

AI & Agent Commerce Readiness — Priority Fix List

51 / 100

Poor — Multiple critical failures. Low AI citation and commerce eligibility.

Summary: 4 Critical (FAIL) 6 Recommended (WARN) 7 Passing | Source: <https://samplesite.com/product-page>

Analyzed: July 11, 202X at 11:38 AM

Priority	Category	Status	Issue	Fix	Effort	Impact	Pts Earned	Max Pts
1	Product Identification	FAIL	No GTIN (UPC/EAN) found in Product schema. GTIN is the primary identifier AI systems and Google Shopping use to match this product across multiple sellers and product databases. Without it the product is opaque to cross-platform matching and will be excluded from many AI commerce surfaces.	Add the product UPC or EAN as 'gtin12' or 'gtin13' in the Product JSON-LD block. Example: "gtin13": "00012345678905" Find the UPC on the product packaging or manufacturer spec sheet.	Low	High	0	8
1	Entity Identity	FAIL	No Organization, LocalBusiness, or ProfessionalService schema found. AI agents need a structured entity node to confidently identify who makes or sells this product/service. Without it the brand is poorly disambiguated across the web.	Add an Organization or ProfessionalService block with at minimum: name, url, logo (ImageObject), and sameAs (array of social/directory profile URLs). For local businesses add address, telephone, and areaServed. For consulting/agency sites use @type: ProfessionalService.	Low	High	0	8
2	Social Proof	FAIL	No AggregateRating schema found. Star ratings are a primary signal AI systems use when recommending products or services. A competitor page with even a small number of structured reviews will outrank this page for evaluative queries like 'best', 'recommended', or 'highest rated'.	Add an AggregateRating block nested inside the Product or LocalBusiness schema with ratingValue, reviewCount, bestRating (5), and worstRating (1). Only include real ratings — never fabricate review data.	High	High	0	8
2	GEO Content	FAIL	No FAQPage schema found. FAQ schema is one of the highest-impact GEO additions because it gives AI systems machine-readable, directly citable answers to the exact questions users ask. Pages with FAQ schema are significantly more likely to be quoted verbatim in AI-generated responses.	Add a FAQPage JSON-LD block with 4-8 real questions and detailed answers relevant to this product or service. Base questions on what customers actually ask — product use, compatibility, certifications, installation, warranty, etc. Avoid marketing language; write as if answering a direct customer question.	High	High	0	8
3	Commerce Completeness	WARN	No shippingDetails in Offer schema. Shipping cost and delivery time are primary decision factors for AI agents doing purchase comparison. Without them the product is invisible to 'best option including shipping' queries.	Add an OfferShippingDetails node inside the Offer block with: shippingRate (MonetaryAmount with value and currency) and deliveryTime (ShippingDeliveryTime with businessDays min/max).	Medium	Medium	2	4
3	Commerce Completeness	WARN	No hasMerchantReturnPolicy found. AI agents comparing purchase options factor in return policies as a trust and convenience signal.	Add a MerchantReturnPolicy node to the Offer block with: returnPolicyCategory (e.g. https://schema.org/MerchantReturnFiniteReturnWindow) and merchantReturnDays (integer number of days).	Medium	Low	2	4
3	Commerce Completeness	WARN	No seller node in Offer schema. For distributor or retailer pages where the seller differs from the manufacturer, AI agents need the seller identified explicitly to answer 'who sells this?' correctly.	Add a seller node inside the Offer block: {"@type": "Organization", "name": "Your Company Name", "url": "https://yoursite.com"}	Low	Medium	2	4
3	UCP Discoverability	WARN	No SearchAction potentialAction on WebSite schema. This signals to AI agents that the site supports programmatic search — a prerequisite step toward Universal Commerce Protocol agent navigation.	Add a WebSite schema block with potentialAction SearchAction and a urlTemplate pointing to your site search: "https://yoursite.com/?s={search_term_string}"	Low	Low	2	4
4	Content Freshness	WARN	No dateModified found in schema. Pages with a recent dateModified signal receive priority for time-sensitive queries in some AI ranking systems.	Add dateModified in ISO 8601 format to the WebPage schema block, reflecting the date of the last meaningful content update. Example: "dateModified": "2026-06-12T10:00:00+00:00"	Low	Low	1	3
5	Product Detail	WARN	No additionalProperty nodes found. Product-specific attributes like weight, dimensions, material, target species (for pet products), voltage/ampereage (for electrical), or thread size (for fittings) are not machine-readable. AI agents answering spec questions must parse prose.	Add additionalProperty nodes using PropertyValue for each key spec: {"@type": "PropertyValue", "name": "Net Weight", "value": "7 oz"}. Include the attributes customers most frequently ask about.	Medium	Medium	0	1

✓ Passing Checks — No Action Required

1	Core Schema	PASS	Core schema type(s) found: Product.		—	—	10	10
2	Pricing	PASS	Valid price found: 799.99		—	—	7	7
3	Navigation	PASS	BreadcrumbList schema found.		—	—	5	5
3	Content Quality	PASS	Description found (2458 chars).		—	—	4	4
4	Schema Context	PASS	@context uses https://schema.org correctly.		—	—	3	3
4	Price Validity Date	PASS	priceValidUntil found: 2027-07-11		—	—	3	3
4	Brand	PASS	brand node found on Product.		—	—	3	3

Score Band Reference

How scores are calculated

Formula: $earned \div applicable_possible \times 100$. The denominator may be less than 100 because checks that don't apply to the page type are excluded.

90 – 100	Excellent	Strong AI & agent commerce readiness. Minor improvements only.
75 – 89	Good	Solid foundation with specific gaps limiting full AI visibility.
55 – 74	Fair	Key signals present but significant gaps create competitive risk.
35 – 54	Poor	Multiple critical failures. Low AI citation and commerce eligibility.
0 – 34	Critical	Foundational schema missing. Effectively invisible to AI engines.

Check Weights (Max Points)

Core Schema	Max 10 pts PASS=10 WARN=5 FAIL=0
Product Identification	Max 8 pts PASS=8 WARN=4 FAIL=0
Social Proof	Max 8 pts PASS=8 WARN=4 FAIL=0
GEO Content	Max 8 pts PASS=8 WARN=4 FAIL=0
Entity Identity	Max 8 pts PASS=8 WARN=5 FAIL=0
Local Discovery	Max 7 pts PASS=7 WARN=3 FAIL=0
Pricing	Max 7 pts PASS=7 WARN=3 FAIL=0
Navigation	Max 5 pts PASS=5 WARN=2 FAIL=0

Technical — URLs	Max 5 pts PASS=5 WARN=2 FAIL=0
Commerce Completeness	Max 4 pts PASS=4 WARN=2 FAIL=0
Content Quality	Max 4 pts PASS=4 WARN=2 FAIL=0
UCP Discoverability	Max 4 pts PASS=4 WARN=2 FAIL=0
Schema Quality	Max 4 pts PASS=4 WARN=2 FAIL=0
Price Validity Date	Max 3 pts PASS=3 WARN=1 FAIL=0
Brand	Max 3 pts PASS=3 WARN=1 FAIL=0
Schema Context	Max 3 pts PASS=3 WARN=1 FAIL=0
Content Freshness	Max 3 pts PASS=3 WARN=1 FAIL=0
Open Graph	Max 2 pts PASS=2 WARN=1 FAIL=0
Credentials	Max 2 pts PASS=2 WARN=1 FAIL=0
Local Business	Max 1 pts PASS=1 WARN=0 FAIL=0
Product Detail	Max 1 pts PASS=1 WARN=0 FAIL=0