

AI Discoverability Checklist

AI FOR COMMERCE

Your guide to GEO and
agentic-ready product data



I'm looking for durable running shoes|



Absolutely! Here are some popular
that are lightweight and designed
training:



Steel Runner

\$98.00

Cadence

Your path to agentic-ready product data

The agentic commerce era is here. This checklist will help you get your brand and product data ready.

But first, here's the most important thing for you to know: Shopify takes the lift out of making your products discoverable and shoppable on AI channels.

Shopify Catalog automatically cleans your product data and syndicates your products to AI platforms like ChatGPT, Google AI Mode, Gemini, and Microsoft Copilot. That means agents can get your product data in real-time via direct API access—no bespoke integrations needed—instead of relying on web scraping alone.

Agentic Storefronts, powered by Catalog, is automatically enabled for eligible Shopify merchants and allows your products to not just be recommended and discovered on these platforms, but purchased, too.

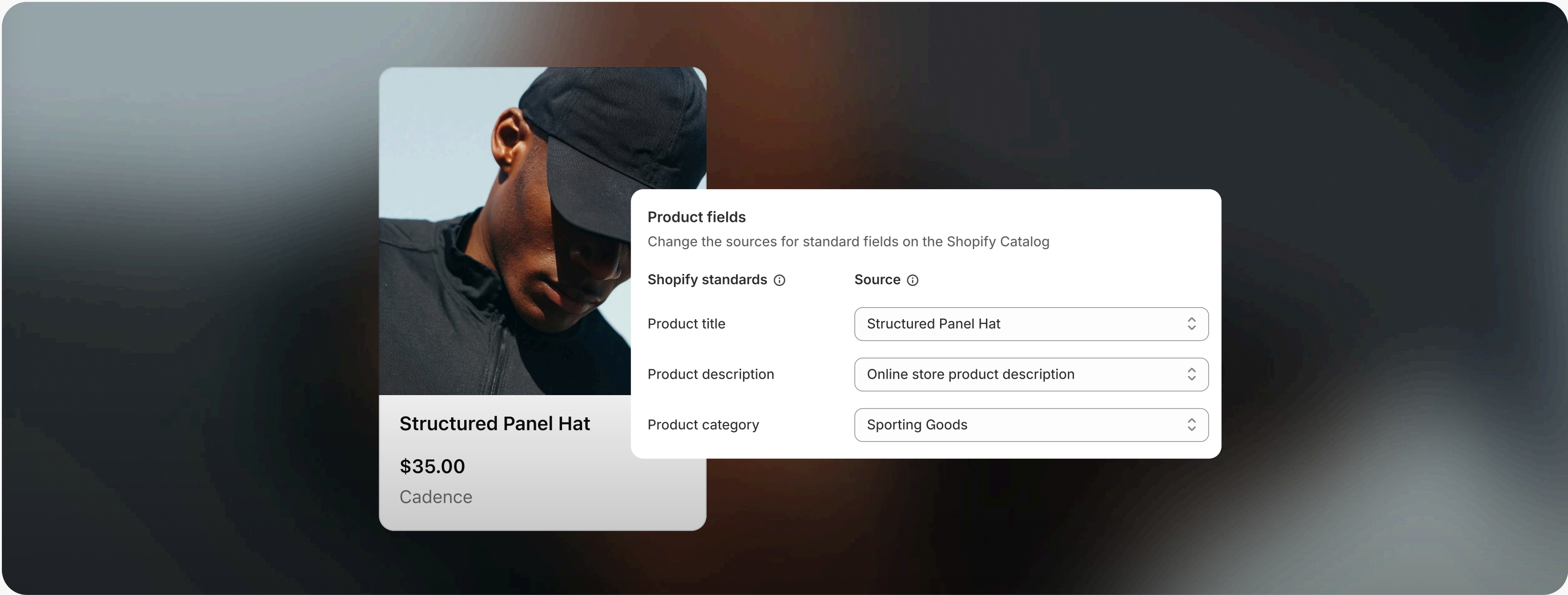
And if you're not on Shopify and want access to Shopify Catalog and Agentic Storefronts:

The Agentic Plan gives you access to all of this without replacing your existing platform. Connect your product feed, configure your checkout, and you're selling across AI channels without needing a Shopify online store.



What does “agentic-ready” product data actually mean?

Clean, structured, machine-readable product data gives AI exactly what it needs to surface your products in recommendations when the time is right.



