



Critical issues open

93

Products scanned

229

Open issues

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No change

Profile: Full Scan

Open issues by severity



■ Critical 13 ■ High 57 ■ Medium 139 ■ Low 20

13 critical issues are costing you sales right now.

Purchasability 6 · Downloads 3 · Inventory 2 · Structure 1 · Pricing 1

What to fix first

■ Grouped product with no purchasable children	2 products
■ Duplicate SKU across products or variations	2 products
■ Cost of goods higher than selling price	1 product
■ Download file missing from the server	1 product
■ Downloadable product with no files attached	1 product
■ Download URL returning an error	1 product
■ External product with a missing or malformed product URL	1 product

Category scorecard

Purchasability	6 critical	19.7 / 29	
Inventory	2 critical	13.4 / 14	
Shipping	3 high	7.4 / 10	
Tax	1 high	3.5 / 3.5	
Media	6 high	9.7 / 10	
Structure	1 critical	12.4 / 14.5	
Downloads	3 critical	9.3 / 14	
Content	3 high	10.6 / 13	
Feed Readiness	15 high	7.1 / 7.5	
Pricing	1 critical	11.7 / 12	

All findings

Purchasability

19.7 / 29

Grouped product with no purchasable children This grouped product page is empty or lists nothing that can be added to the cart. e.g. Barista Starter Bundle (#61969), Kitchen Essentials Set (#61970)	Critical	2
External product with a missing or malformed product URL The buy button leads nowhere, so this product cannot be bought. e.g. Partner Espresso Grinder (#61968)	Critical	1
Published product with no price This product cannot be bought right now. It shows no price and no add to cart button. e.g. Copper Moka Pot 6-cup (SEED-021)	Critical	1
Variable product where no variation is purchasable This product cannot be bought right now. None of its variations has a price. e.g. Linen Apron (#61980)	Critical	1
Variable product where some variations have no price Customers who select these variations see no price and cannot buy them. e.g. Merino Beanie (MB-PARENT)	Critical	1
Long-term out of stock, published, backorders disabled This product has been unbuyable for a long time while still taking up space in your catalog and search results. e.g. Wool Hiking Socks (SEED-026)	High	1
Sale end date earlier than start date The sale can never run with these dates, so the planned discount never shows. e.g. Trail Water Bottle 1L (SEED-024)	High	1
Sale schedule expired but sale price still set The sale ended but the discounted price is still stored, so the product may still sell at the old sale price. e.g. Enamel Camping Mug (SEED-023)	High	1
Sale price equal to or higher than regular price This product is showing a fake discount. Customers who notice lose trust in every other price. e.g. Bamboo Cutting Board (SEED-022)	High	1
Product hidden from catalog and search	Medium	1

Inventory

13.4 / 14

Duplicate SKU across products or variations Your inventory counts are wrong, and orders may be fulfilled with the wrong item. e.g. Olive Wood Spoon (DUP-100), Olive Wood Spatula (DUP-100)	Critical	2
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■ Missing SKU	High	9
These products cannot be tracked in inventory systems or matched to supplier data. e.g. Partner Espresso Grinder (#61968), Barista Starter Bundle (#61969), Kitchen Essentials Set (#61970) and 6 more		
■ Near-duplicate SKU differing only by case or whitespace	High	3
Two SKUs that only differ by case or spaces are treated as different products by some systems and the same by others. e.g. Olive Wood Spoon (DUP-100), Olive Wood Spatula (DUP-100), Brass Candle Snuffer (dup-100)		
■ Stock status contradicting stock quantity	High	2
Products showing in stock with zero units, or out of stock with units available. e.g. Ceramic Storage Jar (SEED-031), Silicone Baking Mat (SEED-033)		
■ Negative stock quantity	High	1
Stock has gone below zero, which usually means orders were placed that could not be fulfilled. e.g. Ceramic Storage Jar (SEED-031)		
■ Stock quantity set while stock management is off	Medium	1
■ Variations missing SKUs while parent has one	Medium	1

Shipping

7.4 / 10

■ Downloadable product not marked virtual, so shipping is charged	High	1
Customers pay shipping on a file. That is a refund request waiting to happen. e.g. Printable Meal Planner (SEED-037)		
■ Product referencing a deleted term	High	1
This product still points at a shipping class, category, or tag whose term was deleted. Class-based rates and filters silently fall back, and the stale row confuses exports. e.g. Roof Cargo Bag (SEED-039)		
■ Physical product with no weight	High	1
Shipping is being calculated incorrectly for this product, so you overcharge or undercharge on every order. e.g. Folding Camp Stool (SEED-034)		
■ Missing shipping class where classes are in use	Medium	75
■ Virtual product carrying weight or dimensions	Medium	3
■ Physical product with no dimensions	Medium	1
■ Weight or dimension values outside plausible range	Medium	1

Tax

3.5 / 3.5

■ Product referencing a deleted tax class	High	1
This product falls back to the standard rate, which may be the wrong tax for it. e.g. Copper Whisk (SEED-040)		
■ Tax status set to none	Medium	1
■ Inconsistent tax class within a product category	Low	2

