Product CSV Audit

Shopify CSV Audit Report

Hollow Pine Goods

89	27	72
rows	products	variant rows

File	`hollow_pine_original.csv`
Store	Hollow Pine Goods. Handmade ceramics, candles and linen. A fictional demo store.
Date	November 7, 2026
Scope	Offline review against Shopify's product CSV format. 31 columns, 39 checks.

Summary

I checked all 89 rows of `hollow_pine_original.csv` against Shopify's product CSV format and found 75 issues. 26 of the 27 products have at least one.

10	40	25
Blocking	**Will import wrong**	**Cleanup**
Likely to stop the row importing, or to break the product it belongs to.	Imports, but something in your store won't be what you meant.	Imports fine. Worth tidying for consistency and later maintenance.

What would have gone wrong on import

Uploaded as it is, this file would most likely have failed on ten problems. Three prices carry a dollar sign, a currency code or a decimal comma. Two products have the status “Live”, which Shopify doesn't accept. The Ridge Pasta Bowl's handle has spaces in it, one table runner variant has no handle at all, and one product has no title. The Stoneware Mug lists its Oat / 12 oz variant twice, and the Hollow Pine Candle lists Wild Fig / 8 oz twice.

Most of the rest would have imported, but not the way you meant. Four weights look like they were typed in kilograms, so those items would ship as if they weighed a gram or two. One pillow cover would be listed at $0.00. Three product photos point at Dropbox and Google Drive pages rather than image files, so they wouldn't load. And the cocktail napkins share a handle with the dinner napkins, so they'd end up as extra colors on the wrong product.

The 25 cleanup items won't stop anything. They're mostly stray spaces, True where the rest of the file says TRUE, and photos without alt text.

Top 5 fixes

1. Fix the prices. Three can't be read as numbers and one is blank, which Shopify would list at $0.00. Rows 17, 21, 25, 70.
2. Repair the product structure: delete the duplicate mug row, put the missing handle back on the table runner variant, and sort out the two handle clashes (the napkins and the speckled plate). Rows 6, 15, 27, 47.
3. Change Status from Live to active, and give the untitled product its title. Rows 29, 53, 73.
4. Convert the three weights typed in kilograms to grams, and confirm the fourth. Rows 12, 43, 48, 55.
5. Replace the three Dropbox and Google Drive photo links with public image URLs, ideally from Shopify Files. Rows 11, 63, 72.

Findings

Grouped by check area. Each table lists the row, the column, what's in the cell now and what I recommend. Items marked **Your call** need information only you have. They are collected on page 7. Checks that found nothing are listed on the last page.

1. Structure & headers

10 issues: 5 will import wrong, 5 cleanup

File encoding and line endings. Shopify asks for UTF-8 with LF line endings. This file has Windows (CRLF) endings.

Row	Product	Column	Current value	Recommended	Severity
File	–	(file)	Windows line endings (CRLF)	UTF-8, LF line endings	Cleanup

Empty rows. One, between the linen tea towel and the travel tin candle.

Row	Product	Column	Current value	Recommended	Severity
33	–	(whole row)	empty row	Delete row	Cleanup

Text damaged by a wrong encoding. é became Ã©, ’ became â€™, — became â€”. Mechanical damage, so it reverses exactly.

Row	Product	Column	Current value	Recommended	Severity
34	travel-tin-candle	Body (HTML)	`…20 hours. Itâ€™s the one…`	`…20 hours. It’s the one p…`	Will import wrong
53	hanging-planter	Body (HTML)	`…jute hanger â€” plants n…`	`…jute hanger — plants not…`	Will import wrong
61	cafe-au-lait-bowl	Title	`CafÃ© au Lait Bowl`	`Café au Lait Bowl`	Will import wrong
61	cafe-au-lait-bowl	SEO Title	`CafÃ© au Lait Bowl | Hol…`	`Café au Lait Bowl | Holl…`	Will import wrong

Curly quotes inside HTML tags. They break the link. Usually pasted in from Word or Google Docs.

Row	Product	Column	Current value	Recommended	Severity
15	linen-napkins	Body (HTML)	`<a href=“/pages/linen-care”>`	`<a href="/pages/linen-care">`	Will import wrong

Leading or trailing spaces. Invisible in a spreadsheet, but part of the value. The bracket marks each space.