Specifically, that means: descriptive titles, complete descriptions, filled-out variant options, images, accurate prices, and clear product taxonomy—all stored in structured, standard fields that an LLM can query and interpret (which is exactly how Shopify Catalog works: syndicating your product data via direct API access to major AI platforms).

This checklist will help you audit and optimize your data, your site, and your brand presence so that whether you're on Shopify or not, you're getting a head start in this new era.

So, if you're on Shopify, open Sidekick as you go through this checklist and ask it for help with each step. If you're not on Shopify yet, you can work through the following yourself or get some help from ChatGPT, Gemini, Claude, or other AI platforms.

Product Data

- ✓ **Write descriptive, literal product titles and attributes**

Include things like product type, material, use case, and size (e.g., “The Mountaineer - Women’s Waterproof Hiking Boot” not just “The Mountaineer”). Agents interpret literally, so ensure product fields are focused on literal descriptors and not just marketing copy. Creative copy is still essential for human browsers, but you need to provide the correct level of detail for LLMs now as well.
- ✓ **Fill out ALL product attributes**

Sizes, colors, materials, dimensions, weight, variants, specifications—the more complete, the more queries you can match. Titles, descriptions, variant options, images, prices, and product taxonomy should be filled out completely. These are the fields AI agents rely on to surface and sell your products.
- ✓ **Add machine-parsable specifications**

Include explicit structured data: Category, Dimensions, Materials, Use Cases, Room Fit, Price Range, Lead Time.

 - Provide a URL to your AI tool and ask it for tips on additional product data to layer in. This can be a useful method for uncovering data that you may not have known wasn’t easily parsable.
- ✓ **Assign proper product categories and taxonomy**

AI needs to understand where your product fits in the broader landscape, not just what it is. Assign the most specific product type or category possible—i.e. “men’s leather dress shoe” not just “footwear.” The more specific your taxonomy, the more accurately AI can classify and surface your products for relevant queries.
- ✓ **Group variants under a single parent product**

If the same shirt in 5 colors exists as 5 separate products in your data layer, an agent might not know they’re related. Group variants under a single parent so AI sees one product with options, not five different products.

Product Page Optimization

- ✓ **Surface everything on the PDP**
No hidden accordions; include use cases, awards, specs, dimensions, reviews, and FAQs directly on the page. Your product page might look perfect, but if the details live in the wrong places, AI can't see any of it.
- ✓ **Use HTML tables instead of images**
Avoid images or tables in spec sheets; use semantic `<table>`, `<figure>` elements so AI can parse the data.
- ✓ **Free data from display logic**
If your product information lives in rendering templates, JavaScript logic, or custom display rules, you're not making things easy on an agent. Make sure the data lives in structured, standard fields that an LLM can directly query and interpret—direct API access via Shopify Catalog is the best bet here.
- ✓ **Ensure real-time pricing and inventory**
AI needs to know if buyers can actually purchase what they're being recommended. Direct API access via Shopify Catalog is the best path to ensure AI platforms are getting this data in real time, instead of relying on web scraping alone.

