

The "find it near me" catalog check

Check that shoppers can tell what you sell and where to find it.

A discoverable catalog clearly identifies the product, its variants, price, availability, and where and how a shopper can buy it. Local inventory listings and AI shopping channels have separate eligibility and setup requirements. Good data supports discovery; it cannot guarantee a recommendation.

Work through the essentials

- ☐ Sample products from several vendors and categories.
- ☐ Check brand, title, category, and factual descriptions.
- ☐ Check variant grouping, option names, and matching images.
- ☐ Verify identifiers and useful attributes; never invent them.
- ☐ Confirm prices and available quantities by location.
- ☐ Check store details, pickup promises, and policies.
- ☐ Review eligibility and feed errors for each intended channel.
- ☐ Assign an owner to keep new products and stock changes accurate.

Make it a plan.

Write one concrete next step for each area. Give it an owner and a date.

Products and variants to inspect first

Missing or conflicting information and its source

Channel setup or feed issues to resolve

Maintenance owner, routine, and next review date

Put it to work.

Use this worksheet with your team. Start with the gap that prevents a reliable customer experience, then check what changed.

Choose one priority

What will you fix first? Define a result you can observe, such as a correctly fulfilled pickup order or a reconciled stock count.

Assign the work

Name the person who owns the task, the person who verifies it, and the date you will review it.

Test the customer experience

Walk through a representative transaction or campaign before expanding the change. Keep a record of unresolved problems.

Want to talk it through?

Tell us what you found while working through this planner. We can help you decide what needs attention and how to start.

[Book a 30-minute call at theaseco.com/#project-call](https://theaseco.com/#project-call)

Read the full guide and current provider sources:

<https://www.theaseco.com/guides/catalog-ready>

Shopify: Google local inventory

Shopify: agentic storefronts

Prepared October 14, 2026. Platform features, eligibility, and requirements change. Check current provider guidance for your setup. This workbook does not guarantee sales or search placement.