing Spaces


38 Errors
Should Be Fixed

Example(s)	Confidence	Frequency
Cottonblend	high	22
Suede leather	high	5
Stu diodesk	low	1

Why fix this?

- Missing spaces can make titles hard to read and may cause search failures.
- Even with legitimate compound words, it's usually best to split them for clarity.
 - Shortsleeve -> Short Sleeve
 - Darkbrown -> Dark Brown

Banned Characters


23 Errors + 80 Best Practice
Should Be Fixed

Example(s)	Severity	Channels	Frequency
TM	high	all	20
^	medium	all	2
*	medium	all	1

Why fix this?

- Certain characters are unfriendly and can obscure your product or make it harder to read. Stick with standard text and avoid special characters or symbols.
- Some channels require dimensions to be written out as inches or feet.

Compliance Errors

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Suspect Capitalization



129 Errors + 11 Best Practice

Should Be Fixed

Example(s)	Severity	Frequency
PACK	high	75
SMALL	high	29
cells	medium	25

Why fix this?

- Shopping channels don't want excessive capitalization. Capitalize first letter of each word and avoid all caps.
- Ignore when odd capitalization is legitimate for brand or product line.

Missing Titles



2 Errors

Should Be Fixed

MerchantCategory (this varies by dataset)	# Missing
Pet Supplies	2

Why fix this?

- Empty titles cannot be listed, searched, or displayed.

Content Errors

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Product Type Not Detected



153 Errors

Needs Attention

Example Title(s)

Kartell Bookworm

NeilMed NasaRinse NasoGel , 1 oz

Mizuno Mens Jpx 850 Fairway Fujikura Motore

Rockwell BladeRunner

Sklz Set-Up Trainer

Steamist Steamhead 3199

TopShine .33oz

Hansgohe ShowerArc 26396001

Why fix this?

- Search engines have a harder time with products that are missing product type, and don't provide clarity about what the product is. They are more difficult to match against a shoppers search intent:
 - e.g. "Cotton Crew" could be "Cotton Crew Sock" or "Cotton Crew T-Shirt"
- **Note:** This is one of our toughest analyses so some of the Titles we list *may* have a Product Type.

Content Errors

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Poor Product Type



153 Errors

Needs Attention

Example Title(s)

Bepei Women Lace in Point Chiffon Cocktail Clubwear

Minibee Women's Dragon Print Pattern Clothing

6 Piece Kit (1/8", 1/4", 1/2", 3/4", 1", 1-1/2")

No Lye Cleaner

Why fix this?

- Search engines have a harder time with products that have a weak product type that doesn't provide clarity about what the product is.
 - Sometimes the product type is missing an important word: e.g. "Cotton Crew" could be "Cotton Crew Sock" or "Cotton Crew T-Shirt"
 - Sometimes the product type is too generic: e.g. "Pattern Clothing" could be a dress, pants, shirt, etc.

Content Errors

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No Defining Features

 72 Errors

Needs Attention

Example Title(s)

Peavey Case

Surge Protector

Kays Ring

Levi's Jeans

Nike Running Shoes

Blue Mountain Backpack

Hansgohe Bathroom Showerhead 21359001

Why fix this?

- Titles without defining features perform worse in search engines.
- It is important to include the attributes that motivate a purchase decision. (e.g. color, size, style, gender...)
 - e.g. "Peavey Case" could be "Peavey Canvas Equipment Case"
 - e.g. "Levi's Jeans" could be "Levi's Mens Straight-Leg Blue Jeans"

Content Errors

[Get Results for Your Catalog](#)

Duplicated Words



10 Errors + 2 best Practice

Needs Attention

Text	Example Title(s)
Mickey Mouse	American Tourister Disney Mickey Mouse 21" Spinner Mickey Mouse Pants
Diaper Genie	Diaper Genie Playtex Diaper Genie Twistaway Disposal System Refill

Why fix this?

- Duplication wastes space and looks careless.
- Duplicate words in the brand can be justified but should be checked.

