



Facebook Product Catalog Checklist

The Complete Pre-Submission Checklist for Your Facebook Product Catalog

Before connecting your product catalog via Spreadsheet or CSV to Facebook, use this checklist to make sure your product data is complete, accurate, and ready to go.

1. Product Information

For every product, check:

- ☐ **Product ID** — Every product has a unique ID.
- ☐ **Product Title** — Clear, descriptive, and relevant to the product.
- ☐ **Description** — Accurately describes what you're selling.
- ☐ **Product URL** — Links directly to the product's page on your website (Pinterest verified).
- ☐ **Product Image URL** — Points directly to the primary product image.
- ☐ **Brand** — Brand/manufacturer information is included when applicable.
- ☐ **Google Product Category** - Product matches Google Product Category code.
- ☐ **Price** - Must contain a price that matches the price on your URL.
- ☐ **Availability** - Must contain the availability of the product.
- ☐ **Size** - Required for certain product category types.

Tip

Avoid putting promotional language such as "BEST SELLER!" or "50% OFF!" in your product title. Keep titles descriptive and focused on the actual product.



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2. Pricing & Availability

Make sure your product data matches what's currently displayed on your website.

- ☐ Price is included
- ☐ Currency is correct
- ☐ Price matches the product page
- ☐ Availability/status is accurate
- ☐ Out-of-stock products are handled correctly
- ☐ Sale prices are correctly represented, if applicable



Important

If Facebook sees one price in your catalog but a different price on your website, your product may run into problems.

Your catalog and website should agree.



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3. Product Images

Your product images are one of the most important parts of your catalog. This is what Facebook users will see in your Facebook/Instagram shop.

Check that:

- ☐ Every product has an image
- ☐ Image URLs work
- ☐ Images are publicly accessible
- ☐ Images are high quality
- ☐ Images accurately represent the product
- ☐ The image isn't a placeholder
- ☐ The image isn't broken
- ☐ The image matches the product being sold



Tip

Don't use an image of a red shirt for a product that you're actually selling in blue.

Your catalog data and your images need to describe the **same product**.



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4. Google Product Category

Facebook product catalogs use **Google Product Categories** to help identify and classify your products.

To reduce category errors, your catalog should use the **official Google Product Taxonomy category code**, rather than relying only on the category's text description.

Check that:

- ☐ Every product has an appropriate Google Product Category
- ☐ The category accurately describes the product
- ☐ Your catalog uses the Google Product Taxonomy category code
- ☐ The category code corresponds to the correct Google Product Category
- ☐ You aren't manually typing category names that could contain spelling or formatting errors



Why use the category code?

Google's product taxonomy contains thousands of categories. Using the **official category code** provides a consistent way to identify the category and helps reduce errors caused by manually entering or matching category names.



Pin Data Connect makes this easier

Instead of manually searching through Google's taxonomy and trying to copy the correct category name, **Pin Data Connect lets you search Google Product Categories directly while managing your products.**

When you select a category, Pin Data Connect uses the corresponding **Google Product Taxonomy code** in your product catalog.

Less typing. Fewer mistakes. More accurate product data.



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5. Product URLs

Every product should lead somewhere useful.

Check:

- ☐ The URL works
- ☐ The URL goes directly to the product
- ☐ The product is available at that URL
- ☐ The page isn't password protected
- ☐ The page isn't broken
- ☐ The URL uses HTTPS



Avoid

Don't send Facebook shop users to your homepage when the catalog is for a specific product.

Catalog product → Product page

is much better than:

Catalog product → Homepage



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6. Product Catalog Spreadsheets & CSV Files

Managing a product catalog with spreadsheets and CSV files can quickly become frustrating—especially when products, prices, inventory, or categories change.

Before relying on a spreadsheet or CSV workflow, check:

- ☐ Your spreadsheet/CSV must have the following in the header row:
id, title, description, link, image_link, price, availability, google_product_category, brand, condition, size
- ☐ Product information is entered consistently
- ☐ Required product fields are complete
- ☐ Product IDs are unique
- ☐ Prices and availability are current
- ☐ Product URLs are correct
- ☐ Image URLs are correct
- ☐ Google Product Category codes are correct
- ☐ Formatting is correct
- ☐ Special characters haven't caused formatting problems
- ☐ New products have been added
- ☐ Deleted products have been removed
- ☐ Changes have been saved and exported correctly
- ☐ Any categories that require size on Facebook catalog are entered.

