Check Library: All 70 Catalog Health Checks

References · https://wpfactory.com/docs/catalog-health-checks-reference/

The catalog health checks in Catalog Health Scanner for WooCommerce Pro are a fixed library of 70 tests, grouped into 10 categories, that every scan runs against your products and variations. This page lists all of them exactly as they ship in version 1.0.0: the label you see in the plugin, the check ID used in filters and exports, the severity, the applicability group, whether an automatic fix exists, and what the finding actually costs you.

Catalog Health Scanner reports what it finds and helps you fix it. It does not decide for you: every check can be switched off, every group can be set to report without scoring, and every individual finding can be ignored on a single product.

How many checks are in each category

Category	Category ID	Checks	Applicability
Purchasability	`purchasability`	10	Always applicable
Inventory	`inventory`	7	Group `inventory`
Shipping	`shipping`	7	Group `shipping`
Tax	`tax`	3	Group `tax`
Media	`media`	8	Always applicable
Structure	`structure`	8	Always applicable
Downloads	`downloads`	4	Group `downloads`
Content	`content`	11	9 always applicable, 2 in their own groups
Feed Readiness	`feed`	6	Group `feed`

Pricing	`pricing`	6	3 always applicable, 3 in the `cog` group
Total		**70**	

How to read the tables

Severity sets how much a check is worth in the health score. Weights are fixed:

Severity	Score weight	What it means
Critical	4	A product cannot be sold correctly. One open critical issue caps your total score at 89.
High	2	Real revenue or data damage, but the product still works.
Medium	1	Quality and consistency problems that cost conversions over time.
Low	0.5	Polish. Worth fixing when the rest is clean.

Applicability group tells you whether a check depends on how your store is configured. Checks marked *Always* run on every store. All others belong to a group that auto-detect can switch off, or that you can set to *Applicable*, *Report, but do not score*, or *Not applicable* in the settings. See Applicability: why checks are skipped.

Automatic fix is one of three values. *One-click* means the change is unambiguous and Catalog Health Scanner can apply it on its own. *Bulk* means you supply the value (a weight, a category, a brand, a cost percentage) and the fix applies it to the selected products. *None* means the check points you at the products and you edit them yourself. Every fix, of either kind, is previewed before it runs, logged, and reversible inside the undo window. See Fix issues safely.

Purchasability (10 checks)

Nothing in this category depends on how your store is configured, so these checks always run and always count. Every finding here means a product is unbuyable or is showing a broken offer.

Check	Check ID	Severity	Applicability group	Automatic fix	Why it matters
Published product with no price	`no_price`	Critical	Always	None	The product shows no price and no add to cart button, so it cannot be bought at all.
Variable product where no variation is purchasable	`variable_no_purchasable`	Critical	Always	None	No variation has a price, so nothing on the page can be added to the cart.
Variable product where some variations have no price	`variation_price_missing`	Critical	Always	None	Customers who select those options see no price and hit a dead end.
Sale price equal to or higher than regular price	`sale_not_lower`	High	Always	None	The product advertises a discount that is not a discount, which costs trust in every other price.

Sale schedule expired but sale price still set	`sale_expired`	High	Always	One-click (`clear_expired_sale`)	The sale ended but the discounted price is still stored, so you may keep selling at the old sale price.
Sale end date earlier than start date	`sale_dates_inverted`	High	Always	None	The sale can never run with those dates, so the discount you planned never appears.
Product hidden from catalog and search	`hidden_from_catalog`	Medium	Always	None	The product is published but customers cannot find it anywhere on the store.
Long-term out of stock, published, backorders disabled	`out_of_stock_stale`	High	Always	None	A product nobody can buy keeps occupying catalog and search results. The age limit is the `oos_age_days` threshold.

External product with a missing or malformed product URL	`external_url_missing`	Critical	Always	None	The buy button leads nowhere, so the product cannot be bought.
Grouped product with no purchasable children	`grouped_no_children`	Critical	Always	None	The grouped product page is empty or lists nothing that can be added to the cart.

Inventory (7 checks)

These checks belong to the `inventory` applicability group. Auto-detect turns them on when stock management is enabled store-wide.