Mismatched Brands



36 Errors + 10 Best Practice

Needs Attention

Brand	Example Title(s)
Bunn o Matic	Bunn Coffee Filters
Band-Aid	Band Aid Children's Adhesive Bandages
Taylor Made	Taylormade Aeroburner Combo Irons

Why fix this?

- When brand in title doesn't exactly match value in brand field, there could be an issue in either location.
- This may find differences in punctuation or spelling, abbreviations, or completely different brands.

Content Errors

[Get Results for Your Catalog](#)

Missing Brands



78 Errors

Needs Attention

Brand	Example Title(s)
Samsonite	Luggage Scale
OPI	T30 Top Coat
Purina	Pro Plan Weight Management Dog Food
DeWalt	Worklight

Why fix this?

- Most channels want the brand for the product to be included in the title.
- Brand can be a large factor in a buying decision for some product types.

Unclear Info



14 Errors

Needs Attention

Example Title(s)
Dealin Dawg by Ganz
Mizumi Oyakata Watergun by Carrera"
Furuno LS6100 Echosounder

Why fix this?

- Titles should at least contain a few words that are recognizable to most people.
- Industry jargon is fine as long as it's clear to intended audience.

Content Errors

[Get Results for Your Catalog](#)

Not Enough Info



39 Errors

Needs Attention

Example Title(s)

StudioDesk

Biosilk

Autoflush

Why fix this?

- Short titles are likely missing key information about the product that shoppers care about.
- Titles may be missing attributes that differentiate them from similar products.

Construction Errors

[Get Results for Your Catalog](#)

Truncated Titles



5 Errors

Needs Attention

Example Title(s)	Reason	Indicator
6-PACK Lean Treat - Nutritional Rewards for CATS 3.5 Ou	truncated phrase	"3.5 Ou => 3.5 Ounce"
Quadrac\","ear Ear Drops for Dogs and Cats,	punctuation at end"	" ,"
Arthritis Power Pack Level 3 ReMATRIX 120, Joint Treats 60 ,Derm Tabs ES (60 Tablets	unclosed bracket	(

Why fix this?

- Titles truncation could mean important information is missing from title.
- Word truncation will create false errors in other analyses.

Diluted Keywords



15 Errors

Needs Attention

Example Title(s)
16 Pcs Drill Bit Set 1/4" 3/8" 1/2" 5/8" 3/4" 7/8" 1" 1-1/8 "1-1/4" 1-3/8" 1-1/2" 1-5
Matching Phone Cases - God Made Us Best Friends Phone Covers for iphone 4 , iphone 5 , iphone 5C , iphone 6

Why fix this?

- Excessive content in a Title means each word is potentially devalued for both shoppers and search engines.

Construction Errors

[Get Results for Your Catalog](#)

Wasted Beginning



7 Errors

Needs Attention

Text	Example Title(s)
2 pack	2 pack of NCAA Pint Glasses
Set of 3	Set of 3 Wooden Toy Crates
24 ct	24 ct Twistable Crayons

Why fix this?

- Searchers and channels assume the most important information is at the beginning.
- Starting a title with item size or pack quantity wastes the most valuable “real estate” that will appear even when display space is limited such as with the search results/previews.

Brand in Wrong Place



4 Errors

Needs Attention

Brand	Example Title(s)	Frequency
Dynarex	Safe Touch Latex Exam Glove Powder Free Medium , 100ea , Dynarex	3
MuscleTech	5lb. Bag of Protein MuscleTech Premium Whey Protein Plus	1

Why fix this?

- Brand is often at the beginning of the title because it’s an important piece of information to the shopper.
- Not necessarily wrong but worth checking.

Construction Errors

[Get Results for Your Catalog](#)

Duplicate Titles



6 Errors

Needs Attention

MerchantCategory (this varies by dataset)	# Duplicate
Pet Supplies > Dog Products > Toys for Dogs > MULTIPET INTERNATIONAL Toys > L...	3
Dog Toys > Plush & Stuffing-Free Dog Toys > Multipet Sock Pals	2
Food Supplements > Lysine Products > Enisyl-F Lysine Supplement	2

Why fix this?

- Duplicate titles in the same category may be variants that are missing their unique information.
- Duplicate titles in different categories are either mistakes or missing crucial information.