⚠ The Spreadsheet Headache

Your header rows must match Facebook's field names exactly.

Every time a product changes, you may need to:

Edit spreadsheet → Save → Export CSV → Upload → Check for errors → Repeat

For a large catalog, this can become a time-consuming process.



A simpler approach

Pin Data Connect lets you manage your product catalog directly from your web browser.

Add, edit, and delete products without having to maintain a separate spreadsheet or repeatedly create CSV files.

Less spreadsheet work. Fewer CSV headaches. More time to manage your business.

Pinterest & Facebook product catalogs without the spreadsheet headache.

pindataconnect.com



Facebook Product Catalog Checklist



7. Keep Your Product Catalog Spreadsheets & CSV Files Updated

Your product catalog is constantly changing.

New products are added.

Prices change.

Products go out of stock.

Old products are removed.

If you're using spreadsheets and CSV files, your catalog data needs to be updated regularly.

Check:

- ☐ New products have been added
- ☐ Deleted products have been removed
- ☐ Prices are current
- ☐ Inventory/availability is current
- ☐ Product URLs are correct
- ☐ Image URLs are still accessible
- ☐ Product descriptions are accurate
- ☐ Google Product Category codes are correct
- ☐ Spreadsheet data has been saved
- ☐ A new CSV has been generated after changes
- ☐ The updated CSV has been uploaded to Facebook



Don't Forget

Updating your website **doesn't automatically update a spreadsheet or CSV file.**

If your product information changes, you may need to update the spreadsheet, create a new CSV, and upload the updated file again.



A simpler way

With **Pin Data Connect**, you can manage your product catalog directly from your browser instead of repeatedly editing spreadsheets and creating CSV files.

Add → Edit → Delete → Update your catalog.

No spreadsheet required.

Pinterest & Facebook product catalogs without the spreadsheet headache.

pindataconnect.com



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8. Before You Connect Your Product Catalog Spreadsheet or CSV

Before uploading your spreadsheet or CSV to Pinterest, take a few minutes to verify your product data

- ☐ Your header row contains the proper Pinterest titles:
id, title, description, link, image_link, price, availability, product_type, google_product_category, brand, condition, size
- ☐ Every product has a unique ID
- ☐ Titles are complete
- ☐ Descriptions are complete
- ☐ Prices are correct
- ☐ Availability is correct
- ☐ Product URLs work
- ☐ Image URLs work
- ☐ Product categories are appropriate and that any required categories include size as required by Facebook

Spreadsheet / CSV

- ☐ Required columns are included
- ☐ Column names are correct
- ☐ Every product is included
- ☐ There are no duplicate product IDs
- ☐ There are no blank required fields
- ☐ Prices and availability match your website
- ☐ URLs are correctly formatted
- ☐ Image URLs are accessible
- ☐ Google Product Category codes are valid
- ☐ CSV formatting is correct
- ☐ The file has been saved/exported correctly



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Website

- ☐ Products are actually available
- ☐ Product pages work
- ☐ Prices match the catalog
- ☐ Images match the catalog
- ☐ Products aren't behind a login
- ☐ Website uses HTTPS



The 60-Second Final Check

Before submitting your catalog, pick **3–5 products at random** and verify:

Before connecting your spreadsheet or CSV, select **3–5 products at random** and compare the information in your file with the actual product pages on your website.

Check the:

Product → Title → Price → Availability → Image → URL → Category

If everything matches, your spreadsheet/CSV is ready for upload as a Facebook Data Source.



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Still Managing Your Product Catalogs in a Spreadsheet/CSV?

You don't have to.

Pin Data Connect lets you manage your product catalog directly from your web browser.

With Pin Data Connect you can:

-  Create Pinterest product catalog feeds
-  Create Facebook/Meta product catalog feeds
-  Add products from your browser
-  Edit products without editing a CSV
-  Delete products when they're no longer needed
-  Search Google Product Categories
-  Generate a secure catalog feed URL
-  Keep your catalog feed available for automatic updates

No spreadsheet required.

Try Pin Data Connect Free

7-day free trial

Plans starting at **\$5/month**

 **PinDataConnect.com**