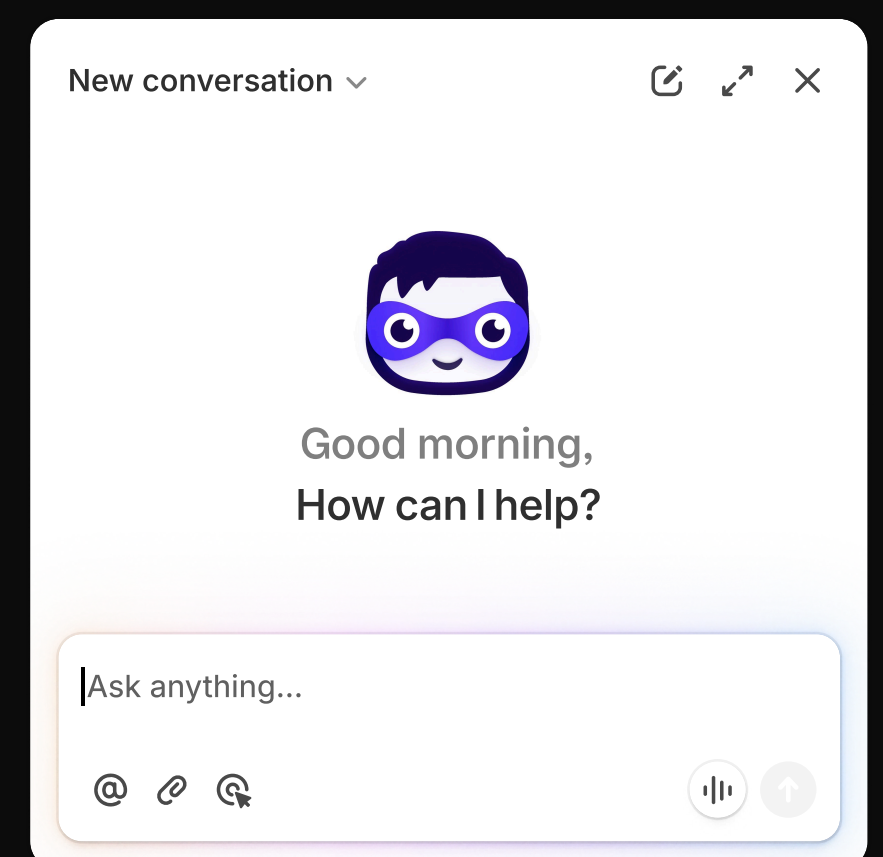
SEO

- ✓ **Audit your title tags and headings**
Write them so agents know exactly what your page delivers.
- ✓ **Review your robots.txt**
Make sure it's not blocking the pages you want AI to find, and specifically allowing traffic to pages that you want agents to discover—size guides, return policy, locations, store hours, and more.
- ✓ **Update your sitemap.xml**
It needs to include a complete, up-to-date list of your site's live pages.
- ✓ **Make sure your content is accessible to crawlers without requiring client-side JavaScript rendering**
When search engines and AI crawlers try to access your pages, they need to be able to see the content. If your product data is trapped in JavaScript-rendered display logic—like color swatches or spec tables that only load in-browser—crawlers and agents may not be able to read it.
- ✓ **Create quality, descriptive content**
Create pages that are clear, descriptive, attribute-rich—and answer the questions buyers are likely asking about your products (or products like them) on AI apps.



Pro Tip

If you're on Shopify, you can ask Sidekick to audit these things for you. Just give it prompts like “Are any of my pages missing title tags?” or “Can you audit my most popular product pages to make sure they aren't missing any critical information?”



Brand Authority

- ✓ **Audit your brand's presence on owned channels**
If you have other owned channels (YouTube, social profiles): make sure you're telling your brand story consistently across all of them with up-to-date information.
- ✓ **Check your "About" or press page**
If you have them, make sure they're linked prominently—in your footer, your main navigation, somewhere crawlable. If you don't have them, create them, and make sure they have accurate, up-to-date information.
- ✓ **Ask an AI app about your brand**
"What does the internet say about [your brand name]?" and "If someone asked you for [your category] recommendations, would you mention my brand? Why or why not?"—this will help you identify areas of opportunity.

Data Quality & API Access

- ✓ **Evaluate direct API access for AI platforms**
Good SEO and brand foundations can get you close, but direct API access takes this up a notch. Without a platform that takes on that technical complexity for you, each AI platform has different requirements—different data formats, different approval processes, different ongoing maintenance burdens. On Shopify, Catalog handles this automatically, syndicating your products to ChatGPT, Google AI Mode, Gemini, and more out-of-the-box. And Agentic Storefronts lets customers purchase your products from AI conversations when they are recommended.
- ✓ **Run an LLM audit on your product data**
Feed your product data into an LLM and ask: "How can I structure this for AI discovery?" Then implement the suggestions.
- ✓ **Test your top 10 products manually**
For each: Is the title descriptive? Description complete? Attributes filled? Alt text present? Category accurate?



Keep Learning & Get Started



The GEO Playbook: How (& Why) to Optimize for AI Discovery

A comprehensive guide to generative engine optimization—what it is, why it matters, and the full strategic framework for getting your brand recommended by AI.

[Read more →](#)



Agentic-Ready Product Data: How to Get It & the Cost of Inaction

A deep dive into what makes product data agentic-ready, why most enterprise data architectures aren't set up for it, and what it actually takes to close the gap.

[Read more →](#)



Shopify's Agentic Plan

Not on Shopify? No problem. The Agentic Plan gives you access to Shopify Catalog and Agentic Storefronts without replacing your existing platform.

[Explore the agentic plan →](#)

Get in touch

Ready to get your products discovered and sold on AI platforms?
Let's talk.

Talk to sales