

AI Shopping Readiness Report

sample-store.com · September 26, 2026

How easily ChatGPT, Perplexity, Gemini and Copilot shopping agents can find, understand and recommend your products.

34
OUT OF
100

Live AI shopper test 36/45 · 1 click to product

A real AI agent, browsing from the US, tried to shop your store end to end (stopping before payment).

"The worst moment was the stacked popups on arrival — the promo modal's close buttons were all unclickable and I had to hit Escape to get back to the store I was trying to evaluate."

— AI shopping agent, live test

Finding the product		5/5
Price		5/5
Choosing size / variant		5/5
Stock status		2/5
Product facts		5/5
Shipping info		3/5
Return policy		4/5
Path to checkout		4/5
Blockers (popups etc.)		3/5

Where the agent got stuck

- Homepage (<https://sample-store.com/>): discount promo modal had close buttons in collapsed/offscreen panels — clicking them failed repeatedly; only the Escape key dismissed it.
- Homepage: a "Sign Up via Text for Offers" iframe popup stacked on top of the promo modal, adding to the blocker stack.
- Product page (<https://sample-store.com/products/sheet-set>): the cart drawer's "Checkout" link was a zero-area element that could not be clicked; had to use the real Checkout button.
- Product page: no explicit "In stock" indicator anywhere; only indirect signal "90 people have this in their cart right now" and an enabled Add to Cart button.
- Shipping cost/times exist only behind FAQ search (<https://sample-store.com/pages/faq>) — nothing on the PDP; homepage banner says only "FAST, FREE SHIPPING — Exclusions Apply".

Top fixes, ranked by impact

- 1. No Product JSON-LD on product page** impact 12
Machine-readable product data is what AI shopping agents read first.
Fix: Add schema.org Product JSON-LD to product pages.
- 2. No GTIN/UPC or MPN in structured data** impact 10
GTIN/UPC lets agents match your exact item across catalogs and trust it.
Fix: Add GTIN/UPC (or MPN) to Product JSON-LD so agents can match and trust the exact item.
- 3. 2 of 8 products have an empty catalog description** impact 8

AI agents answer shopper questions from your product text. Thin text = your product is skipped.

Fix: Put the real product description in the product body (not only in theme widgets or images).

4. **2 of 8 products give size, fit or dimensions** impact 8

Without sizes or dimensions, agents cannot answer 'will it fit?' and recommend a competitor instead.

Fix: Add sizes, fit notes, dimensions or volume — agents are asked 'what size / how big' constantly.

5. **Offer missing price/currency/availability** impact 8

Without price and stock status, agents avoid recommending the item.

Fix: Include price, priceCurrency and availability in the Offer.

6. **Reviews not exposed as structured data** impact 8

Agents favor products with visible, genuine ratings.

Fix: Expose genuine review ratings via aggregateRating (real reviews only).

7. **No shipping details in structured data** impact 6

Shoppers ask 'how fast does it ship?' — agents need this data to answer.

Fix: Add OfferShippingDetails (cost, delivery time) so agents can answer 'how fast / how much to ship'.

8. **No return policy in structured data** impact 6

'Can I return it?' is a top purchase question agents must answer.

Fix: Add MerchantReturnPolicy (window, fees) to the Offer or Organization.

9. **No brand in Product schema** impact 4

Brand is a primary filter in AI shopping queries.

Fix: Declare brand in Product JSON-LD.

What's already working

- | | |
|---|--|
| ✓ AI search crawlers can read product pages | ✓ 6 of 8 products say what it is for / how to use it |
| ✓ Sitemap declared in robots.txt | ✓ 100% of products have a product type |
| ✓ 5 of 8 products state materials / ingredients | ✓ 100% of variants have a SKU |

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Prepared by Mothanna Abo Latif, founder of Meet Beatrice. How we score: meetbeatrice.com/methodology

Automated snapshot based on public pages: robots.txt, the public catalog feed and one product page (/products/sheet-set). It measures machine-readability, not rankings — no one can guarantee placement in AI answers. A full audit covers every template, collection and policy page.