

1 AI A DAY · @JJWONG.AI

The Listing Health Scan

1 AI A Day · Day 18 · @jjwong.ai

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Five checks, sensible starting thresholds, and the ten-line 7am message format — so broken listings get found before a campaign sends traffic to them, not during.

The five checks

#	CHECK	STARTING THRESHOLD	WHY IT MATTERS
1	Inactive or suspended listings you didn't pause	Flag every one	A listing you think is live and isn't earns nothing, silently
2	Zero-stock variants still showing	Flag every one	Buyers pick it, can't buy it, leave
3	Missing or failed images on any variant	Hero SKUs: every one. Others: weekly	A blank variant image looks like a scam
4	Price outside your allowed band	Below 0.8× or above 1.5× your normal price	Catches the misplaced decimal
5	Rank drops on hero SKUs, if you track rank	More than your chosen number of positions in a week	Early warning something changed

The thresholds are starting points, not rules. Tune them in week two.

Check 4 pays for the whole thing

A price edit with a slipped decimal — RM59 becomes RM5.90 — goes live silently and sells at a loss until someone happens to look. During a campaign that can be hundreds of orders.

Set a band per SKU: a floor and a ceiling around your normal selling price. The starting band of 0.8× to 1.5× catches both directions of decimal error (10× and 0.1× are nowhere near it) while leaving room for normal promos.

Better still, set the floor from your Landed Cost sheet: **landed cost plus your minimum margin**. Anything below that isn't a promotion, it's a mistake.

The output — ten lines, maximum

The scan produces one message at 7am. Not a report, not an attachment — a message, because anything that needs opening doesn't get opened.

LISTING SCAN — Tue 14 Oct

3 things need you today

1. BAG-15 / 15-inch Navy — price RM5.90 (normal RM59). Decimal?
2. SLV-13 / Black — 0 stock, still live
3. BAG-13 / Grey — variant image missing

Also: 4 inactive listings (all low sellers — see sheet)

Nothing else flagged. Last scan: 07:02

Ranked by what each problem costs you, not by how many of each there are. One mispriced hero SKU outranks twenty missing images on slow sellers.

It says when it last ran. If that line is missing or stale, the scan itself is broken — and that's the thing you most need to know.

It says "nothing else flagged" even when it's quiet. Silence should mean "checked and fine", never "didn't run".

If it regularly says more than ten things

Your thresholds are wrong, not your catalogue. Raise them until every line genuinely deserves your morning.

A scan that flags forty things gets muted by Thursday. A muted scan is worse than no scan — you've stopped checking by hand, and now nothing is checking at all.

Week 1: run it, read everything, note which flags you ignored. **Week 2:** raise the thresholds on every flag you ignored. **Week 3:** it should fit in ten lines. If it doesn't, cut the lowest-value check.

Running it with or without a connection

With a store connection or API access: schedule it nightly, pull the catalogue, run the five checks, send the message.

Without one: export your product list as a spreadsheet each morning and run the checks with formulas — `stock = 0 AND status = active` , `price < floor OR price > ceiling` , `image cell is blank` . Then ask an AI to turn the flagged rows into the ten-line format:

Here are today's flagged listings from my scan, with the check each one failed and the SKU's normal price and daily revenue.

Write a message of at most ten lines. Rank the problems by how much money each one is likely costing me today, most expensive first. Group low-value repeats into one line. End with "Last scan:" and the time I give you.

If nothing is flagged, say "Nothing flagged" and the time — never send an empty message.

FLAGGED:

[paste]

TIME: [07:00]

Same result, fifteen minutes instead of zero. Start here; automate it once you know which checks are worth keeping.

The one thing to remember

Nobody audits 300 listings by hand. Something has to check while you sleep — and it has to be short enough that you'll read it every single morning.

Questions? Reply to this email — I read them all. More at @jjwong.ai — one AI play for SEA sellers, daily.