

DECISION-READY ASSESSMENT · 2026-06-11

# Can AI shopping assistants find and hand off products for purchase?

Strong public AI-shopping readiness, but feed/admin confirmation and policy mapping are required before AI-channel claims.

Audit target: `https://www.blivakker.no`. This ecommerce-focused report evaluates product discovery, feed/schema readiness, variant clarity, and purchase handoff evidence while avoiding unsupported live-visibility claims.

0 CRITICAL

1 HIGH

2 MEDIUM

0 LOW

2 INFO

89.2 SCORE / 100 · READY BAND	B GRADE · DETERMINISTIC	8 LAYERS · TIER ECOMMERCE	5 FINDINGS PRIORITIZED
----------------------------------	----------------------------	------------------------------	---------------------------

## 01 Decision needed

**RECOMMENDED DECISION**    **approve remediation** — each sequenced priority below names an owner and a committed next action.

SEQUENCED PRIORITY	OWNER AND COMMITTED ACTION
01    LOW CONTENT-TO-BOILERPLATE RATIO	<b>ENGINEERING_OWNER</b> Move important answers into crawlable text and reduce boilerplate.
02    UNCLEAR H1 STRUCTURE	<b>ECOMMERCE_OWNER</b> Use one descriptive H1 and hierarchical H2/H3 sections.
03    NO AGENT-NATIVE CART OR CHECKOUT INTEGRATION VERIFIED	<b>ENGINEERING_OWNER</b> After feed/schema readiness, evaluate cart deep links or Storefront/MCP/UCP/ACP integration for agent-assisted checkout.

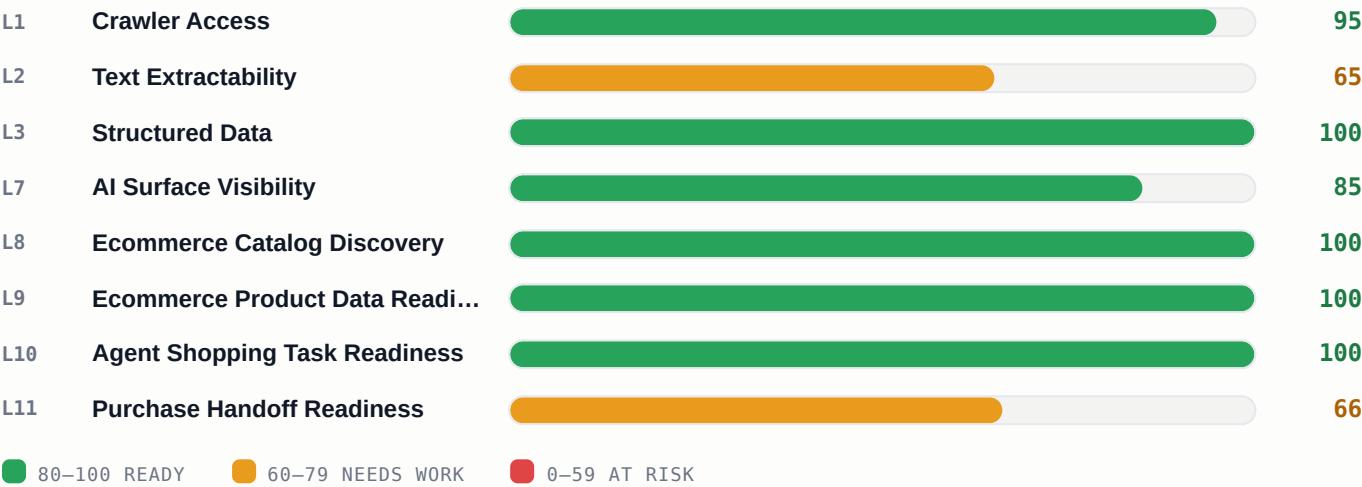
**Top risks:** Low content-to-boilerplate ratio; Unclear H1 structure; No agent-native cart or checkout integration verified.

**Decisions on the table:** Approve remediation sprint scope; Provide/admin-confirm platform evidence; Approve competitor URLs or saved artifacts before benchmark comparison.

Approved-target audit using rendered page extraction plus direct robots.txt/lms.txt fetches. Paid APIs, affiliate output, publishing, and recurring monitoring were not included.

02 Results at a glance

Each audited layer is scored 0–100. All layers are scored from deterministic public evidence, except AI Surface Visibility, which records a live AI model run — a single-run spot check whose answers can vary between runs. Details and findings for every layer follow in the layer-by-layer section.



03 Executive summary

HIGH

Low content-to-boilerplate ratio

The page has little visible text relative to HTML size.

Recommendation:

Move important answers into crawlable text and reduce boilerplate.

Effort: medium

Impact: high

EVIDENCE

- HTML and Markdown text extraction metrics

See technical appendix.

MEDIUM

Unclear H1 structure

Expected exactly one H1 heading.

Recommendation:

Use one descriptive H1 and hierarchical H2/H3 sections.

Effort: low

Impact: medium

EVIDENCE

- HTML and Markdown text extraction metrics

See technical appendix.

MEDIUM

No agent-native cart or checkout integration verified

The audit found page-level purchase paths, but no MCP/UCP/ACP or equivalent cart/checkout API evidence (including no /.well-known/mcp.json manifest).

Recommendation:

After feed/schema readiness, evaluate cart deep links or Storefront/MCP/UCP/ACP integration for agent-assisted checkout.

Effort: high

Impact: high

EVIDENCE

- Purchase handoff deterministic extraction – as evident on [www.blivakker.no](http://www.blivakker.no)

INFO

llms.txt not found

No llms.txt content was supplied.

Recommendation:

Consider adding llms.txt for AI-agent oriented site guidance.