Check	Check ID	Severity	Applicability group	Automatic fix	Why it matters
Missing SKU	`sku_missing`	High	`inventory`	Bulk (`generate_skus`)	Products with no SKU cannc be tracked in inventory systems or matched to supplier data

Duplicate SKU across products or variations	`sku_duplicate`	Critical	`inventory`	None	Inventory counts are wrong and orders can be fulfilled with the wrong item.
Near-duplicate SKU differing only by case or whitespace	`sku_near_duplicate`	High	`inventory`	None	Some system treat the two codes as one product and some as two, so counts drif apart.
Variations missing SKUs while parent has one	`variation_sku_missing`	Medium	`inventory`	Bulk (`generate_skus`)	Individual variations cannot be tol apart in exports, feed or picking.
Negative stock quantity	`negative_stock`	High	`inventory`	None	Stock below zero usually means orders were taken that could no be fulfilled.

Stock quantity set while stock management is off	`stock_qty_unmanaged`	Medium	`inventory`	One-click (`clear_unmanaged_stock`)	The stored number is ignored by WooCommer and misleads anyone who reads it.
Stock status contradicting stock quantity	`stock_status_mismatch`	High	`inventory`	One-click (`sync_stock_status`)	Products sho as in stock with zero units, or out stock while units are on hand.

Shipping (7 checks)

These checks belong to the `shipping` applicability group. Auto-detect turns them on when an enabled shipping method could depend on weight or dimensions. Flat rate, free shipping, local pickup, and pickup location never do.

Check	Check ID	Severity	Applicability group	Automatic fix
Physical product with no weight	`weight_missing`	High	`shipping`	Bulk (`set_weight`)

Physical product with no dimensions	`dimensions_missing`	Medium	`shipping`	None
Virtual product carrying weight or dimensions	`virtual_with_dimensions`	Medium	`shipping`	One-click (`clear_virtual_dimensions`)
Downloadable product not marked virtual, so shipping is charged	`downloadable_not_virtual`	High	`shipping`	None
Missing shipping class where classes are in use	`shipping_class_missing`	Medium	`shipping`	Bulk (`assign_shipping_class`)

Weight or dimension values outside plausible range	`weight_implausible`	Medium	`shipping`	None
Product referencing a deleted term	`shipping_class_deleted`	High	`shipping`	One-click (`unassign_deleted_shipping_class`)

Tax (3 checks)

These checks belong to the `tax` applicability group. Auto-detect turns them on when tax is enabled and more than the standard tax class exists.

Check	Check ID	Severity	Applicability group	Automatic fix	Why it matters

Product referencing a deleted tax class	`tax_class_invalid`	High	`tax`	One-click (`reset_tax_class`)	The product silently falls back to the standard rate, which may be the wrong tax for it.
Tax status set to none	`tax_status_none`	Medium	`tax`	None	No tax is ever charged on this product. If that is not deliberate, you are under-collecting.
Inconsistent tax class within a product category	`tax_class_inconsistent`	Low	`tax`	Bulk (`assign_tax_class`)	A handful of products taxed unlike the rest of their category is usually a mistake rather than a policy.

Media (8 checks)

Media checks always run and always count. They cover the images customers, search engines, and feed platforms actually see.

Check	Check ID	Severity	Applicability group	Automatic fix	Why it ma
No featured image	`image_missing`	High	Always	None	Products wi image conv worse, and feed platfor reject them outright.
Image record exists but file is missing from the server	`image_file_missing`	High	Always	None	Every visito broken ima placeholder product pag
Gallery images referencing deleted attachments	`gallery_deleted_refs`	Medium	Always	One-click (`clean_gallery`)	The gallery slots pointi images tha longer exist
Featured image has no alt text	`image_alt_missing`	Medium	Always	None	Screen read image sear AI vision mo have nothin read, so the is invisible t three.
Only the WooCommerce placeholder image	`placeholder_image_only`	High	Always	None	Customers generic gre placeholder of the produ

Same featured image reused across many different products	`image_reused_across_products`	Low	Always	None	Identical thumbnails products indistinguis the catalog feeds. The count is the `image_reus` threshold.
Variations with no image on a product where other variations have one	`variation_images_inconsistent`	Low	Always	None	Switching variations r the image f between re photos and parent fallb
Featured image below minimum usable resolution	`image_low_res`	Medium	Always	None	The image pixelates or and fails th minimum s of most fee platforms. T is the `min_image_` threshold.