Row	Product	Column	Current value	Recommended	Severity
16	linen-napkins	Variant SKU	`HPG-NAP-SAG⎵`	`HPG-NAP-SAG`	Cleanup
20	bud-vase	Title	`Bud Vase⎵`	`Bud Vase`	Cleanup
57	spoon-rest	Vendor	`Hollow Pine Goods⎵`	`Hollow Pine Goods`	Cleanup

2. Handles, titles & SKUs

14 issues: 3 blocking, 5 will import wrong, 6 cleanup

Rows with no handle. Every row needs one. It's how Shopify knows which product a variant belongs to.

Row	Product	Column	Current value	Recommended	Severity
47	linen-table-runner	Handle	blank	`linen-table-runner`	Blocking

Row	Product	Column	Current value	Recommended	Severity
Handle format. Handles become URLs: letters, numbers and dashes, no spaces. I'd keep them lowercase like the other 22.					
39–41	ridge-pasta-bowl	Handle	`Ridge Pasta Bowl`	`ridge-pasta-bowl`	Blocking
50–52	beeswax-taper-pair	Handle	`beeswax-taper-pair-`	`beeswax-taper-pair`	Cleanup
63–65	linen-apron	Handle	`Linen-Apron`	`linen-apron`	Cleanup
One handle used for two products. Shopify groups rows by handle, so the second would be merged into the first.					
15–19, 88–90	linen-napkins	Handle	`linen-napkins`	**Your call:** New handle for the second, e.g. linen-cocktail-napkins-set-of-6	Will import wrong
Same product entered twice. Two blocks for one product, with different prices and SKUs.					
27, 28, 80–82	speckled-dinner-plate	Handle	`Speckled-Dinner-Plate` and `speckled-dinner-plate`	**Your call:** Keep one, delete the other	Will import wrong
Missing product title. Shopify needs a title to create a product.					
29	linen-tea-towel	Title	blank	**Your call:** Add a title (SEO title suggests “Linen Tea Towel”)	Blocking
Vendor spelled inconsistently. A lowercase spelling shows up as a second vendor in filters.					
61	cafe-au-lait-bowl	Vendor	`hollow pine goods`	`Hollow Pine Goods`	Cleanup
Duplicate SKUs. Allowed, but stock and order tools treat both as one item. One row in each pair breaks the pattern.					
21, 22	bud-vase	Variant SKU	`HPG-BV-OAT`	**Your call:** HPG-BV-ASH (suggested)	Will import wrong
37, 79	wax-melts	Variant SKU	`HPG-TIN-SEA`	**Your call:** HPG-MLT-SEA (suggested)	Will import wrong
Variants without a SKU. Not required, but the other 69 variant rows all have one.					
40	ridge-pasta-bowl	Variant SKU	blank	**Your call:** Add a SKU	Cleanup
71	linen-pillow-cover	Variant SKU	blank	**Your call:** Add SKU (HPG-PIL-20-RUS fits your pattern)	Cleanup
84	linen-bread-bag	Variant SKU	blank	**Your call:** Add SKU (HPG-BB-L fits your pattern)	Cleanup
Barcodes damaged by Excel. Saved in scientific notation, so the last digits are gone.					
35	travel-tin-candle	Variant Barcode	`8.40127E+11`	**Your call:** Re-enter the full code	Will import wrong

3. Variants

6 issues: 2 blocking, 3 will import wrong, 1 cleanup

Exact duplicate rows. Row 6 copies row 5. A product can't have the same variant twice.					
6	stoneware-mug	(whole row)	same as row 5	Delete row	Blocking

Row	Product	Column	Current value	Recommended	Severity
Option names that change between rows. An option needs one name on every row.					
8	stoneware-mug	Option1 Name	`Colour`	`Glaze`	Will import wrong
13	hollow-pine-candle	Option1 Name	`Fragrance`	`Scent`	Will import wrong
Option values spelled two ways. Shopify treats “8oz” and “8 oz” as two sizes, so the stoneware mug would get a third.					
7	stoneware-mug	Option2 Value	`8oz`	`8 oz`	Will import wrong
Curly quotes in option values. Curly and straight inch marks mixed. Filters and apps treat them as different text.					
43	juniper-serving-bowl	Option1 Value	`10”`	`10"`	Cleanup
Repeated option combinations. Each combination can appear once. The grid is also missing Wild Fig / 14 oz.					
13, 14	hollow-pine-candle	Option values	`Wild Fig / 8 oz`	**Your call:** Probably Wild Fig / 14 oz; confirm	Blocking

