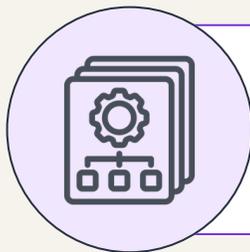# Product page checklist and best practices for AI

Your product detail page (PDP) no longer speaks only to shoppers and search engines. AI assistants now read PDPs first, then summarize, compare, and recommend products—sometimes without sending the shopper to your site at all. Use this checklist to stay visible when AI does the browsing.

01. LEAD WITH SHOPPER QUESTIONS

Open with who a product is for and what it helps your shoppers do, then add a short FAQ that covers the questions people actually ask.

02. CONSISTENT PRODUCT DETAILS

Use the same product name, specs, and units everywhere the product is listed. When details conflict across sources, AI may treat the information as unreliable and suggest the product less often.

03. EVIDENCE OF PRODUCT PROMISES

Replace vague praise with proof that shoppers (and AI tools) can trust: ratings, certifications, warranties, and test results whenever possible.

04. STAY CURRENT & SCANNABLE

Keep price, stock, and delivery accurate across feeds, and use a consistent PDP layout so key details are easy to find fast. As agentic AI evolves to include more checkout experiences within AI tools, this will be even more important.
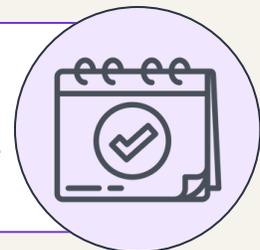
DO'S

- Put FAQs and proof where they are easy to spot
- Use short, direct sentences (one fact per line)
- Keep specs identical across every channel
- Refresh price, stock, and delivery when they change
- Use the same PDP structure across products

DONT'S

- Use vague phrases like "high quality," "top-rated," or "built to last" without facts to support them
- Let dimensions, materials, or names vary by channel
- Bury key specs in images or long paragraphs
- Leave outdated stock, price, and delivery info live
- Make every PDP a different format