Structure (8 checks)

Structure and taxonomy checks always run and always count. They cover the wiring that holds a catalog together: categories, links, variations, and grouped products.

Check	Check ID	Severity	Applicability group	Automatic fix

Product in no category, or only Uncategorized	`category_missing`	High	Always	Bulk (`assign_category`)
Cross-sells or upsells pointing at deleted or unpublished products	`linked_products_deleted`	Medium	Always	One-click (`clean_linked_products`)
Orphaned variation with no surviving parent	`orphaned_variation`	High	Always	One-click (`delete_orphaned_variations`)
Variable product with attributes not enabled for variations	`attributes_not_for_variation`	High	Always	None

Variation with missing or invalid attribute value	`variation_attribute_invalid`	Critical	Always	None
Variation count not matching possible attribute combinations	`variation_count_mismatch`	Medium	Always	None
Product assigned to a category that no longer appears in the menu structure	`category_not_in_menu`	Low	Always	None
Grouped product with deleted or unpublished children	`grouped_children_invalid`	High	Always	One-click (`clean_grouped_children`)

Downloads (4 checks)

These checks belong to the `downloads` applicability group. Auto-detect turns them on when at least one downloadable product exists.

Check	Check ID	Severity	Applicability group	Automatic fix	Why it matters
Downloadable product with no files attached	`download_no_files`	Critical	`downloads`	None	Customers pay and receive nothing, which produces refunds and disputes rather than complaints.
Download file missing from the server	`download_file_missing`	Critical	`downloads`	None	Customers paid and got a broken download link.
Download files stored in a publicly guessable location	`download_public_location`	High	`downloads`	None	Anyone who guesses the URL gets your paid file for free.

Download URL returning an error	`download_url_error`	Critical	`downloads`	None	The remote file behind the download answers with an error, so buyers get nothing after paying. Results are cached for 12 hours per URL.

Content (11 checks)

Most content checks always run. Two of them sit in their own applicability groups so you can report them without letting them move your score: `reviews` and `faq`.

Check	Check ID	Severity	Applicability group	Automatic fix	Why it r
Missing short description	`short_description_missing`	Medium	Always	None	The spac price and empty.
Missing or very thin main description	`description_thin`	Medium	Always	None	Thin prod poorly ar custome base a p floor is th `min_des` threshol

Duplicate product titles	`title_duplicate`	Medium	Always	None	Identical products each oth and conf and staff
Product title containing import artefacts or encoding errors	`title_artifacts`	High	Always	One-click (`clean_title_artifacts`)	Garbled the title product results, a
Product pages emit no structured data (schema.org)	`schema_markup_missing`	High	Always	None	Without structure listings c results a likely to AI shopp One cach probe de the whol
Placeholder or lorem-ipsum content	`content_placeholder`	High	Always	None	Sample c left on th as unfini shoppers shopping
Description duplicated across multiple products	`description_duplicate`	Medium	Always	None	Identical compete give AI a nothing t products

No attributes or specifications	`no_product_attributes`	Medium	Always	None	Filtered r AI shopp have no to match against a
No reviews	`reviews_missing`	Low	`reviews`	None	No star r social pr shoppers assistant review ri search.
No FAQ / question-and-answer content	`faq_missing`	Low	`faq`	None	AI answe quote FA directly, without i less ofte answers.
Description containing broken shortcodes or leftover markup	`broken_shortcodes`	Medium	Always	None	Raw sho from a re is printed instead o

Feed Readiness (6 checks)

These checks belong to the `feed` applicability group. Auto-detect turns them on when a known product feed plugin is active, or when feed identifier fields are already populated on products.