4. Prices, weights & booleans

30 issues: 5 blocking, 21 will import wrong, 4 cleanup

Price format. Amount only: no currency symbol or code, and a dot for decimals.					
17	linen-napkins	Variant Price	`$48`	`48.00`	Blocking
21	bud-vase	Variant Price	`$24,99`	`24.99`	Blocking
25	pour-over-dripper	Variant Price	`38.00 USD`	`38.00`	Blocking
Missing prices. Shopify fills a blank price with 0.00, so this variant would be listed for free.					
70	linen-pillow-cover	Variant Price	blank	**Your call:** Add the price	Will import wrong
Compare-at price at or below the price. It should be the old, higher price. Most themes show no sale when it's lower.					
10	hollow-pine-candle	Variant Compare At Price	`34.00`	**Your call:** Clear it, or swap the two	Will import wrong
46	linen-table-runner	Variant Compare At Price	`60.00`	**Your call:** Clear it, or swap the two	Will import wrong
Weights in the grams column. Always whole grams, and shipping rates use it. These look like kilograms.					
12	hollow-pine-candle	Variant Grams	`0.65`	`650`	Will import wrong
43	juniper-serving-bowl	Variant Grams	`1.35`	`1350`	Will import wrong
48	linen-table-runner	Variant Grams	`0.38`	**Your call:** Confirm the weight	Will import wrong
55	hanging-planter	Variant Grams	`1.4`	`1400`	Will import wrong
TRUE/FALSE columns. Shopify lists true and false. 14 cells use Yes, y or 1, and 4 use True instead of TRUE.					
24, 57, 66, 67		Published	`Yes`, `1`, `y`	`TRUE`	Will import wrong
73, 75	candle-care-kit and salt-cellar	Published	`True`	`TRUE`	Cleanup
45, 50, 51, 53–55		Variant Requires Shipping	`1`, `Y`, `yes`	`TRUE`	Will import wrong

Row	Product	Column	Current value	Recommended	Severity
59	match-striker	Variant Requires Shipping	`True`	`TRUE`	Cleanup
63, 64, 77, 78	linen-apron and wax-melts	Variant Taxable	`Yes, 1`	`TRUE`	Will import wrong
36	travel-tin-candle	Variant Taxable	`True`	`TRUE`	Cleanup

Status values. Shopify accepts active, draft or archived. Live clearly means active.

53	hanging-planter	Status	`Live`	`active`	Blocking
73	candle-care-kit	Status	`Live`	`active`	Blocking

5. Images & missing data

15 issues: 6 will import wrong, 9 cleanup

Images linked to Drive or Dropbox pages. Share links open a viewer page. Shopify needs a public link to the image file.

11	hollow-pine-candle	Image Src	`www.dropbox.com/s/…/hollow-pine-candle-lit.jpg?dl=0`	**Your call:** Re-host in Shopify Files	Will import wrong
63	linen-apron	Image Src	`drive.google.com/file/…/view?usp=sharing`	**Your call:** Re-host in Shopify Files	Will import wrong
72	linen-pillow-cover	Image Src	`drive.google.com/open?id=…`	**Your call:** Re-host in Shopify Files	Will import wrong

Image links on http. Shopify asks for https. Its own CDN serves the same files over https.

38, 39, 67		Image Src	`http://cdn.shopify.com/…/…`	`https://cdn.shopify.com/…/…`	Will import wrong

Images without alt text. Optional, but 39 of your 47 images have it. Screen readers and image search use it.

11, 23, 44, 58, 66, 72, 82, 90		Image Alt Text	blank	**Your call:** Describe the photo in a few words	Cleanup

Products without a description. It imports, but the product page will be empty below the price.

66	wick-trimmer	Body (HTML)	blank	**Your call:** Add a short description	Cleanup

Needs your decision

26 of the 75 issues need information only you have: a name, a price, a SKU or the real photo. I'd rather ask than guess. They're grouped below, and most are a one-cell change once you've decided.