Effort: low

Impact: low

EVIDENCE

- Crawler access inputs analyzed – as evident on [www.blivakker.no](http://www.blivakker.no)

## INFO

**OpenAI visibility check completed  
(live model run)**

A live OpenAI model run answered 2 of 5 visibility prompt(s) about this site, and 6 cited URL(s) were recorded from the transcripts. The remaining 3 prompt(s) timed out or errored and are recorded as such in the evidence.

**Recommendation:** Nothing to fix here — this entry documents how the visibility evidence was collected. Read it as a one-time spot check of live OpenAI answers (responses vary between runs), not as a ChatGPT ranking or share-of-voice measurement.

Effort: none

Impact: informational

**EVIDENCE**

- AI surface visibility method-labeled result  
See technical appendix.

## 04 AI Shopping / Agentic Commerce Readiness

For ecommerce, the sales-relevant question is whether AI shopping assistants can find products, understand variants, verify price and availability, compare options, and hand the shopper to a reliable purchase path. Citation visibility and generic llms.txt work are secondary.

CATALOG DISCOVERY GRAPH	<b>100/100</b> Can agents/crawlers find product/category paths without relying on site search?
PRODUCT/FEED DATA READINESS	<b>100/100</b> Are Product/Offer/variant/shipping/returns facts machine-readable and feed-grade?
AGENT SHOPPING TASKS	<b>100/100</b> Can deterministic proxy tasks find, filter, compare, select variants, and hand off? <i>Failed proxy tasks: none detected</i>
PURCHASE HANDOFF	<b>66/100</b> Can a shopper move from recommendation to exact purchasable URL/cart/API state? <i>Level 3: cart/deep-link evidence</i>

### Sampled product pages — per-page data quality

PAGE	PRODUCTS	OFFER PRICE	ACP VIOLATIONS	SCORE
HTTPS://WWW.BLIVAKKER.NO/PRODUCT/890/AMERICAN-CREW-FORMING-CREAM-HERRE-85G	1	yes	0	<b>100</b>
HTTPS://WWW.BLIVAKKER.NO/PRODUCT/1181/ELIZABETH-ARDEN-RED-DOOR-EAU-DE-TOILETTE-FOR-HER-50ML	1	yes	0	<b>100</b>
HTTPS://WWW.BLIVAKKER.NO/PRODUCT/1319/LANCOME-MIRACLE-EAU-DE-PARFUM-30ML	1	yes	0	<b>100</b>

PAGE	PRODUCTS	OFFER PRICE	ACP VIOLATIONS	SCORE
HTTPS://WWW.BLIVAKKER.NO/PRODUCT/1801/TIGI-BEDHEAD-WAX-STICK-73G	1	yes	0	100
HTTPS://WWW.BLIVAKKER.NO/PRODUCT/1851/WELLA-PROFESSIONALS-SP-CLASSIC-VOLUMIZE-SHAMP00-250ML	1	yes	0	100

Commercial priority: feed-grade product data, Product/Offer schema, exact variant modeling, shipping/returns clarity, and purchase handoff.

**0-2 WEEKS**

Fix crawl/schema gaps proven by this sample.

**2-6 WEEKS**

Map products, variants, prices, stock, shipping, and returns to stable feed-grade records.

**6-12 WEEKS**

Evaluate cart deep links, Storefront API, MCP/UCP/ACP, or equivalent agent handoff.

Not claimed: live answer-engine visibility, full-catalog coverage, checkout execution, payment testing, or affiliate recommendations.

05 Implementation Roadmap

**0-2W**

Low content-to-boilerplate ratio

**2-6W**

No agent-native cart or checkout integration verified

**6-12W**

Publish an evidence-backed /llms.txt guidance file; Unclear H1 structure; OpenAI visibility check completed (live model run)

**R1 Publish an evidence-backed //lms.txt guidance file**

**Why it matters:** If this stays unfixed, agents have no compact, owner-authored map to canonical product, policy, and support URLs. They must infer priorities from generic HTML/navigation, which increases the chance of stale policy answers, missed catalog entry points, or use of non-canonical pages. It still is not a ranking guarantee, but it removes avoidable ambiguity.

**Fix:** Create //lms.txt with brand summary, category map, priority collections/products, shipping/returns facts, canonical links, explicit agent policy, token-budget guidance, and freshness/source-of-truth notes.

Owner: content/seo/dev

6-12w

Effort: low

Impact: low

**Platforms:** ChatGPT, Perplexity, Google AI, Claude, Cloudflare Markdown for Agents

**Verification:** `curl -fsSL https://example.com//lms.txt` and confirm it returns HTTP 200 text with canonical links and policy facts.

**Expected outcome:** Agents and crawlers have a compact guidance file to find canonical commerce facts faster.

**Examples**

- # Brand One-paragraph factual brand summary.
- # Product and category map - Category name — canonical URL — notes for agents.
- # Policies Shipping, returns, terms, privacy, support URLs; do not duplicate stale prices.

**Caveats**

- //lms.txt is not a ranking guarantee.
- Keep dynamic price/stock in product feeds/schema rather than stale prose.

**R2 Low content-to-boilerplate ratio**

**Why it matters:** If this stays unfixed, a crawler may spend its token budget on navigation, banners, scripts, and repeated layout text instead of the actual merchant/category facts. The practical result is weaker summaries, missed product-discovery context, and a higher chance that an AI assistant treats the page as thin or unhelpful compared with competitors that expose concise crawlable copy.

**Fix:** Move important answers into crawlable text and reduce boilerplate.

Owner: dev/seo

0-2w

Effort: medium

Impact: high

**Platforms:** ChatGPT, Perplexity, Google AI, Claude

**Verification:** Re-run the audit for the same target and confirm this finding is absent or lower severity.

**Expected outcome:** The affected readiness signal improves with evidence tied to the original finding.

**Caveats**

- Deterministic readiness proxy; not a live AI ranking or placement guarantee.