Check	Check ID	Severity	Applicability group	Automatic fix	Why it matters

Missing GTIN, EAN, UPC, or MPN	`gtin_missing`	High	`feed`	None	Feed platforms reject listings with no product identifier, so the product earns no paid traffic.
Missing brand	`brand_missing`	High	`feed`	Bulk (`assign_brand`)	Most feed platforms require a brand, and listings without one are rejected or demoted.
Missing product condition	`condition_missing`	Medium	`feed`	None	Platforms assume "new" when condition is missing, and a wrong assumption can get listings suspended.
Missing Google product category mapping	`google_category_missing`	Medium	`feed`	None	Unmapped products land in the wrong Google Shopping category and reach the wrong buyers.
Description exceeding feed platform character limits	`feed_description_too_long`	Low	`feed`	None	Feed platforms truncate or reject descriptions past the limit. The limit is the `max_feed_desc_char` threshold.

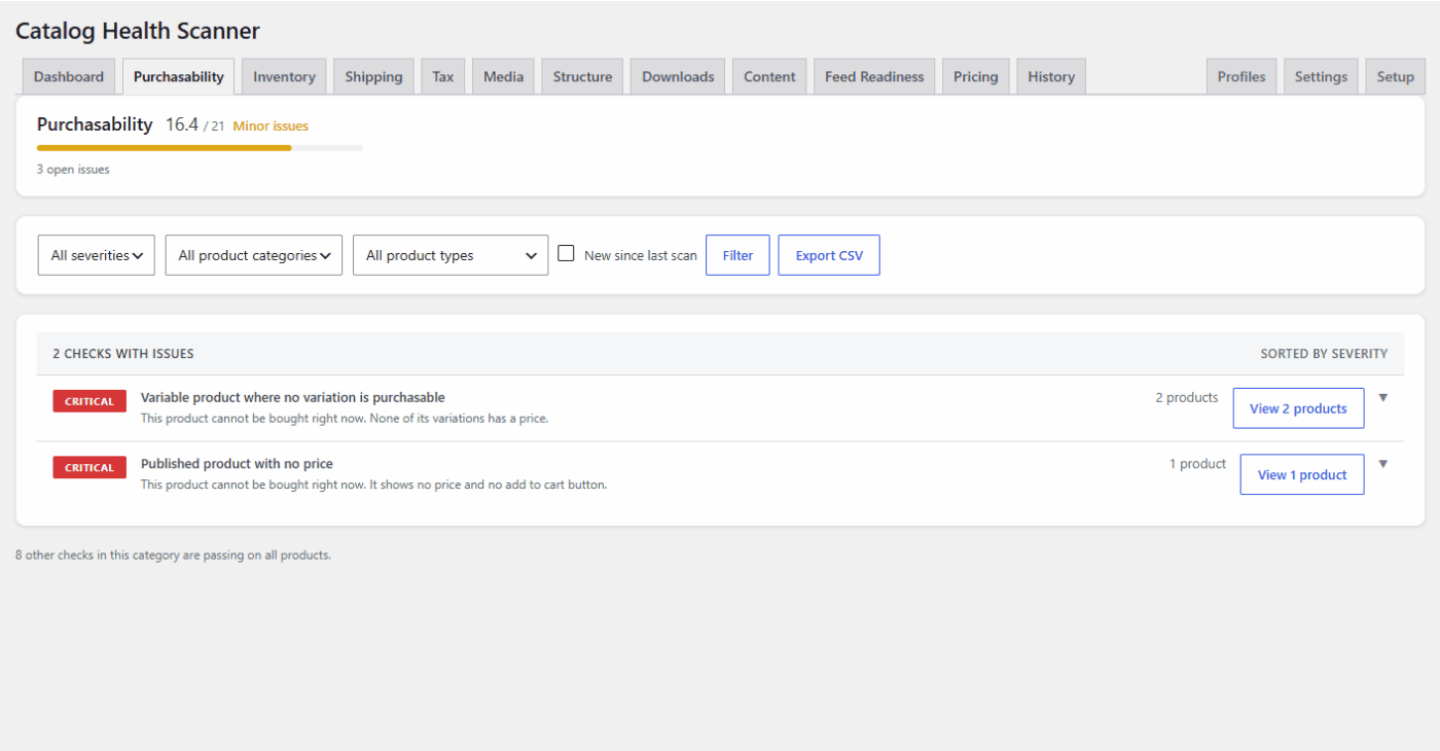
Title exceeding feed platform character limits	`feed_title_too_long`	Medium	`feed`	None	Google Shopping truncates titles over 150 characters, cutting off what you wrote.