Improper Punctuation



10 Errors

Needs Attention

Example(s)	Reason	Frequency
--	repeated	3
(unclosed bracket	2
/	trailing	1

Why fix this?

- Accidental duplicate punctuation, unclosed parentheses, or titles that have trailing punctuation indicate a title that was constructed by formula instead of being crafted by a human.

Construction Errors

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Extraneous Labels



31 Errors

Needs Attention

Text	Example Title(s)
Choose a Color:	H2O Aqua Dog Toy 4", Choose a color: Neon Green
Color:	3M Vetrap 2" x 5 yd, Color: Blue
Neck Size:	Pet Botanics E-Collars Assorted Colors - XLarge (Neck Size: 12 1/4"-21")
Choose Type:	Halloween Rope & Vinyl Toys 9", Choose Type: Ghoul
Size:	Zack & Zoey Ghost Tee, Size: XXSmall

Why fix this?

- It's unnecessary to include attribute names in titles when it is clearly implied and not adding any relevance, e.g. Size: 16 oz, Color: Red
- Removing extraneous information helps titles work for channels with small character counts, or makes room to add attributes important for SEO.

Construction Errors

[Get Results for Your Catalog](#)

Best Practice SEO



714 Errors

Needs Attention

Example(s)	Improvement	Frequency
2X-Large	2XL	15
Extra Extra Large	2XL	30
XXLarge	2XL	36
Compact Fluorescent	CFL	1
Florida State	Florida St.	2
High-Waisted	High-Rise	16
Ounce	oz	152
and	&	229
Twin Pack	2-Pack	1

Why fix this?

- Titles should use language that is internally consistent and reflective of how shoppers search for products.
- Some of these fixes should be done to improve relevancy, and other should be done to reduce the number of characters so other searcher intent information can be added.

Content Errors Coming Soon!

[Get Results for Your Catalog](#)

Missing Attributes



Errors 91

Needs Attention

Example Title(s)	Missing Attribute	Missing Attribute Value
Levis Slim Fit 511 Pants, 34x32, Black	Material	Corduroy
Patagonia Flannel Shirt - Blue/Black, Large	Pattern	?
Round Patio Table Cover - 30"H x 84" Dia.	Material	Vinyl
Sherpa Lined Slippers, Purple, Small	Gender	?
Compression Socks, Pink, Medium	Gender	Women's
Merrell Moab Ventilator Boot for Men, 11M	Style	Hiking
Cashmere V-Neck Cardigan	Product Type	Sweater

Why fix this?

- A Title for any product must fulfil 2 goals:
 - Getting found by customers who want to buy this *specific* product.
 - Helping customers understand that this *specific* product is the one they are looking for.
- Product Titles lacking key information risk failure on both goals, reducing both sales and **all** profitability metrics, including CTR, CPC, Conversion, ROAS and return rate.

Content Errors Coming Soon!

[Get Results for Your Catalog](#)

Misaligned With Searcher Intent



12 Errors

Needs Attention

Example Title(s)	Improved Search Alignment	Search Traffic Improvement
Clic Black +2.50 <u>Readers</u>	Reading Glasses	10.0X
Womens <u>Hi Rise</u> Jeans	High Waist	10.0X
Merrell Mens Moab <u>Hikers</u>	Hiking Shoes	8.0X
Womens <u>Camo</u> Utility Shirt	Camouflage	5.0X
Mens Oxford <u>Button-up</u> Shirt	Button-Down	2.0X
Border Print Cotton <u>Housedress</u>	Housecoat	1.5X

Why fix this?

- Some concepts can be expressed in multiple ways.
- But people are typically more familiar with one way of saying things than others.
- In some cases, the difference is dramatic.
 - e.g. Search frequency for *Reading Glasses* is 10 times that for *Readers*.
- So it's critically important that your Product Titles contain the most frequently searched words.

Content Errors Coming Soon!