### R3 Unclear H1 structure

**Why it matters:** If this stays unfixed, agents and search systems can infer the wrong page purpose because the primary heading does not clearly state what the page is about. That makes category/brand/entity classification less reliable and can push the assistant to rely on titles, menus, or snippets instead of an explicit on-page semantic anchor.

**Fix:** Use one descriptive H1 and hierarchical H2/H3 sections.

Owner: dev/seo

6-12w

Effort: low

Impact: medium

**Platforms:** ChatGPT, Perplexity, Google AI, Claude

**Verification:** Re-run the audit for the same target and confirm this finding is absent or lower severity.

**Expected outcome:** The affected readiness signal improves with evidence tied to the original finding.

#### Caveats

- Deterministic readiness proxy; not a live AI ranking or placement guarantee.

### R4 OpenAI visibility check completed (live model run)

**Why it matters:** If this stays unfixed, the report finding remains a practical blocker: A live OpenAI model run answered 2 of 5 visibility prompt(s) about this site, and 6 cited URL(s) were recorded from the transcripts. The remaining 3 prompt(s) timed out or errored and are recorded as such in the evidence. The likely client impact is continued informational-impact risk until the recommended fix is implemented and retested.

**Fix:** Nothing to fix here — this entry documents how the visibility evidence was collected. Read it as a one-time spot check of live OpenAI answers (responses vary between runs), not as a ChatGPT ranking or share-of-voice measurement.

Owner: dev/seo

6-12w

Effort: none

Impact: informational

**Platforms:** ChatGPT, Perplexity, Google AI, Claude

**Verification:** Re-run the audit for the same target and confirm this finding is absent or lower severity.

**Expected outcome:** The affected readiness signal improves with evidence tied to the original finding.

#### Caveats

- Deterministic readiness proxy; not a live AI ranking or placement guarantee.

## R5 No agent-native cart or checkout integration verified

**Why it matters:** If this stays unfixed, an AI assistant can point a shopper at a product page but cannot safely create or verify the exact cart, variant, price, stock state, delivery terms, or checkout handoff. That leaves the highest-value step—moving from recommendation to purchase—manual, fragile, and hard to measure.

**Fix:** After feed/schema readiness, evaluate cart deep links or Storefront/MCP/UCP/ACP integration for agent-assisted checkout.

Owner: ecommerce/dev

2-6w

Effort: high

Impact: high

**Platforms:** ChatGPT, Perplexity, Google AI, Claude, OpenAI product feeds, Perplexity Merchant Program

**Verification:** Re-run the audit for the same target and confirm this finding is absent or lower severity.

**Expected outcome:** The affected readiness signal improves with evidence tied to the original finding.

### Caveats

- Deterministic readiness proxy; not a live AI ranking or placement guarantee.

## 07 Platform Commerce Readiness

CHATGPT/OPENAI PRODUCT FEED READINESS	<b>partial</b> 7/13 checks currently positive <i>Prepare a feed-grade product/variant export before claiming ChatGPT Shopping readiness.</i> Onboarding/eligibility is platform-controlled; this audit checks readiness fields only.
PERPLEXITY MERCHANT PROGRAM READINESS	<b>partial</b> 4/5 checks currently positive <i>Use this as an onboarding/apply checklist; do not claim Perplexity inclusion or ranking without live evidence.</i> Merchant-program readiness is separate from live Perplexity visibility.
CLOUDFLARE MARKDOWN FOR AGENTS READINESS	<b>not_tested</b> 0/4 checks currently positive <i>If Cloudflare is used, run an approved Accept: text/markdown check and compare product/policy fact preservation.</i> Offline fixture mode renders this as a checklist, not a network claim.
MCP/API MATURITY ASSESSMENT	<b>checklist</b> 0/6 checks currently positive <i>Do not build MCP first for most shops; prove feed/schema and handoff maturity, then design scoped product-search/cart tools with evals.</i> MCP/API maturity is promoted only with explicit API/headless-commerce evidence.
RETEST & BEFORE/AFTER DELTA	<b>checklist</b> 1/4 checks currently positive <i>After fixes, rerun the same audit target and compare score, findings, recommendation cards, and raw evidence snapshots.</i> Before/after claims require comparable scope and timestamped artifacts.

## 08 Retest Checklist

Re-run the same target/tier after fixes, compare score delta, closed findings, recommendation cards, and raw evidence snapshots. Keep live visibility separate unless approved platform evidence exists.

## 09 Recommended Agent Access Posture

### VERDICT

#### SELECTIVE

This is an ecommerce target: product/search discovery may be commercially useful, but training access, checkout automation, account pages, and sensitive inventory/pricing surfaces should be controlled separately.

Confidence: high

#### Recommended policy actions

- Allow desired search/product-discovery crawlers where acceptable; decide separately on model-training crawlers.
- Keep account, checkout, admin, cart state, and sensitive inventory/pricing endpoints restricted unless an agent-safe integration exists.
- Publish clear product feed/schema/policy signals before pursuing agent-native cart or checkout integrations.

#### Limitations

- Posture is inferred from public sampled evidence; legal/commercial crawler policy still needs owner approval.

## 10 Browser Journey Evidence

This is an optional Webwright-style browser pass: it opens the approved URL in a real browser, captures screenshots/logs, and summarizes what a browser-based buyer journey can see. It is not live ChatGPT/Perplexity/Gemini visibility evidence.

Status: pass — A Webwright-style browser pass loaded the approved URL, captured visual evidence, and recorded visible text/control evidence across 4 named browser scenario(s). Browser scenarios sampled: homepage\_smoke, product\_discovery, product\_detail\_readiness, policy\_lookup. Key browser-visible signal: Homepage rendered visible text in a real browser session.

