Catalog Truth

A real report from our field check. One of the 38 stores linked from shopify.com/examples, checked by the live checker on 15 October 2026. We replaced the store's name, its product names and option names. Check your own store.

Report · checked 2026-10-15 UTC

A store from our field check (name hidden)

250+	20	6	33
products found	product pages checked	problems	warnings

What to do first: fix the 6 problems (Missing or broken product markup, Stock that doesn't match). Start with these: they are the most likely to get products disapproved. Each section below says how to fix it, and links to Google's own rule.

Stock that doesn't match

Showing "in stock" for something sold out, or the reverse, can get products disapproved.

How to fix: Check the variant's inventory in Shopify admin. If the admin is right, your theme is writing old stock into the page's product data: update the theme or ask its developer.

Problem **Product 11**: Stock mismatch (Option 1): the store says sold out, the page's structured data says in stock.

Your catalog	Your page's product data
Sold out	**In stock**

Google's guidance

Problem **Product 13**: Stock mismatch: the store says sold out, the page's structured data says in stock.

Your catalog	Your page's product data
Sold out	**In stock**

Google's guidance

Problem **Product 14**: Stock mismatch (Option 1): the store says sold out, the page's structured data says in stock.

Your catalog	Your page's product data
Sold out	**In stock**

Google's guidance

Problem **Product 15**: Stock mismatch (Option 1): the store says sold out, the page's structured data says in stock.

Your catalog	Your page's product data
Sold out	**In stock**

Google's guidance

Missing or broken product markup

Google reads this hidden product data to confirm and update price and stock.

How to fix: Your theme writes this hidden product data. Update the theme, or ask its developer for Product markup with one Offer (price and stock) per

variant. You can test any product page with Google's free Rich Results Test.

Problem **Product 7**: The page's HTML has no Product structured data. Google reads it to confirm price and stock, and to update them automatically. (If your theme adds it with JavaScript after the page loads, Google may still find it, but less reliably.) Google's guidance

Problem **Product 12**: The page's HTML has no Product structured data. Google reads it to confirm price and stock, and to update them automatically. (If your theme adds it with JavaScript after the page loads, Google may still find it, but less reliably.) Google's guidance

Barcodes (GTINs)

Invalid or missing barcodes lower how often products are shown.

How to fix: In Shopify admin, fill in the Barcode field on each variant with the number from the packaging or your supplier. Leave it empty for your own brand or custom-made products, and never make one up. Step-by-step guide.

Warning **Product 1**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 2**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 3**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 4**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 5**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 6**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 8**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 9**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 10**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 11**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 13**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 14**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 15**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 16**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 17**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 18**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 19**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Warning **Product 20**: No GTIN (barcode) appears in the page data. Branded products without one get "limited performance"; handmade or custom items should be marked as having no identifier instead. Google's guidance

Store policies and contact

Missing or unclear policies are a common cause of "misrepresentation" suspensions.

How to fix: Shopify admin, Settings, Policies creates refund, shipping, privacy and terms pages. Add a contact page under Online Store, Pages, and link it in your footer.

Warning We couldn't find a contact page (we looked at /pages/contact, /pages/contact-us and the links on your home page). Google checks that shoppers can reach the business. Google's guidance

Images

Small images are warned about now and will be rejected from 31 January 2027.

How to fix: Replace the small images in the product's media with larger ones.

Warning **Product 8**: An image is smaller than 500×500. Google warns below 500×500 and requires 500×500 from 31 January 2027. Google's guidance

Warning **Product 12**: An image is smaller than 500×500. Google warns below 500×500 and requires 500×500 from 31 January 2027. Google's guidance

Shipping data

Missing weights can produce wrong shipping costs.

How to fix: Enter a weight on each variant that ships, in Shopify admin on the variant's page.

Warning **Product 2**: A shipped variant has no weight, so weight-based shipping rates can come out as zero or fail. Google's guidance

Warning **Product 3**: A shipped variant has no weight, so weight-based shipping rates can come out as zero or fail. Google's guidance

Warning **Product 4**: A shipped variant has no weight, so weight-based shipping rates can come out as zero or fail. Google's guidance

Warning **Product 5**: A shipped variant has no weight, so weight-based shipping rates can come out as zero or fail. Google's guidance

Warning **Product 6**: A shipped variant has no weight, so weight-based shipping rates can come out as zero or fail. Google's guidance

Warning **Product 7**: A shipped variant has no weight, so weight-based shipping rates can come out as zero or fail. Google's guidance

Warning **Product 9**: A shipped variant has no weight, so weight-based shipping rates can come out as zero or fail. Google's guidance

Warning **Product 16**: A shipped variant has no weight, so weight-based shipping rates can come out as zero or fail. Google's guidance

Warning **Product 17**: A shipped variant has no weight, so weight-based shipping rates can come out as zero or fail. Google's guidance

Warning **Product 18**: A shipped variant has no weight, so weight-based shipping rates can come out as zero or fail. Google's guidance

Warning **Product 19**: A shipped variant has no weight, so weight-based shipping rates can come out as zero or fail. Google's guidance

Warning **Product 20**: A shipped variant has no weight, so weight-based shipping rates can come out as zero or fail. Google's guidance

This compares what your store's pages serve with your store's own public product data, across 20 product pages. Google's own verdict is in your Merchant Center. We visit from a data centre, so a store that shows different prices by country may look different to shoppers elsewhere. Results are kept for 30 minutes so a refresh doesn't re-scan.