Pricing (6 checks)

The three basic price checks always run. The three cost and margin checks sit in the `cog` applicability group, which auto-detect turns on when cost of goods data is present on products.

Check	Check ID	Severity	Applicability group	Automatic fix	Why it matters
Price of zero on a product not marked as free	`price_zero`	High	Always	None	The product sells for nothing, so every orde pure loss unless that is deliberate.
Price far outside the category median	`price_outside_median`	High	Always	None	A price several times above or below everything comparable usually a misplaced decimal point. The multiplier is the `price_deviation_fact` threshold.

Price with more decimals than the store currency supports	`price_decimals_excess`	Medium	Always	None	The displayed price is rounded, so what customers see is not what they are charged
Cost of goods missing	`cog_missing`	Medium	`cog`	Bulk (`set_cog_percent`)	Without a cost you cannot see margin, so you cannot see which products lose money.
Cost of goods higher than selling price	`cog_above_price`	Critical	`cog`	None	You lose money on eve unit sold.
Margin below your minimum threshold	`margin_below_threshold`	High	`cog`	None	The product sells below the margin floor you se with the `min_margin_percent` threshold.



Checks that run once per catalog

Most checks look at one product at a time. Nine of them cannot: duplicates, orphans, and outliers only exist in relation to the rest of the catalog, so they run as a single cross-product pass at the end of a scan. That is why they appear all at once rather than gradually as the progress bar moves, and why their score is measured against the whole product count rather than a per-check counter.

Check ID	Category	What the pass compares
`sku_duplicate`	Inventory	Every SKU on products and variations, looking for exact repeats.
`sku_near_duplicate`	Inventory	The same SKUs after lowercasing and trimming, looking for near matches.
`shipping_class_deleted`	Shipping	Term relationships with no surviving term row.
`tax_class_inconsistent`	Tax	Tax classes within each product category of 10 or more products.
`image_reused_across_products`	Media	Featured image IDs shared by several published products.

