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Fictional sample report — synthetic data

AI Shopping Readiness Audit — Aurora & Pine Home Goods

Fictional sample: Aurora & Pine Home Goods is not a real audited customer. Scores, pages, evidence snippets, tickets, and commercial examples below are synthetic and exist only to show the shape and usefulness of the deliverable.

Executive decision

Recommended decision: approve a two-week remediation sprint for the category and product-page templates before expanding to the full catalogue. The current public pages are readable by humans, but AI-assisted buyers would likely miss important material, sizing, delivery, and trust details.

62overall readiness / 100

7priority tickets

14dsuggested fix sprint

Scope

Fictional merchant	Aurora & Pine Home Goods
Sample category	Sustainable bedding and bedroom textiles
Pages reviewed	Homepage, category page, two product detail pages, shipping/returns, materials guide
Evidence used	Public HTML/text, browser-visible content, structured data hints, policy pages, screenshot notes
Evidence excluded	No analytics, no admin data, no real AI ranking claim, no named competitor benchmark

Commercial meaning

AI shopping assistants need stable facts they can quote: who the product is for, what it is made of, which sizes are available, what delivery/returns caveats apply, and why the merchant is trustworthy. The fictional merchant has strong brand language, but too many purchase-critical facts are embedded in decorative copy or hidden behind variant interactions.

Readiness by layer

Layer	Score	Meaning
Answerability	58/100	Good category narrative, but direct buyer questions require inference.
Citation readiness	64/100	Policy and material claims exist, but stable citations are weak.

Comparison readiness	51/100	Missing normalized attributes such as warmth, weave, certifications, and care effort.
Purchase handoff	74/100	Product URLs are stable; delivery and return caveats need clearer route-level wording.

Top findings

1. **Material claims are persuasive but not citation-ready.** The pages mention organic cotton and low-impact dyes, but do not consistently attach claim, certification, and product variant in one stable block.
2. **Variant-level facts are not explicit enough.** Size, color, bundle contents, and care instructions appear in UI fragments that are easy for an assistant to summarize incorrectly.
3. **Shipping and return caveats are separated from purchase context.** Policy pages exist, but product pages do not summarize the relevant conditions an AI buyer would need before recommending.
4. **Comparison attributes are underspecified.** A shopper asking “linen vs cotton for warm sleepers” would get brand copy rather than a structured answer.

Priority remediation tickets

ID	Owner	Ticket	Acceptance check
AP-01	Content	Add a product-facts block: material, certification, weave, warmth, sizes, care, country of manufacture.	Each product page answers five buyer questions without inference.
AP-02	Frontend	Expose variant-level facts in crawlable HTML, not only interactive controls.	Static page extraction contains selected and available variant facts.
AP-03	Merchandising	Create comparison rows for cotton, linen, bamboo blend, and flannel bedding.	Category page supports direct “best for” comparisons.
AP-04	Ops	Add a short delivery/returns summary beside add-to-cart with link to full policy.	Product page states delivery window, return window, and exceptions.
AP-05	SEO/Schema	Validate Product schema for price, availability, aggregateRating, material, and return policy references where supported.	Structured-data test has no critical missing product fields.

Retest plan

- Re-crawl the same URLs and compare answerability score by finding key.
- Run browser-visible checks for product facts, policy snippets, and variant states.
- Generate before/after delta certificate: closed, improved, unchanged, worsened.
- Manually inspect the report for unsupported ranking/traffic claims before sharing externally.

Management next step

Approve the five-ticket sprint for one category. If at least four findings close and no new P0 gaps appear, expand the audit to the next category or package it for agency resale.

Guardrails

- This is a fictional sample, not evidence about a real merchant.

- No merchant endorsement, customer relationship, or live AI visibility claim is implied.
- No named competitor benchmark is included.
- Raw transcripts and full evidence archives remain request-only and recipient-reviewed.



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