

The Agentic Commerce Checklist

How to Prepare Your Business for AI-Driven Search & E-commerce

AI agents are already browsing, comparing, and buying on behalf of consumers. Use this checklist — synthesized from across the web and updated for Google's Universal Commerce Protocol (UCP) — to make sure your business is discoverable, trustworthy, and AI transact-ready.

Selling services rather than products? UCP-powered checkout is built around Merchant Center product listings, so it may not map to your business — focus instead on discovery (/well-known/ucp, agent directory) and consultation or quote-request actions.

1

MAKE SURE AI AGENTS CAN FIND YOU

- ☐ Audit your robots.txt file to allow AI crawlers (GPTBot, ClaudeBot, Google-Extended) without blocking them.
- ☐ Use server-side rendering — not client-side JavaScript — so agents can read your product pages and prices.
- ☐ Create a /llms.txt file at your root domain: a plain-text, Markdown index of your products, policies, and docs.
- ☐ Publish a sitemap.xml and reference it alongside /llms.txt so agents can enumerate every page you want indexed.
- ☐ Set up a real-time product feed so agents get current pricing and availability without waiting on crawl cycles.
- ☐ Set up **Google Merchant Center** as your product-data hub — it remains the entry point for Google's Shopping and agentic (UCP) surfaces.
- ☐ Ensure site speed and mobile performance are strong — agents prioritize fast, accessible content.
- ☐ Keep your content current; outdated pages give agents incorrect data to act on.

2

HELP AGENTS UNDERSTAND YOUR BUSINESS

- ☐ Add a **well-known/ai-plugin.json** file that explains who you are and what your API does — specific, actionable language, not generic marketing copy.
- ☐ Publish a **/well-known/ucp profile** declaring your **version**, **services**, **capabilities** (e.g. catalog_search), and **payment_handlers** — the first document UCP-aware agents fetch when deciding whether they can transact with you.
- ☐ Create or update a **manifest.json** with your brand name, logo, and visual identity so agents render your brand correctly.
- ☐ Write a detailed **openapi.yaml** that tells agents how to search products, check inventory, and place orders.
- ☐ Build a product data model with a clear taxonomy, attributes, variants, pricing, and compatibility info — structured for machine comparison.
- ☐ Build an action model that tells agents what they can do on your site (quote requests, availability checks, orders) with defined inputs, outputs, and fallback paths.
- ☐ Create an agent directory combining your product data model and action model into one machine-readable entry point.
- ☐ Provide a **machine-readable agent usage policy** — permitted actions, rate limits, purchase caps, and data-use terms an agent can read before it acts.

3

OPTIMIZE YOUR PRODUCT DATA

- ☐ Add GTINs and MPNs to every product — these are the anchors agents use to compare products across sellers.
- ☐ Replace vague descriptions ('premium quality') with specific, structured specs: materials, dimensions, weight, certifications, temperature ranges.
- ☐ Implement comprehensive Schema.org markup in JSON-LD: Product, Offer, Review, AggregateRating, MerchantReturnPolicy, ShippingDeliveryTime.
- ☐ Encode prices as **ISO-4217 minor units** (e.g. 4900 = \$49.00 USD), not display strings — the price format UCP and ACP expect.
- ☐ Write product titles that work in conversational queries, not just keyword searches.
- ☐ Write descriptions answering: Who is this for? When would you use it? What problem does it solve? What makes it different?
- ☐ Standardize formatting across your catalog — units, pricing, attribute styles, material descriptions, and title casing.
- ☐ Keep inventory, pricing, and product data synchronized in real-time across all channels.
- ☐ Make your return policy machine-readable with explicit MerchantReturnPolicy schema: return window, method, fees, and conditions.
- ☐ Do not hide critical product details inside PDFs, images, or JavaScript-rendered content AI crawlers can't access.
- ☐ Optimize image alt text — include material, color, form factor, and use case, not just generic labels.

4

BUILD EXTERNAL TRUST AND CONSISTENCY

- ☐ Actively collect customer reviews and ratings — AI agents weight third-party validation heavily when making recommendations.
- ☐ Implement AggregateRating schema markup to make review data machine-readable.
- ☐ Seek editorial coverage, creator mentions, and forum presence — agents cross-check your claims against external sources.
- ☐ Maintain a single source of truth for pricing, stock, policies, and descriptions — inconsistencies cause agents to hesitate or skip your brand.
- ☐ Ensure pricing, descriptions, and availability are consistent across all marketplaces and channels.