Rows	What I found	What I need from you
Products		
13, 14	Hollow Pine Candle: Wild Fig / 8 oz listed twice	Confirm row 14 is 14 oz. Its SKU and price say so.
15–19, 88–90	Two products share the handle linen-napkins	Confirm a separate handle for the second one. I'd use linen-cocktail-napkins-set-of-6.
27, 28, 80–82	Speckled Dinner Plate is in the file twice	Tell me which prices are current ($34.00 / $128.00 or $36.00 / $136.00). I'll delete the other block.
29	Product with no title (handle linen-tea-towel)	Confirm the title. The SEO title says “Linen Tea Towel”.
Prices and weights		
10, 46	Compare-at below price: Hollow Pine Candle Pine & Cedar / 14 oz ($34.00 vs $38.00); Linen Table Runner 72 in / Sage ($60.00 vs $64.00)	Clear them, or tell me the two prices are swapped.
48	Linen Table Runner: weight 0.38 g	Confirm it's 0.38 kg (380 g), like row 47.
70	Linen Pillow Cover, 20 x 20 in / Oat: no price	Send the price. Row 71, same size, is $62.00.
SKUs and barcodes		
21, 22	Bud Vase, Ash (row 22) reuses SKU HPG-BV-OAT	OK HPG-BV-ASH, or send the right SKU.
35	Travel Tin Candle: barcode 8.40127E+11	Send the full 12-digit barcode.
37, 79	Wax Melts, Sea Salt (row 79) reuses SKU HPG-TIN-SEA	OK HPG-MLT-SEA, or send the right SKU.
40, 71, 84	No SKU: Ridge Pasta Bowl Set of 2; Linen Pillow Cover 20 x 20 in / Rust; Linen Bread Bag Large	Send the SKUs, or OK HPG-PIL-20-RUS and HPG-BB-L.
Photos and descriptions		
11, 63, 72	Three photos are Dropbox or Google Drive links	Upload to Shopify (Content > Files), send me the links.
11, 23, 44, 58, 66, 72, 82, 90	Eight photos without alt text	Optional. A few words each on what the photo shows.
66	Wick Trimmer: no description	Send a line or two.

Scope and method

What this review covers

This is an offline review of the file you sent: 89 rows and 31 columns. I didn't log in to your store or run the import, so I can't promise an error-free import. Shopify can still refuse rows for reasons the file can't show, such as a handle already used by a product in your store.

Not reviewed unless we agree it first: app-specific columns, metafields, subscriptions, bundles and multi-location inventory. This file doesn't contain any of them.

How to read the findings

Row numbers match Excel and Google Sheets, where the header is row 1.

An issue is one problem in one cell. Problems that affect a whole product, such as a handle or a duplicate product, count once per product.

Format rules come from Shopify's Help Center article “Using CSV files to import and export products”, checked November 7, 2026.

All 39 checks

	Issues found, or Pass
Column headers match Shopify's template	Pass
Every row has the same number of fields	Pass
File encoding and line endings	1
Empty rows	1
Text damaged by a wrong encoding	4
Curly quotes inside HTML tags	1
Leading or trailing spaces	3
Rows with no handle	1
Handle format	3
Handle differs within one product	Pass
One handle used for two products	1
Same product entered twice	1
Missing product title	1
Vendor spelled inconsistently	1
Duplicate SKUs	2
Variants without a SKU	3
Barcodes damaged by Excel	1
Exact duplicate rows	1
Option names that change between rows	2
Option values spelled two ways	1
Curly quotes in option values	1
Variant rows missing an option value	Pass
Repeated option combinations	1
Price format	3
Missing prices	1
Compare-at price format	Pass
Compare-at price at or below the price	2
Weights in the grams column	4
TRUE/FALSE columns	18
Status values	2
Inventory and fulfillment values	Pass
Weight unit values	Pass
Gift cards marked as shippable	Pass
Images linked to Drive or Dropbox pages	3
Image links on http	3
Image links that aren't image files	Pass
Repeated image positions	Pass
Images without alt text	8
Products without a description	1

If anything here is unclear, message me and I'll walk you through it. With the Standard or Premium package I apply the safe fixes myself and send back a corrected file with a change log.