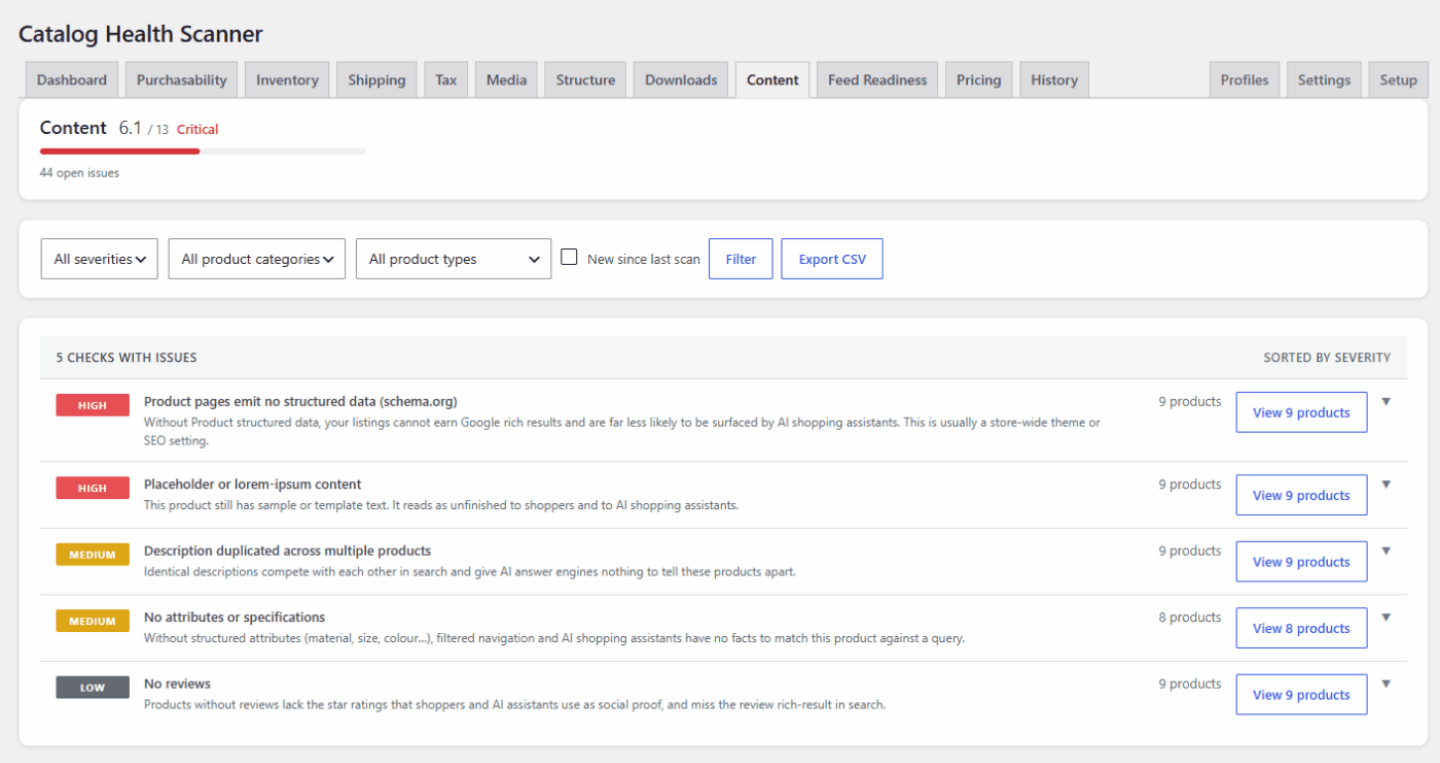
`orphaned_variation`	Structure	Variations whose parent product is gone or trashed.
`title_duplicate`	Content	Published product titles after lowercasing and trimming.
`description_duplicate`	Content	Normalized description text, hashed and compared.
`price_outside_median`	Pricing	Each price against the median of every category it belongs to.

Which products a check runs on

A scan enumerates published products of the `product` post type. Within a scan, individual checks narrow further:

- Product type tests. `no_price` and `price_zero` only run on simple and external products, `variable_no_purchasable` only on variable products, `grouped_no_children` only on grouped products, and so on. A product type the check does not name is skipped by that check and is not counted in its denominator.
- Store configuration tests. `shipping_class_missing` only runs when shipping classes exist, `brand_missing` only when a brand taxonomy is registered, `category_not_in_menu` only when product categories appear in a navigation menu, and `margin_below_threshold` only when you have set a minimum margin above zero.
- Data-in-use tests. `condition_missing`, `google_category_missing`, and `faq_missing` only run once at least one product in the catalog already carries that data, so an empty field is never treated as a store-wide failure.

Custom product types from other plugins (subscriptions, bookings, bundles, and similar) are scanned by every check that does not name a product type, and skipped by the ones that do. Nothing is reported against them by a check that was never designed for them.



Turning checks on and off

Every check in this library has a tick box under **Settings > Individual checks**. Unticking one removes it from every scan and from the score everywhere. The check IDs above are the values stored in the `wpfchs_disabled_checks` option and used by the `wpfchs_checks` filter, so they are also what you reference in code. See the settings reference and the developer reference.

To silence a check on one product rather than everywhere, use Ignore on the issue instead. Ignored issues count as passing and stay reviewable. See Ignore false positives.

Related reading

- How the health score is calculated
- Scan profiles, which decide the subset of these checks a scan runs
- Triage issues in the category tabs
- FAQ and troubleshooting

Need help?

If a check flags something you believe is correct, or you want a check that is not in this library, contact Catalog Health Scanner support with the check ID and an example product ID.



CATALOG HEALTH SCANNER FOR WOOCOMMERCE

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- What Catalog Health Scanner Does (and What It Does Not)
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