RootMention
Supplement product page checklist
15 checks from 174 loaded Shopify product pages. Checked November 22, 2026.
Method and raw data: https://rootmention.com/research/supplement-product-page-anatomy

Mark the last column for your own page. Yes or no.

Label facts
1. "Supplement Facts" or "Nutrition Facts" as HTML text, not only an image
68 of 174 (39.1%) View source and search for "Supplement Facts". My page: ____
2. Serving size stated in text
34 of 174 (19.5%) View source and search for "Serving Size". My page: ____
3. Servings per container stated in text
29 of 174 (16.7%) View source and search for "Servings Per Container". My page: ____
4. Full ingredient list in text
122 of 174 (70.1%) View source and search for "Ingredients". My page: ____
5. At least 3 doses with units (mg, mcg, g, IU, CFU) in text
86 of 174 (49.4%) View source and look for amounts with units. My page: ____
6. Third-party testing or a COA mentioned on the product page
68 of 174 (39.1%) Look for "third-party tested", "COA", or "certificate of analysis". My page: ____
Structured data
7. Product JSON-LD present in the raw HTML
154 of 174 (88.5%) View source for "@type": "Product", or use Google’s Rich Results Test. My page: ____
8. Offers with price and availability
124 of 174 (71.3%) In the Product JSON-LD, look for "offers". My page: ____
9. aggregateRating in the raw HTML
63 of 174 (36.2%) In the Product JSON-LD, look for "aggregateRating". My page: ____
10. GTIN in Product schema
66 of 174 (37.9%) In the Product JSON-LD, look for "gtin". My page: ____
11. BreadcrumbList schema
76 of 174 (43.7%) View source for "BreadcrumbList". My page: ____
On-page tags
12. Title tag 60 characters or fewer
122 of 174 (70.1%) Count the title tag. This check passes at 60 characters or fewer. My page: ____
13. Meta description present and 160 characters or fewer
77 of 174 (44.3%) Confirm a meta description is present and is 160 characters or fewer. My page: ____
14. Exactly one H1
134 of 174 (77.0%) Confirm the page has exactly one H1. My page: ____
15. Canonical tag present
174 of 174 (100.0%) Confirm a canonical tag is present. My page: ____

38 of 174 pages (21.8%) had no facts panel, serving size or ingredient text.
Not scored: FAQPage schema 37 (21.3%); individual reviews 18 (10.3%).
11 of 174 pages pass all 8 core checks: Product schema, offers, aggregateRating, facts text, serving size, ingredients, canonical, and a meta description.
Robots.txt blocks GPTBot, ClaudeBot or Google-Extended on 1 of 174 stores. Keep AI crawlers allowed.