

Can an AI agent buy from you?

Twenty yes-or-no questions. Shopping agents read structured data and ignore your homepage. Answer each one, count your yeses, and you have a score by the end of the afternoon.

PRODUCT DATA

01	Every SKU has structured attributes for the ways customers search: size, material, rating, compatibility.	☐ YES	☐ NO
02	Units, sizes and materials are normalized across suppliers.	☐ YES	☐ NO
03	Descriptions state facts a buyer can check, not supplier slogans.	☐ YES	☐ NO
04	Every image has meaningful alt text.	☐ YES	☐ NO
05	Every product carries a stable ID and a GTIN or equivalent.	☐ YES	☐ NO

PRICE, STOCK AND DELIVERY

06	Live price is available through an API or feed, not only on the page.	☐ YES	☐ NO
07	Stock is available per location.	☐ YES	☐ NO
08	The delivery promise is machine readable, by destination.	☐ YES	☐ NO
09	Duties and taxes are shown before payment on cross-border orders.	☐ YES	☐ NO
10	The price on the page matches the price in your feeds and marketplaces.	☐ YES	☐ NO

POLICIES AND TRUST

11	Return terms are structured data, not only a PDF.	☐ YES	☐ NO
12	Warranty and shipping terms are explicit.	☐ YES	☐ NO
13	The same policies appear on the site, in feeds and on marketplaces.	☐ YES	☐ NO
14	Reviews and ratings are marked up so a machine can read them.	☐ YES	☐ NO

ACCESS

15	Your bot rules say which AI crawlers and agents are welcome, and someone chose that on purpose.	☐ YES	☐ NO
16	Key product facts are in the page HTML, not loaded later by a script.	☐ YES	☐ NO
17	Checkout works by keyboard and screen reader. The same structure helps an agent complete it.	☐ YES	☐ NO

PRESENCE

18	You know which assistants and agent programs matter for your category.	☐ YES	☐ NO
19	You have a position on open checkout and payment protocols, and a named owner for it.	☐ YES	☐ NO
20	Someone checks what assistants say about your brand each month.	☐ YES	☐ NO

YOUR SCORE

— / 20

17 TO 20 Agents can work with you today. Spend your effort on presence and on watching what they say.

11 TO 16 The gaps are specific and fixable in a quarter. Start with the group that scored lowest.

UNDER 11 Begin with product data. It improves on-site search and conversion whether or not agents show up.