



## CATALOG CLEANUP PROOF ASSET

From messy source rows to upload-ready catalog data — with structured exceptions, variant rebuilds, and protected-field control.

### 4-STEP WORKFLOW

#### 1. Intake and rule lock

We confirm the target structure, protected fields, mandatory attributes, and variant rules before bulk processing starts.

#### 2. Structured cleanup and mapping

Source rows are standardized using defined rules for titles, attributes, parent-child structure, and target-platform fields.

#### 3. QA and exception control

Ambiguous or incomplete rows are held for review instead of being guessed or force-published.

#### 4. Delivery-ready handoff

We deliver a clean, upload-ready file with visibility into what was mapped, preserved, and held back.

### WHERE WE FIT

Backend catalog cleanup, structure correction, template mapping, rejection correction, and SKU-linked image/file preparation.

### WHERE WE DO NOT

Copywriting, design, SEO/PPC, end-client communication, undefined subjective judgment, or software development.

## MESSY SOURCE SNAPSHOT

Source SKU	UPC	Raw title	Raw category	Variant clues	Req. attr / lock	Why it matters
TS-001	889114002381	Men's Core Tee - Crimson / Large	Apparel > Tops	color=Crimson; size=Lrg	100% cotton; MAP 24.99 locked	Near-duplicate of TS001-RED-L
TS001-RED-L	889114002381	Core T-Shirt Men Red L	tees	color=Red; size=L	Cotton; MAP 24.99	Same UPC, alternate merchant SKU
TS-001-M	889114002398	Mens Core Tee red medium	shirt	color=red; size=Med	100% cotton	Parent not supplied in source
BAG-77	889114007707	Heritage Carryall 15in NAT Canvas	carryall	color=Natural; size=15 in	12 oz canvas; keep 'Heritage'	Needs target-tree mapping
MUG-442	889114004420	Summit 20 oz shaker tumbler - smoke	hydration	color=Smoke; size=20 oz	18/8 stainless	Could be Tumbler or Shaker Bottle
BELT-2	889114000212	Classic Belt Brown 34	accessories	color=Brown; waist=34		Material required downstream

## CLEANED OUTPUT SNAPSHOT

Handle	Sellable SKU	Clean title	Options	Product type	Target mapping	QA note
core-tee-men-red	TS-001-L	Men's Core Tee	Color=Red; Size=L	T-Shirts	marketplace_color=Red; size_name=Large	Canonical style kept; near-duplicate normalized; MAP
core-tee-men-red	TS-001-M	Men's Core Tee	Color=Red; Size=M	T-Shirts	marketplace_color=Red; size_name=Medium	Parent/variant family rebuilt from sibling SKUs
heritage-canvas-tote	BAG-77	Heritage Carryall Tote	Color=Natural; Size=15 in	Tote Bags	google_category=Shopping Totes	Protected word 'Heritage' retained

## EXCEPTION LOG SAMPLE

SKU	Issue	Why held	Required input	Status
MUG-442	Ambiguous category mapping	"Shaker tumbler" + "hydration" can map to Tumblers or Shaker Bottles	Confirm target node / selling intent	Approval needed
BELT-2	Missing mandatory attribute	Material is required on the target feed but absent in source	Provide material / leather type	Hold