### Browser-visible signals

- Homepage rendered visible text in a real browser session.
- The browser detected 120 visible interactive control(s) on the sampled page.
- Product discovery found 51 same-site product/category-like control(s).
- A product/category-like page or control was opened and re-captured in browser evidence.
- No safe policy-like control was clicked; policy lookup remains screenshot-only for this run.



REUSABLE SCRIPT	final_script.py
ACTION LOG	final_script_log.txt
SCREENSHOT 1	screenshots/01-homepage.png
SCREENSHOT 2	screenshots/02-after-safe-setup-click.png
SCREENSHOT 3	screenshots/03-product-discovery.png
SCREENSHOT 4	screenshots/04-product-detail-readiness.png
SCREENSHOT 5	screenshots/05-policy-lookup.png

#### BROWSER EVIDENCE LIMITATIONS

- This is optional browser journey evidence, not live ChatGPT/Perplexity/Gemini visibility.
- Only approved non-destructive browser scenarios were sampled.
- No checkout, payment, account login, purchase, or affiliate action was performed.

## 11 Prioritized action plan

### 1 **HIGH** Low content-to-boilerplate ratio

The page has little visible text relative to HTML size.

**Recommendation:** Move important answers into crawlable text and reduce boilerplate.

Effort: medium

Impact: high

#### EVIDENCE

- HTML and Markdown text extraction metrics See technical appendix.

### 2 **MEDIUM** Unclear H1 structure

Expected exactly one H1 heading.

**Recommendation:** Use one descriptive H1 and hierarchical H2/H3 sections.

Effort: low

Impact: medium

#### EVIDENCE

- HTML and Markdown text extraction metrics See technical appendix.

3

MEDIUM

**No agent-native cart or checkout integration verified**

The audit found page-level purchase paths, but no MCP/UCP/ACP or equivalent cart/checkout API evidence (including no `/.well-known/mcp.json` manifest).

**Recommendation:** After feed/schema readiness, evaluate cart deep links or Storefront/MCP/UCP/ACP integration for agent-assisted checkout.

Effort: high

Impact: high

**EVIDENCE**

- Purchase handoff deterministic extraction – as evident on [www.blivakker.no](http://www.blivakker.no)

4

INFO

**llms.txt not found**

No llms.txt content was supplied.

**Recommendation:** Consider adding llms.txt for AI-agent oriented site guidance.

Effort: low

Impact: low

**EVIDENCE**

- Crawler access inputs analyzed – as evident on [www.blivakker.no](http://www.blivakker.no)

5

INFO

**OpenAI visibility check completed (live model run)**

A live OpenAI model run answered 2 of 5 visibility prompt(s) about this site, and 6 cited URL(s) were recorded from the transcripts. The remaining 3 prompt(s) timed out or errored and are recorded as such in the evidence.

**Recommendation:** Nothing to fix here — this entry documents how the visibility evidence was collected. Read it as a one-time spot check of live OpenAI answers (responses vary between runs), not as a ChatGPT ranking or share-of-voice measurement.

Effort: none

Impact: informational

**EVIDENCE**

- AI surface visibility method-labeled result See technical appendix.

## 12 Layer-by-layer evidence

**LAYER 1****Crawler Access****95** /100

**INFO****llms.txt not found**

No llms.txt content was supplied.

**Recommendation:** Consider adding llms.txt for AI-agent oriented site guidance.

Effort: low

Impact: low

**EVIDENCE**

- Crawler access inputs analyzed – as evident on [www.blivakker.no](http://www.blivakker.no)

**LIMITATIONS**

- Crawler source URLs with pending verification must not be represented as confirmed.

**ADDITIONAL METADATA**

See technical appendix for full raw fields.

**LAYER 2****Text Extractability****65** /100**HIGH****Low content-to-boilerplate ratio**

The page has little visible text relative to HTML size.

**Recommendation:** Move important answers into crawlable text and reduce boilerplate.

Effort: medium

Impact: high

**EVIDENCE**

- HTML and Markdown text extraction metrics See technical appendix.

**MEDIUM****Unclear H1 structure**

Expected exactly one H1 heading.

**Recommendation:** Use one descriptive H1 and hierarchical H2/H3 sections.

Effort: low

Impact: medium

**EVIDENCE**

- HTML and Markdown text extraction metrics See technical appendix.

**ADDITIONAL METADATA**

See technical appendix for full raw fields.

**LAYER 3****Structured Data****100** /100

No findings in this layer.

## EVIDENCE SUMMARY

### SCHEMA TYPES

2 item(s) detected: Organization, WebSite

## LAYER 7

### AI Surface Visibility

85 /100

#### INFO

#### OpenAI visibility check completed (live model run)

A live OpenAI model run answered 2 of 5 visibility prompt(s) about this site, and 6 cited URL(s) were recorded from the transcripts. The remaining 3 prompt(s) timed out or errored and are recorded as such in the evidence.

**Recommendation:** Nothing to fix here — this entry documents how the visibility evidence was collected. Read it as a one-time spot check of live OpenAI answers (responses vary between runs), not as a ChatGPT ranking or share-of-voice measurement.

Effort: none

Impact: informational

#### EVIDENCE

- AI surface visibility method-labeled result See technical appendix.

#### LIMITATIONS

- Method-labeled as codex\_oauth; do not generalize beyond this method.
- No live answer-engine ranking claim is made without raw provider-specific evidence.
- Single-run spot check: identical prompts can return different answers across runs and providers, so this is presence/absence evidence at one point in time, not a ranking or share-of-voice measurement.
- OpenAI visibility evidence comes from a live OAuth-authenticated model run, not from the ChatGPT consumer UI or the OpenAI Responses API; answers can differ between runs.

#### ADDITIONAL METADATA

See technical appendix for full raw fields.

## LAYER 8

### Ecommerce Catalog Discovery

100 /100

No findings in this layer.

