

blinkit

Quick Commerce Listing Quality Index-Guide

2025





Listing Quality Index (LQI) - Guide

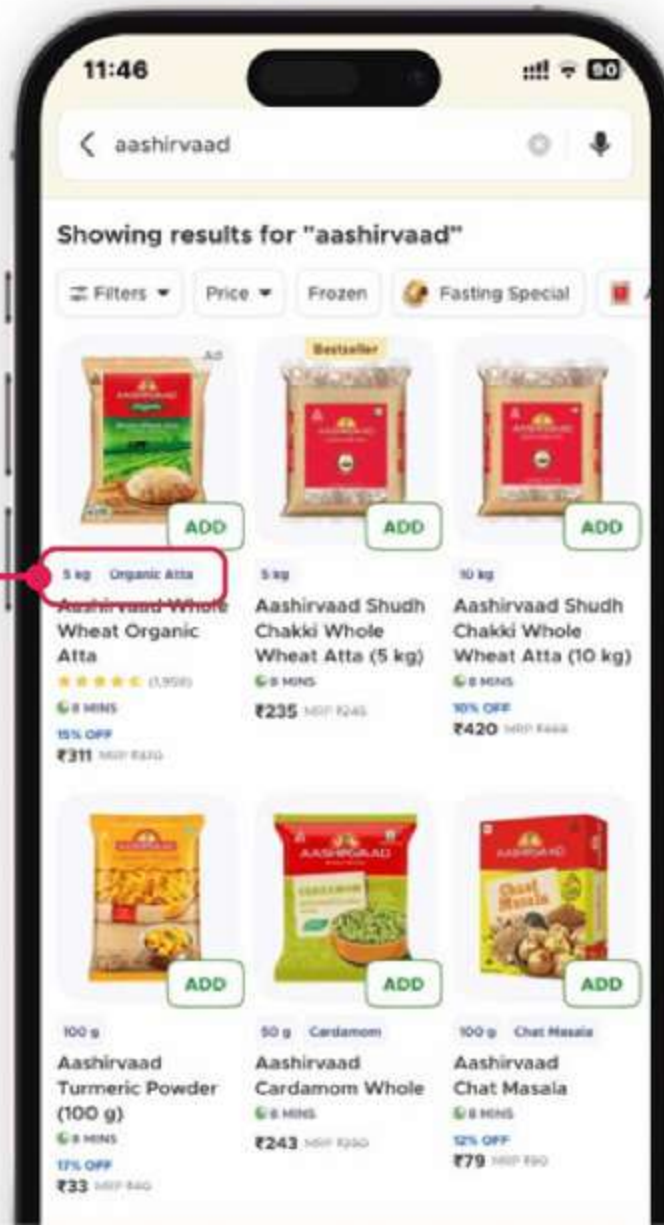
2025



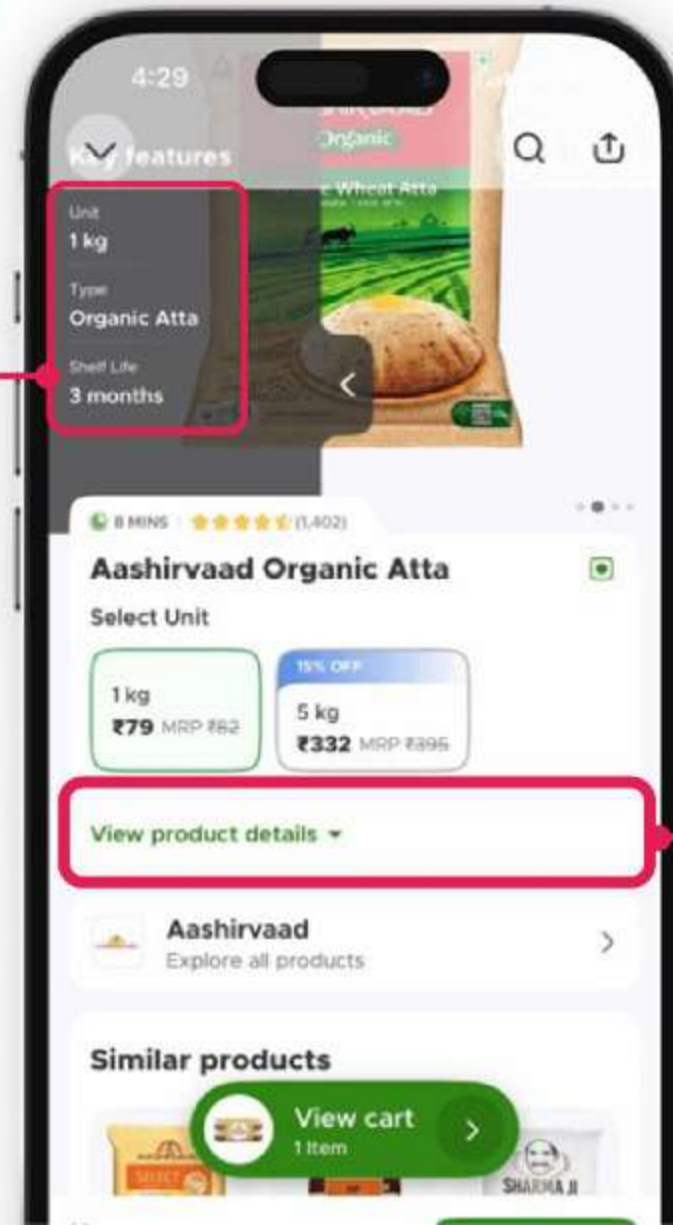
Product Listing Page (PLP) Preview

Product Description Page (PDP) Preview

PLP Attributes



PDP Attributes



Other Attributes

There are two pages where listing content is shown - PLP and PDP



Name Visible on PLP

Name Visible on PDP

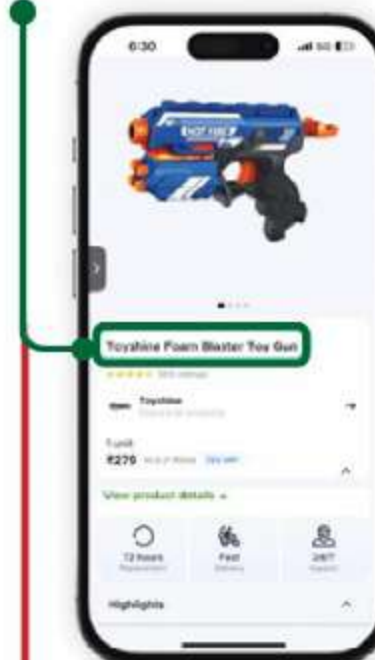
High Score

- Short
- Clear
- Conveys important information like brand name and product type
- No truncation on PLP



Low Score

- Long
- Irrelevant
- Gets truncated



PRODUCT LISTING Product Name

✓ Best Practices

- Short, clear, and informative
- Includes brand name, variant, and product type
- No truncation on the Product Listing Page (PLP)

✗ Common Mistakes

- Too long or irrelevant
- Gets cut off on PLP

Example:

✓ "Toyshine Foam Blaster Toy Gun"

✗ "Toyshine Foam Blaster Safe and Long Range To..."