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Family/Variant Consistency



64 Errors

Needs Attention

Example Family	Family Variant	Example Title(s)	Family Problem Type
1	Family Variant	Twill Five Pocket Jeans <u>Men's Signature</u> Twill Five Pocket Jeans, Grey, 36	Text missing from Family.
2	Family Variant	<u>Autumn Plaid Shirt</u> Men's Luxury Tartan Shirt, M, Green Men's Luxury Tartan Shirt, M, Blue Men's Luxury Tartan Shirt, M, Brown	Family/Variant Conflict
3	Family Variant	<u>Pull-On Pants</u> Comfort Waist Gabardine Pants, Black, 10P	Family/Variant Conflict
4	Family Variant	Shadowline <u>Stretch Lace Bodice</u> Gown Shadowline Silken Luxury Long Gown	Family/Variant Conflict
5	Family Variant	Homespun Woven <u>Tablecloth</u> Homespun Woven Table Cover	Family/Variant Conflict

Why fix this?

- A Family is a conceptual definition of a product.
- It only becomes a real product when variant information such as size and color are added.
- So Variant Product Titles MUST:
 - Consist of the Family Title in FULL, **plus**:
 - ONLY variant information that differs one variant (real product) from another.

Content Errors Coming Soon!

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Inconsistent Expressions



224 Errors

Needs Attention

Concept	Expression	Freq	Example Title(s)
House Coat	House Coat	40	Plisse Checked <u>House Coat</u>
	Housecoat	10	Floral Velour <u>Housecoat</u>
	House Dress	8	Carole Floral <u>House Dress</u>
	Lounger	4	Long Velour <u>Lounger</u>
	Duster	3	Long Yarn-Dyed Flannel Check <u>Duster</u>
	MuuMuu	1	Crinkle Cotton <u>MuuMuu</u>
	Lounge Dress	1	Carole Bouquet <u>Lounge Dress</u>
Button-down	Button down	74	Short Sleeve <u>Button Down</u> Work Shirt
	Button-up	13	<u>Button-up</u> Gingham Oxford Shirt
	Button-front	3	Short Sleeve <u>Button-front</u> Shirt

Why fix this?

- Alternative ways of being able to express the same concept causes another problem, which is *internal inconsistency between your own products*.
- Besides risking misalignment with searcher intent, internal inconsistency makes it harder for:
 - Customers to compare products.
 - You to manage products and advertising campaigns.

Content Errors Coming Soon!

[Get Results for Your Catalog](#)

Title Pattern Consistency



87 Errors

Needs Attention

Pattern	Freq	Example
Brand - Model - Type - Frame	6,354	Burberry 3077 Sunglasses Frame: Black
Brand - Type - Model - Frame	82	Gucci Sunglasses 1079 Frame: Brown
Model - Brand - Type - Frame	5	MMJ383 Marc Jacobs Sunglasses Black Frame

Why fix this?

- Another inconsistency in Product Titles occurs when the *order* of information is different.
- Inconsistent Product Title Patterns:
 - Affect search alignment because search engines place greater emphasis on “Head words” at the beginning of Product Titles.
 - Make it more difficult for customers to compare products and you to manage them.

What to do next

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Action Plan Summary

Download all results for summary with all steps and detail sheets for each error

Step	Types of errors
1.	Fix 21 Banned Characters, 137 Forbidden Text, and 6 Truncated Titles.
2.	Fix 130 Banned Characters, 12 Forbidden Text, 81 Improper Punctuation, 9 Missing Spaces, and 3 Possible Typos.
3.	Fix 4 Banned Characters, 21 Forbidden Text, 21 Missing Brands, and 160 Wasted Beginnings.
4.	Fix 83 Brand in Wrong Place, 293 Mismatched Brands, 6 Missing Spaces, 2 Not Enough Info, 4 Possible Typos, 1306 Product Type Not Detected, 4 Suspect Abbreviations, and 7 Unclear Info

Example Action Items

Download all results for action plan with detailed instructions for each fix

Priority	Flag	Error	Frequency/Example
1	Forbidden Text	MFR BACKORDER 07-22-16	4
1	Truncated Title	Nylon Adjustable Collar And	1
1	Banned Characters	®	11
3	Missing Brands	110 Filter Insert Foam	AquaClear