LIMITATIONS

- Bounded sample only; not a full catalog crawl.

ADDITIONAL METADATA

See technical appendix for full raw fields.

LAYER 9

Ecommerce Product Data Readiness

100 /100

No findings in this layer.

LIMITATIONS

- Feed readiness is inferred from sampled page/schema; no private product feed was provided.
- ACP field validation is a readiness proxy; ChatGPT merchant feed access is partner-gated.

ADDITIONAL METADATA

See technical appendix for full raw fields.

LAYER 10

Agent Shopping Task Readiness

100 /100

No findings in this layer.

LIMITATIONS

- This is a deterministic proxy, not a live ChatGPT/Perplexity shopping result.

EVIDENCE SUMMARY

TASK RESULTS	14 useful signal(s): find product by need, filter by price, filter by availability, select exact variant, compare alternatives, plus 9 more.
BUYER AGENT SCENARIOS	14 detailed record(s) captured; see the technical appendix for the raw evidence.
SAMPLED PRODUCT PAGES	5

MEDIUM

No agent-native cart or checkout integration verified

The audit found page-level purchase paths, but no MCP/UCP/ACP or equivalent cart/checkout API evidence (including no /.well-known/mcp.json manifest).

**Recommendation:** After feed/schema readiness, evaluate cart deep links or Storefront/MCP/UCP/ACP integration for agent-assisted checkout.

Effort: high

Impact: high

EVIDENCE

- Purchase handoff deterministic extraction – as evident on [www.blivakker.no](http://www.blivakker.no)

LIMITATIONS

- Checkout was not executed; no payment, account, or order flow was tested.

ADDITIONAL METADATA

See technical appendix for full raw fields.

APPENDIX A

Buyer-Agent Simulation Appendix

These buyer-agent scenarios are deterministic readiness proxies based on sampled public evidence. They do not claim live placement or behavior in ChatGPT, Gemini, Claude, Perplexity, or any other AI surface unless separately tested and documented.

SCENARIO	STATUS	RISK	RECOMMENDATION
FIND A RELEVANT PRODUCT FROM BUYER INTENT.	PASS	Wrong recommendations if product text/feed lacks intent terms.	Expose factual product descriptions, category terms, and use-case attributes in visible text and feeds.
FILTER PRODUCTS BY A BUYER BUDGET.	PASS	Agents may recommend unaffordable products if price is not machine-readable.	Expose current price and currency in Product/Offer schema, feed rows, and visible product text.
EXCLUDE UNAVAILABLE OR OUT-OF-STOCK PRODUCTS.	PASS	Agents may send shoppers to dead ends if stock state is unclear.	Expose availability in Offer schema/feed and keep it synchronized with product and cart state.

SCENARIO	STATUS	RISK	RECOMMENDATION
SELECT THE EXACT SHADE, SIZE, VOLUME, OR VARIANT REQUESTED.	PASS	Wrong-product purchase risk if variant data is ambiguous.	Expose variant IDs, option labels, variant URLs, price, stock, and images.
COMPARE RELEVANT ALTERNATIVES WITHOUT INVENTING DIFFERENTIATORS.	PASS	Agents may invent or omit differences when comparison attributes are weak.	Expose comparable attributes, reviews/ratings where genuine, and structured category/spec data.
HAND THE SHOPPER TO A RELIABLE PRODUCT/CART PURCHASE PATH.	PASS	Shopper may fail to complete purchase if product, variant, or cart handoff is unstable.	Provide canonical product/variant URLs and, where safe, cart deep links or documented commerce APIs.
ANSWER SHIPPING AND RETURN CONFIDENCE QUESTIONS.	PASS	Shipping or return uncertainty reduces buyer confidence and can produce unsupported agent claims.	Expose shipping, delivery, return, terms, and support policy URLs in visible text and structured data.
FIND A GIFT UNDER A BUYER BUDGET WITH DELIVERY CONFIDENCE.	PASS	Budget or delivery mismatch can make agent recommendations unusable.	Expose price, availability, delivery estimates, and gifting/category attributes in feed and visible text.
COMPARE SIMILAR PRODUCTS USING FACTUAL ATTRIBUTES.	PASS	Agents may invent differentiators when comparable attributes are missing.	Publish structured attributes/specs and genuine review/rating evidence where available.
CHECK WHETHER THE CHOSEN ITEM IS RETURN-ELIGIBLE.	PASS	Unsupported return claims create trust and support risk.	Expose return window, exceptions, hygiene/product exclusions, and policy URL near product data.
ESTIMATE LANDED COST INCLUDING SHIPPING THRESHOLD OR DELIVERY FEE.	PASS	Unexpected total cost reduces conversion and increases wrong answers.	Expose delivery fees, free-shipping thresholds, taxes/duties caveats, and target country.
FIND A REPLACEMENT OR COMPATIBLE ALTERNATIVE WHEN AN ITEM IS UNAVAILABLE.	PASS	Agents need alternatives instead of dead-end out-of-stock recommendations.	Expose categories, attributes, compatibility/substitute tags, and stock state.
AVOID RESTRICTED, UNSAFE, OR POLICY-SENSITIVE RECOMMENDATIONS.	PASS	Platforms may suppress or mis-handle prohibited/unsafe categories.	Classify restricted products and expose safety/compliance notes without overclaiming.
HAND OFF TO EXACT PRODUCT, VARIANT, OR CART URL.	PASS	Wrong URL or variant handoff creates wrong-product purchase risk.	Provide canonical variant URLs, add-to-cart/deep links where safe, or documented cart API handoff.

APPENDIX B

Value Bundle Appendices

These appendices implement the bundle-expansion recommendations as customer-facing, evidence-bound artifacts. They do not claim live AI ranking, checkout/payment execution, platform approval, or UCP/ACP implementation.