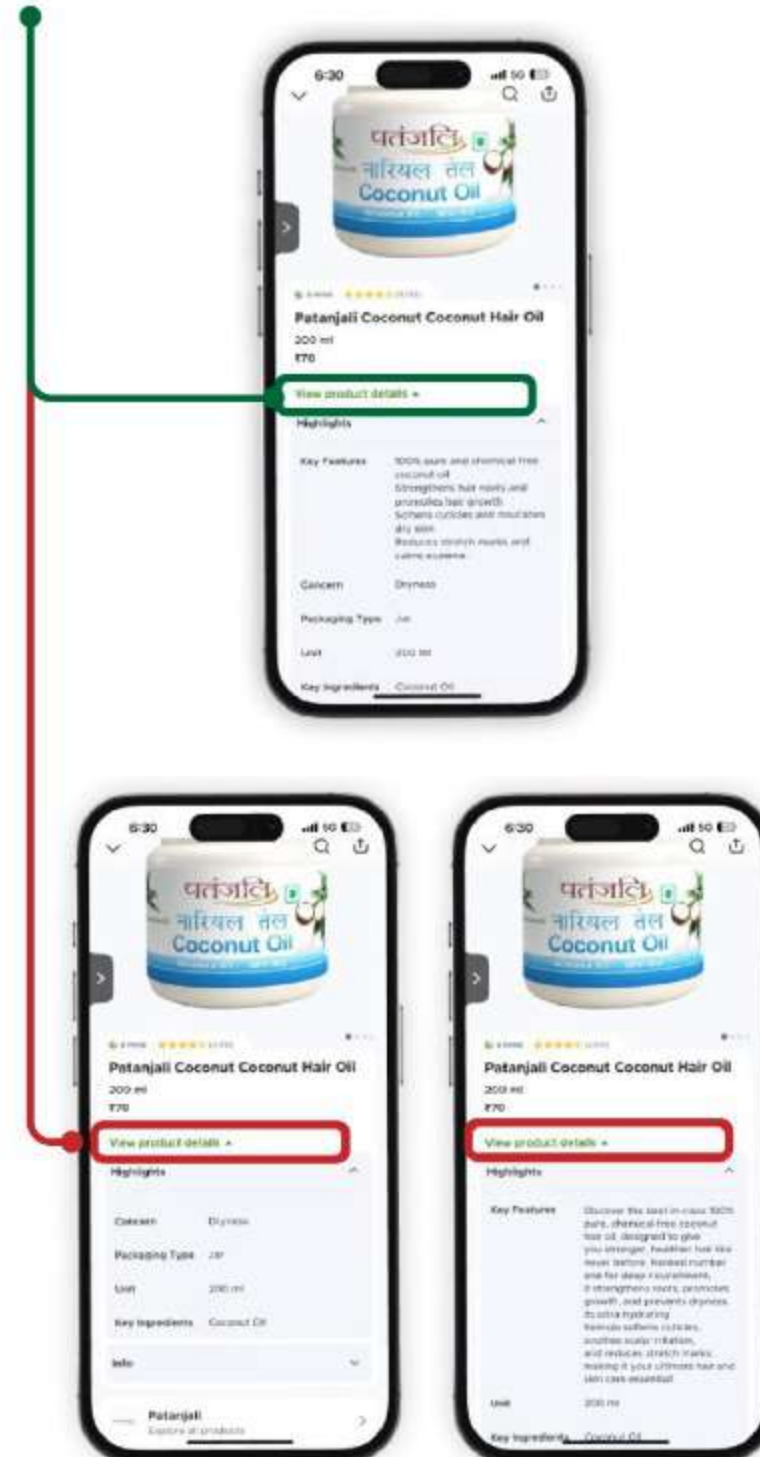
Description / Key Features are a part of the other attributes under this section

High Score

- Description / Key Features Present
- Short and concise
- Pointer format
- Non-promotional
- Conveys only important product information
- Easy to understand language

Low Score

- No description or key features present
- Unnecessarily long
- Promotional in nature
- Covers irrelevant information
- Difficult to understand language



PRODUCT LISTING

Description & Key Features

✓ Best Practices

- Present in listing, concise, and in bullet points
- Informative, non-promotional, and easy to understand.

✗ Common Mistakes

- Missing or overly lengthy.
- Promotional tone or irrelevant details.

Tip: Highlight key USPs, benefits, and usage instructions in simple language.



