DIGITAL SELLER TOOLS

Digital Product Quality-Check Checklist

Check your files before you publish a new product or upload an update, so buyers get exactly what they paid for.

Product	_____	**Version**	_____
Checked on	_____	**Platform**	_____

> **How to use this checklist**
>
> Print it, or type an X in each box in Word. Work through it with the final files, not your working copies. Sections marked with the type of product they apply to can be skipped if they do not fit yours. Keep a copy with each product so you can see what was checked and when.

1 Files open and look right

Applies to: All products

- ☐ Open every file on a computer and on a phone, using the downloaded copy rather than your working files.
- ☐ The number of files, pages and file types matches what the listing says.
- ☐ Fonts display correctly. In a PDF, fonts are embedded (in Adobe Acrobat Reader: File, Properties, Fonts).
- ☐ Images are sharp at 100% zoom. Files meant for printing are at least 300 ppi at their printed size.
- ☐ Colours look as intended, and nothing important relies on colour alone.
- ☐ There are no leftover guides, hidden layers, watermarks or placeholder text.
- ☐ File sizes are within your platform's upload limits, and as small as the quality allows.

2 Page size and printing

Applies to: Printables

- ☐ Each size you offer has its own file, for example A4 and US Letter.
- ☐ Important content sits at least 5 mm inside the page edge, so home printers do not cut it off.
- ☐ A test print at Actual size or 100% comes out at the intended size.
- ☐ Pages still work in black and white, if buyers are likely to print that way.
- ☐ Large dark backgrounds are avoided, or an ink-saving version is included.
- ☐ Cut lines, fold lines and bleed are correct where the product needs them.

3 Links and interactive features

Applies to: Digital planners and linked PDFs

- [ ] Every tab and hyperlink goes to the right page.
- [ ] Links have been tested in each app you mention in the listing or instructions.
- [ ] Outside links, such as a template link or your shop, open correctly in a private browser window where you are signed out.
- [ ] Template links give buyers their own copy and are never edit links to your original.
- [ ] Form fields and tick boxes, if any, work and can be cleared.

4 Editable templates

Applies to: Canva, Word, Google and other editable files

- [ ] Every element meant to be edited can be changed in the app named in the listing.
- [ ] Fonts are free to use, or the instructions name them and say where to get them.
- [ ] Elements that should not move are locked or grouped.
- [ ] Everything works with a free account, or the listing says a paid plan is needed.
- [ ] Placeholder text makes it obvious what to replace.

5 File names and packaging

Applies to: All products

- [ ] File names are clear and consistent, for example ShopName-ProductName-A4.pdf.
- [ ] File names avoid unusual symbols that can cause download problems.
- [ ] A version number or date is included if you update the product over time.
- [ ] Files are zipped only when there are many of them, and the ZIP file opens correctly.
- [ ] Instructions are included, either as a separate file or inside the product.

6 Instructions, licence and support

Applies to: All products

- [ ] Instructions explain how to download, open and use the files.
- [ ] Licence terms say what buyers may and may not do with the files.
- [ ] Your contact method and usual reply time are included.
- [ ] Refund wording matches your platform's rules and the consumer law that applies to you.

7 Listing accuracy

Applies to: All products

- [ ] Preview images include real pages from the files, not only styled mockups.
- [ ] Mockups do not suggest that anything physical is included.

- [ ] The listing says it is a digital download and that nothing will be posted.
- [ ] Page sizes, number of pages, file formats and any software needed are stated.
- [ ] Every claim, for example "works in GoodNotes", has been tested.
- [ ] Every font, image and graphic you used is licensed for commercial use.

8 After publishing

Applies to: All products

- [ ] Download the product the way a buyer would, for example with a test purchase or a 100% discount code, and open the files again.
- [ ] Check the live listing on a phone as well as a computer.
- [ ] Record the version and date in your product records, so you know what buyers received.

Notes and things to fix

Free from digitalsellertools.co. You may print and use this checklist for your own shop. Please do not resell or redistribute it.