OPENAI / SHOPIFY / GOOGLE FEED READINESS APPENDIX

STABLE_PRODUCT_ID	observed Stable product or variant identifier

TITLE	<b>observed</b> Human-readable product title
DESCRIPTION	<b>observed</b> Concise factual product description
CANONICAL_URL	<b>observed</b> Canonical product URL
MEDIA_URL	<b>observed</b> Valid product or variant image/video URL
VARIANT_ID	<b>observed</b> Unique purchasable variant identifier
VARIANT_OPTIONS	<b>needs_mapping</b> User-facing option labels such as color, size, volume
PRICE_AMOUNT	<b>observed</b> Price amount in currency minor units or equivalent source value
PRICE_CURRENCY	<b>observed</b> ISO 4217 currency
AVAILABILITY	<b>observed</b> Purchasable stock state
SELLER_NAME	<b>requires_merchant_confirmation</b> Seller name shown to buyer agents
POLICY_LINKS	<b>needs_mapping</b> Privacy, terms, refund, shipping, and FAQ URLs
TARGET_COUNTRY	<b>requires_merchant_confirmation</b> Target market/country assumption

AI CHANNEL GOVERNANCE

SHOPIFY AGENTIC STOREFRONTS / SHOPIFY CATALOG	<b>requires_admin_confirmation</b> Confirm eligible-store status and AI channel settings in Shopify admin.
CHATGPT PRODUCT DISCOVERY / REFERRAL	<b>requires_platform_evidence</b> Do not claim live placement unless method-labeled evidence exists.
GOOGLE AI MODE / GEMINI VIA MERCHANT CENTER OR GOOGLE & YOUTUBE	<b>requires_admin_confirmation</b> Check Merchant Center, Google & YouTube sales channel, country eligibility, and UCP interest state.
MICROSOFT COPILOT / EMBEDDED CHECKOUT SURFACES	<b>requires_platform_evidence</b> Record whether Shopify/partner checkout is enabled.
PERPLEXITY, CLAUDE, GROK, CRAWLER-ONLY AI ASSISTANTS	<b>monitor_only</b> Treat as visibility/citation monitoring unless a commerce integration is verified.



Shopify Agentic settings, Google Merchant Center/feed/UCP state, and OpenAI product-feed access all require merchant/admin confirmation before customer-facing claims.

POLICY-TO-AGENT CONTRACT

Policy summaries are generated as templates for shipping, refunds, privacy, terms, FAQ, and support. Every filled policy fact must trace to a customer-approved public URL.

PROMPT AND CITATION MONITORING STARTER KIT

PROMPT-01	<b>discovery</b> What is the best After Sun for sensitive skin under 900 NOK?
PROMPT-02	<b>comparison</b> Find a After Sun that is in stock and can be delivered this week.
PROMPT-03	<b>purchase_confidence</b> Compare American Crew Forming Cream Herre 85g with a similar alternative for dry skin.
PROMPT-04	<b>posture</b> Which After Sun has the clearest return policy if it does not work for me?
PROMPT-05	<b>discovery</b> Recommend a gift-ready After Sun under 900 NOK with reliable shipping.

BEFORE / AFTER DELTA PACK

Compare two audit-data.json files to produce closed findings, new findings, unchanged blockers, score delta, regressions, and an acceptance statement before customer signoff.

EXECUTIVE DECISION BRIEF

Strong public AI-shopping readiness, but feed/admin confirmation and policy mapping are required before AI-channel claims.

1. LOW CONTENT-TO-BOILERPLATE RATIO	<b>engineering_owner</b> Move important answers into crawlable text and reduce boilerplate.
2. UNCLEAR H1 STRUCTURE	<b>ecommerce_owner</b> Use one descriptive H1 and hierarchical H2/H3 sections.
3. NO AGENT-NATIVE CART OR CHECKOUT INTEGRATION VERIFIED	<b>engineering_owner</b> After feed/schema readiness, evaluate cart deep links or Storefront/MCP/UCP/ACP integration for agent-assisted checkout.

REMEDIATION ECONOMICS

Coarse S/M/L effort and qualitative risk only; no revenue uplift is invented without customer conversion/order data.

1. LOW CONTENT-TO-BOILERPLATE RATIO	<b>Effort: M</b> high <i>AI assistants may omit, misread, or over-infer this part of the shopping journey.</i>
2. UNCLEAR H1 STRUCTURE	<b>Effort: S</b> medium <i>AI assistants may omit, misread, or over-infer this part of the shopping journey.</i>

3. NO AGENT-NATIVE CART OR CHECKOUT INTEGRATION VERIFIED	<b>Effort: L</b> high <i>AI assistants may omit, misread, or over-infer this part of the shopping journey.</i>
4. LLMS.TXT NOT FOUND	<b>Effort: S</b> low <i>AI assistants may omit, misread, or over-infer this part of the shopping journey.</i>
5. OPENAI VISIBILITY CHECK COMPLETED (LIVE MODEL RUN)	<b>Effort: S</b> informational <i>AI assistants may omit, misread, or over-infer this part of the shopping journey.</i>

EVIDENCE COVERAGE MATRIX

PRODUCTS	Public: <b>observed</b> ; Browser: <b>observed</b> ; Structured: <b>observed</b> ; Admin: <b>requires_admin_confirmation</b> <i>needed for feed submission and channel state</i>
PRICES AND STOCK	Public: <b>observed</b> ; Browser: <b>observed</b> ; Structured: <b>observed</b> ; Admin: <b>requires_admin_confirmation</b> <i>needed for system-of-record freshness</i>
SHIPPING AND RETURNS	Public: <b>not_tested</b> ; Browser: <b>observed</b> ; Structured: <b>not_tested</b> ; Admin: <b>requires_admin_confirmation</b> <i>needed for policy-to-agent contract</i>
CHECKOUT	Public: <b>observed</b> ; Browser: <b>not_tested</b> ; Structured: <b>out_of_scope</b> ; Admin: <b>requires_admin_confirmation</b> <i>needed before checkout/payment claims</i>
AI SURFACE VISIBILITY	Public: <b>method_labeled_only</b> ; Browser: <b>not_live_ai_surface</b> ; Structured: <b>supporting_evidence_only</b> ; Admin: <b>requires_platform_evidence</b> <i>needed before ranking/placement claims</i>