PRODUCT LISTING Images – Quantity & Quality

✓ Best Practices

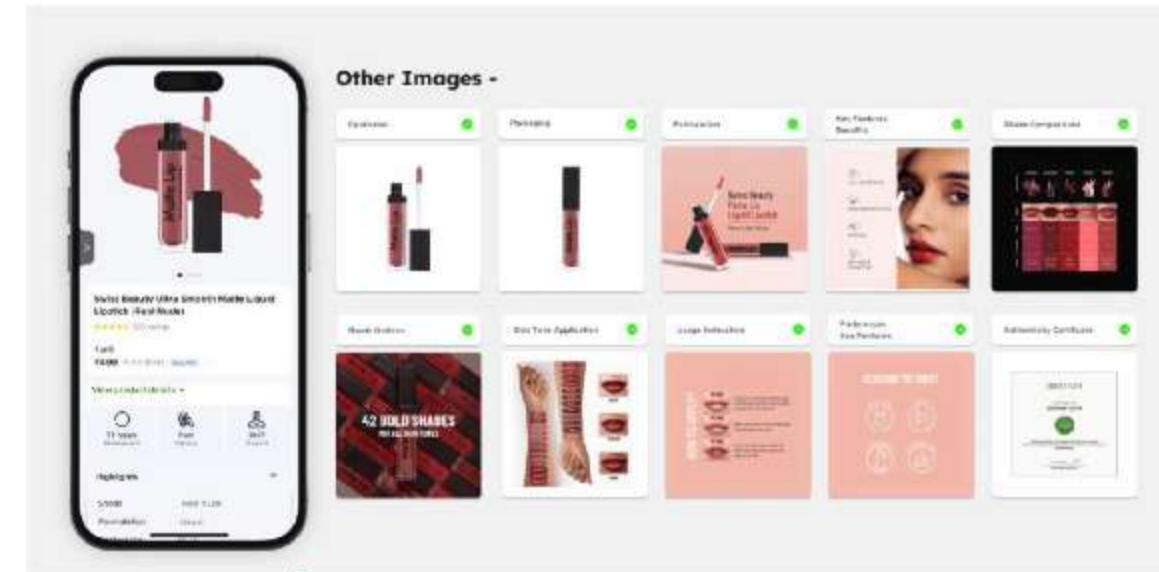
- At least 7 high-quality images covering all aspects.
- Includes size, design, features, usage, and lifestyle shots.

✗ Common Mistakes

- Limited images or poor quality.
- Missing key angles or product details.

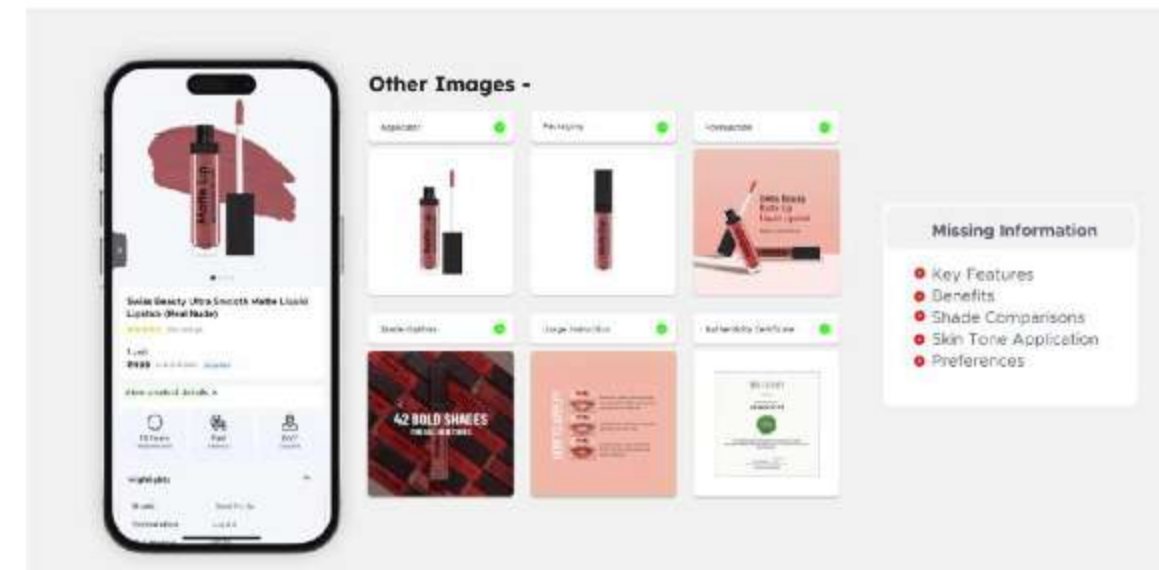
Tip: More images = better customer confidence & conversions.