Media 9.7 / 10

■ No featured image	High	4
Products without images convert dramatically worse, and most feed platforms reject them outright. e.g. Partner Espresso Grinder (#61968), Barista Starter Bundle (#61969), Kitchen Essentials Set (#61970) and 1 more		
■ Image record exists but file is missing from the server	High	1
The product shows a broken image placeholder to every visitor. e.g. Rattan Bread Basket (SEED-044)		
■ Only the WooCommerce placeholder image	High	1
Customers see the generic grey placeholder instead of the product. e.g. Unphotographed Spice Rack (SEED-048)		
■ Gallery images referencing deleted attachments	Medium	1
■ Featured image has no alt text	Medium	1
■ Featured image below minimum usable resolution	Medium	1
■ Same featured image reused across many different products	Low	6
■ Variations with no image on a product where other variations have one	Low	1

Structure 12.4 / 14.5

■ Variation with missing or invalid attribute value	Critical	1
These variations reference attribute options that no longer exist, so they can never be selected. e.g. Waxed Cotton Cap (#61994)		
■ Orphaned variation with no surviving parent	High	2
These variations belong to no product but still exist in the database, and can leak into feeds and search. e.g. – M (#62010), – L (#62011)		
■ Variable product with attributes not enabled for variations	High	1
The product has variations but no attribute drives them, so the variation picker is broken or empty. e.g. Canvas Tote (#61990)		

■ Product in no category, or only Uncategorized	High	1
This product is invisible to category browsing and filtered navigation. e.g. Unfiled Mystery Gadget (SEED-055)		
■ Grouped product with deleted or unpublished children	High	1
Part of this grouped product silently disappeared, so the page sells less than intended. e.g. Kitchen Essentials Set (#61970)		
■ Cross-sells or upsells pointing at deleted or unpublished products	Medium	1
■ Variation count not matching possible attribute combinations	Medium	1
■ Product assigned to a category that no longer appears in the menu structure	Low	3

Downloads

9.3 / 14

■ Download file missing from the server	Critical	1
Customers paid and got a broken download link. e.g. Sourdough Masterclass PDF (SEED-060)		
■ Downloadable product with no files attached	Critical	1
Customers pay and receive nothing. This produces refunds and disputes, not just complaints. e.g. Printable Meal Planner (SEED-037)		
■ Download URL returning an error	Critical	1
The remote file behind this download answers with an error, so customers get nothing after paying. e.g. Knife Skills Video (SEED-061)		
■ Download files stored in a publicly guessable location	High	1
Anyone who guesses the URL gets your paid file for free. e.g. Sourdough Masterclass PDF (SEED-060)		

Content

10.6 / 13

■ Placeholder or lorem-ipsum content	High	1
This product still has sample or template text. It reads as unfinished to shoppers and to AI shopping assistants. e.g. Espresso Tamper 58mm (SEED-067)		
■ Product pages emit no structured data (schema.org)	High	Store-wide
Without Product structured data, your listings cannot earn Google rich results and are far less likely to be surfaced by AI shopping assistants. This is usually a store-wide theme or SEO setting. One store-level cause — currently reaching 93 products.		
■ Product title containing import artefacts or encoding errors	High	1
Garbled characters in the title show on the product page, in search results, and in feeds. e.g. Rustic Bread Bin Ã¢â¬â¢ Cream (SEED-066)		
■ Missing or very thin main description	Medium	11

■ Description duplicated across multiple products	Medium	9
■ Missing short description	Medium	4
■ No attributes or specifications	Medium	2
■ Duplicate product titles	Medium	2
■ Description containing broken shortcodes or leftover markup	Medium	1
■ No reviews	Low	4
■ No FAQ / question-and-answer content	Low	3

Feed Readiness

7.1 / 7.5

■ Missing brand Most feed platforms require a brand; listings without one are rejected or demoted. e.g. Partner Espresso Grinder (#61968), Barista Starter Bundle (#61969), Kitchen Essentials Set (#61970) and 8 more	High	11
■ Missing GTIN, EAN, UPC, or MPN Feed platforms reject listings without a product identifier, so this product earns no paid traffic. e.g. Partner Espresso Grinder (#61968), Barista Starter Bundle (#61969), Kitchen Essentials Set (#61970) and 1 more	High	4
■ Missing product condition	Medium	4
■ Missing Google product category mapping	Medium	4
■ Title exceeding feed platform character limits	Medium	1
■ Description exceeding feed platform character limits	Low	1

Pricing

11.7 / 12

■ Cost of goods higher than selling price You lose money on every unit sold. e.g. Loss Leader Mixing Bowl (SEED-082)	Critical	1
■ Margin below your minimum threshold This product sells below the margin floor you set in settings. e.g. Loss Leader Mixing Bowl (SEED-082), Thin Margin Peeler (SEED-083)	High	2
■ Price far outside the category median A price several times above or below everything comparable is usually a misplaced decimal point. e.g. Collector Copper Kettle (SEED-080)	High	1

Price of zero on a product not marked as free This product sells for nothing. If that is not deliberate, every order is pure loss. e.g. Free Recipe Card Pack (SEED-079)	High	1
Cost of goods missing	Medium	11
Price with more decimals than the store currency supports	Medium	1

Where to go from here

13 critical issues are open. Products affected by critical issues cannot be bought, mislead customers, or lose money on every order — resolve these before anything else in this report.

Start with: Grouped product with no purchasable children — open WooCommerce > Catalog Health > Purchasability to see every affected product with actions beside it.