PLATFORM READINESS SCORECARDS

CHATGPT / OPENAI PRODUCT FEED	<b>ready_with_mapping</b> Map remaining product/feed fields and confirm merchant-approved feed access. <i>Does not claim ChatGPT listing, ranking, recommendation, or checkout availability.</i>
GOOGLE MERCHANT / AI MODE	<b>requires_admin_confirmation</b> Review Merchant Center diagnostics, target countries, shipping/returns, and destination settings. <i>Does not claim Merchant Center approval or Google AI Mode placement.</i>
SHOPIFY / AGENTIC STOREFRONT	<b>requires_admin_confirmation</b> Confirm Shopify Catalog/Agentic settings and product inclusion rules in admin. <i>Does not claim channel eligibility or enabled state from public crawl.</i>
CRAWLER-ONLY ASSISTANTS	<b>public_evidence_available</b> Keep public crawl/schema/policy evidence clean and retestable. <i>Crawler readability is not live answer-engine ranking evidence.</i>
API/MCP FUTURE READINESS	<b>checklist_only</b> Do not build MCP/API first; finish feed/schema/policy foundations and prove demand. <i>No UCP/ACP/MCP implementation or checkout delegation claim.</i>

## ADMIN EVIDENCE REQUEST

SHOPIFY AI/AGENTIC CHANNEL SETTINGS	Shopify admin: sales channels / catalog / agentic or AI-related settings <b>Redact:</b> Hide shop ID, staff names, private app tokens, and customer data. <i>Upgrades Shopify readiness from requires_admin_confirmation to observed/confirmed.</i>
GOOGLE MERCHANT CENTER DIAGNOSTICS	Merchant Center: Products, diagnostics, feed freshness, destination status, shipping/returns <b>Redact:</b> Hide account IDs, billing, payment, and private business identifiers. <i>Separates public structured-data readiness from actual feed approval/health.</i>
OPENAI/PARTNER PRODUCT-FEED ACCESS AND OWNER	Merchant/partner admin, feed export job, or approved product-feed integration notes <b>Redact:</b> Hide credentials, signed URLs, and partner secrets. <i>Allows product-feed recommendations to become implementation-ready instead of public-only.</i>
POLICY URLS APPROVED BY LEGAL/SUPPORT	Public terms, returns, shipping, privacy, FAQ, and support pages plus owner signoff <b>Redact:</b> No customer/order data; include only public URLs and approved summaries. <i>Allows policy-to-agent contract facts to be filled without inference.</i>

## BUYER-AGENT SIMULATION PACK

Deterministic proxy scenarios; not live ChatGPT/Gemini/Claude/Perplexity behavior.

FIND A RELEVANT PRODUCT FROM BUYER INTENT.	<b>Basis:</b> Scenario generated from sampled public audit evidence. <b>Cannot verify:</b> Wrong recommendations if product text/feed lacks intent terms. <i>Expose factual product descriptions, category terms, and use-case attributes in visible text and feeds.</i>
FILTER PRODUCTS BY A BUYER BUDGET.	<b>Basis:</b> Scenario generated from sampled public audit evidence. <b>Cannot verify:</b> Agents may recommend unaffordable products if price is not machine-readable. <i>Expose current price and currency in Product/Offer schema, feed rows, and visible product text.</i>
EXCLUDE UNAVAILABLE OR OUT-OF-STOCK PRODUCTS.	<b>Basis:</b> Scenario generated from sampled public audit evidence. <b>Cannot verify:</b> Agents may send shoppers to dead ends if stock state is unclear. <i>Expose availability in Offer schema/feed and keep it synchronized with product and cart state.</i>
SELECT THE EXACT SHADE, SIZE, VOLUME, OR VARIANT REQUESTED.	<b>Basis:</b> Scenario generated from sampled public audit evidence. <b>Cannot verify:</b> Wrong-product purchase risk if variant data is ambiguous. <i>Expose variant IDs, option labels, variant URLs, price, stock, and images.</i>
COMPARE RELEVANT ALTERNATIVES WITHOUT INVENTING DIFFERENTIATORS.	<b>Basis:</b> Scenario generated from sampled public audit evidence. <b>Cannot verify:</b> Agents may invent or omit differences when comparison attributes are weak. <i>Expose comparable attributes, reviews/ratings where genuine, and structured category/spec data.</i>

## DELTA CERTIFICATE PREVIEW

Retest certificate will show score delta, closed findings, new findings, severity changes, regressions, and remaining blockers before customer signoff.

## AGENT ACCESS POSTURE DECISION MEMO

Current recommendation: **selective**.

## REMEDIATION ENGINEERING MINI-SPRINT

Approval required before live customer changes. Scope is limited to top audit findings plus retest/delta evidence; checkout, payment, publishing, platform submissions, and affiliate claims remain out of scope without explicit approval.

## TRUST / ASSORTMENT / ROADMAP APPENDICES

<b>0-30 DAYS</b>	Fix high-risk crawl/schema/policy gaps and decide agent access posture. <i>Owners: ecommerce, engineering, seo_content</i>
<b>31-60 DAYS</b>	Map feed-grade product, variant, price, stock, media, and policy fields; launch prompt starter monitoring. <i>Owners: catalog, engineering, analytics</i>
<b>61-90 DAYS</b>	Retest, generate delta certificate, then decide whether admin-guided channel enablement or mini-sprint implementation is justified. <i>Owners: ecommerce, legal_privacy, support</i>

## APPENDIX C

### Technical appendix

The main report summarizes what the evidence implies in plain language. Raw JSON-style evidence is kept here for auditability and debugging. PDF output surfaces clickable evidence URLs from each raw payload; the complete machine-readable payload remains in audit-data.json.