High Score



- High number of images (11 including first image)
- High quality of images
- Higher number of important product aspects depicted visually

Low Score



- Lower number of images (7 including first image)
- Lower number of important product aspects depicted visually



PRODUCT LISTING

Product Details & Attributes

✓ Best Practices

- Fill both PLP & Product Detail Page (PDP) attributes.
- Use relevant keywords for better search visibility.

✗ Common Mistakes

- Only partial attributes filled, reducing discoverability.

Tip: Well-detailed attributes = faster purchase decisions..

PLP Attributes



High

Both attributes available

Low Score

Only 1 PLP attribute filled

PDP Attributes



High Score

All PDP attributes filled

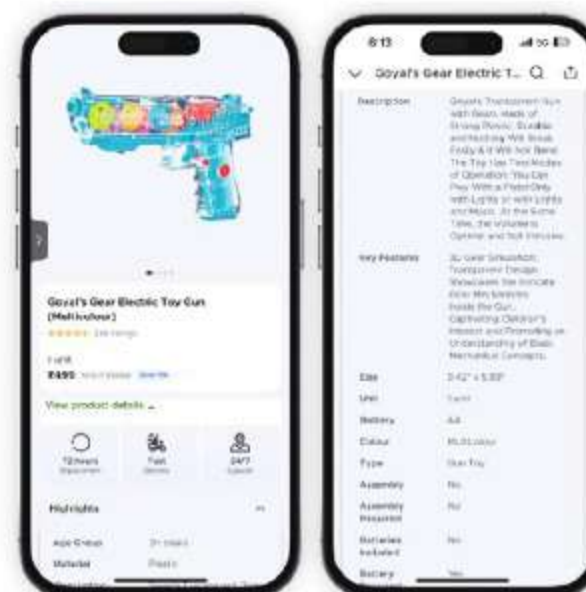


Low Score

Only 1 PDP attribute filled

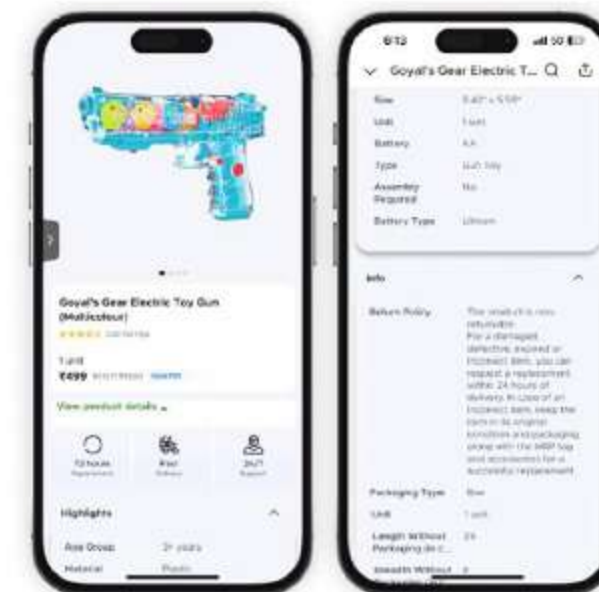
Other Attributes

("Highlights" tab under the "View Product Details" section)



High

High number of other attributes such as Age, Group, Material, Size, Colour etc.



Low Score

Lower number of other attributes filled

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