## RAW EVIDENCE DETAILS

### EV-01 Layer 1: Crawler Access metadata

#### CLICKABLE EVIDENCE URLS

- <https://www.blivakker.no/sitemap.xml>
- <https://www.blivakker.no/>

### EV-02 Layer 1: Crawler Access evidence 1

#### CLICKABLE EVIDENCE URLS

- <https://platform.openai.com/docs/bots>
- <https://developers.google.com/search/docs/crawling-indexing/overview-google-crawlers>
- <https://commoncrawl.org/ccbot>

**EV-03 Layer 2: Text Extractability metadata**

**EV-04 Layer 2: Text Extractability evidence 1**

**EV-05 Layer 3: Structured Data metadata**

**EV-06 Layer 3: Structured Data evidence 1**

**EV-07 Layer 7: AI Surface Visibility metadata**

**CLICKABLE EVIDENCE URLS**

- <https://www.blivakker.no>
- <https://www.blivakker.no?>
- <https://www.blivakker.no/kundesenter/sporsmal-og-svar>
- <https://www.blivakker.no/>
- <https://www.blivakker.no/product/3323579/cultivator-s-organic-herbal-hair-color-henna-neutral-4pcs>
- <https://www.blivakker.no/product/3242799/davines-volu-shampoo-bar-100g>

**EV-08 Layer 7: AI Surface Visibility evidence 1**

**CLICKABLE EVIDENCE URLS**

- <https://www.blivakker.no>
- <https://www.blivakker.no?>
- <https://www.blivakker.no/kundesenter/sporsmal-og-svar>
- <https://www.blivakker.no/>
- <https://www.blivakker.no/product/3323579/cultivator-s-organic-herbal-hair-color-henna-neutral-4pcs>
- <https://www.blivakker.no/product/3242799/davines-volu-shampoo-bar-100g>

**EV-09 Layer 8: Ecommerce Catalog Discovery metadata**

**CLICKABLE EVIDENCE URLS**

- <https://www.blivakker.no/sitemap.xml\r>
- <https://www.blivakker.no/product/890/american-crew-forming-cream-herre-85g>
- <https://www.blivakker.no/product/1181/elizabeth-arden-red-door-eau-de-toilette-for-her-50ml>
- <https://www.blivakker.no/product/1319/lancome-miracle-eau-de-parfum-30ml>
- <https://www.blivakker.no/product/1801/tigi-bedhead-wax-stick-73g>
- <https://www.blivakker.no/product/1851/wella-professionals-sp-classic-volumize-shampoo-250ml>

**EV-10 Layer 8: Ecommerce Catalog Discovery evidence 1**

**CLICKABLE EVIDENCE URLS**

- <https://www.blivakker.no/sitemap.xml>
- <https://www.blivakker.no/product/890/american-crew-forming-cream-herre-85g>
- <https://www.blivakker.no/product/1181/elizabeth-arden-red-door-eau-de-toilette-for-her-50ml>
- <https://www.blivakker.no/product/1319/lancome-miracle-eau-de-parfum-30ml>
- <https://www.blivakker.no/product/1801/tigi-bedhead-wax-stick-73g>
- <https://www.blivakker.no/product/1851/wella-professionals-sp-classic-volumize-shampoo-250ml>
- <https://www.blivakker.no/sitemaps/sitemap-products-1.xml>

**EV-11 Layer 9: Ecommerce Product Data Readiness metadata**

**CLICKABLE EVIDENCE URLS**

- <https://www.blivakker.no/product/890/american-crew-forming-cream-herre-85g>
- <https://www.blivakker.no/product/1181/elizabeth-arden-red-door-eau-de-toilette-for-her-50ml>
- <https://www.blivakker.no/product/1319/lancome-miracle-eau-de-parfum-30ml>
- <https://www.blivakker.no/product/1801/tigi-bedhead-wax-stick-73g>
- <https://www.blivakker.no/product/1851/wella-professionals-sp-classic-volumize-shampoo-250ml>

**EV-12 Layer 9: Ecommerce Product Data Readiness evidence 1**

**CLICKABLE EVIDENCE URLS**

- <https://www.blivakker.no/product/890/american-crew-forming-cream-herre-85g>
- <https://www.blivakker.no/product/1181/elizabeth-arden-red-door-eau-de-toilette-for-her-50ml>
- <https://www.blivakker.no/product/1319/lancome-miracle-eau-de-parfum-30ml>
- <https://www.blivakker.no/product/1801/tigi-bedhead-wax-stick-73g>
- <https://www.blivakker.no/product/1851/wella-professionals-sp-classic-volumize-shampoo-250ml>

**EV-13 Layer 10: Agent Shopping Task Readiness metadata**

**EV-14 Layer 10: Agent Shopping Task Readiness evidence 1**

**EV-15 Layer 11: Purchase Handoff Readiness metadata**

**EV-16 Layer 11: Purchase Handoff Readiness evidence 1**

## 13 Limitations and guardrails

---

- Single approved URL only; no full-site crawl.
- Crawler registry entries may be pending source verification.
- No affiliate recommendations included by default.
- No live answer-engine visibility API checks were run.
- No affiliate links are included. Affiliate output, publishing, paid APIs, and recurring monitoring require explicit approval.

---

GENERATED BY THE AI DISCOVERABILITY AUDIT CLI. JSON EVIDENCE IS DELIVERED NEXT TO THIS REPORT FOR AUDITABILITY.

Report date 2026-06-11 — target <https://www.blivakker.no>