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CONFIGURE YOUR SITE FOR NON-HUMAN TRAFFIC

- ☐ Use a CDN with edge computing to detect AI crawlers and serve lightweight Markdown or JSON — can cut token cost by ~90%.
- ☐ Configure your Web Application Firewall to rate-limit (not block) known AI agents with a 429 response and Retry-After header.
- ☐ Aggressively cache read-heavy endpoints like price and inventory at the CDN edge to prevent agent timeouts.
- ☐ Prepare for Model Context Protocol (MCP) — design for API-first data access so agents can query live catalog and pricing directly.
- ☐ Enable API-first checkout so agents can programmatically create carts, validate addresses, and authorize payments.

6

WRITE CONTENT THE WAY CUSTOMERS ASK QUESTIONS

- ☐ Shift from keyword-focused product copy to conversational, intent-based language ('Who is this for? What problem does it solve?').
- ☐ Make sure category pages explain tradeoffs, not just list SKUs.
- ☐ Update FAQs to mirror how customers actually ask questions, not how internal teams label things.
- ☐ Monitor your AI visibility monthly — query ChatGPT and Perplexity the way a customer would and track whether your brand appears.

7

PREPARE YOUR INTERNAL SYSTEMS AND DATA

- ☐ Audit and clean your core business data — deduplicate customer records, standardize labeling, and archive outdated data.
- ☐ Ensure all major systems have accessible, documented APIs that agents can interact with.
- ☐ Connect your website to business data systems (CRM, inventory, bookings) through native integrations.
- ☐ Map your repeatable internal workflows with enough specificity that an AI agent could execute them — define the trigger, inputs, steps, decision points, and expected output.
- ☐ Prioritize workflows for automation by frequency, time cost, and error rate.

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ALIGN YOUR TEAM AND LEADERSHIP

- ☐ Shift marketing copy from emotional storytelling to structured, precise product data.
- ☐ Train IT and security teams to distinguish legitimate AI agents from malicious scrapers — and to **verify agent identity and authorization** (signed requests, allow-listed agents), not just rate-limit traffic.
- ☐ Align your CIO, CTO, and CDO around treating product data as transactional infrastructure, not just analytics.
- ☐ Build AI literacy across your team — they need to know what agents can and can't do, when to intervene, and how to escalate.
- ☐ Consider creating an 'Agentic AI Product Manager' role to own and optimize the machine-facing experience.

- ☐ Set clear escalation thresholds — define at what point a human reviews before an agent acts.
- ☐ Implement audit logging so you can see what an agent did and why.
- ☐ Create override protocols so your team can take back control when needed.
- ☐ Implement fraud detection tuned for AI traffic patterns, not just human behavior.
- ☐ Declare your accepted **payment_handlers** in your discovery profile so agents know how they can pay before reaching checkout.
- ☐ Use Shared Payment Tokens (SPTs) so agents can initiate purchases without exposing customer credentials.
- ☐ Adopt **AP2 (Agent Payments Protocol) mandates** — cryptographically signed customer authorizations that cap what an agent may spend on their behalf.
- ☐ Build controls to revoke or restrict specific agent tokens without disrupting human traffic.
- ☐ Set predefined financial thresholds for edge-case transactions.
- ☐ Define system prompts and content filters for any first-party AI agents to keep responses on-brand.

- ☐ Prepare for Google's Universal Commerce Protocol (UCP), OpenAI's Agentic Commerce Protocol (ACP), and Google's AP2 payments layer — all require clean structured product data and overlap significantly.
- ☐ **Apply to Google's UCP-powered checkout** (via Google Merchant Center + the UCP integration interest form — currently early access) and register with emerging agent directories. Publishing /.well-known/ucp makes you protocol-discoverable, but Google's shopping surfaces require a separate application.
- ☐ Prepare for agent-to-agent (A2A) commerce, where one AI negotiates or transacts with another on a customer's behalf.
- ☐ Choose platforms natively built for the agentic era (MCP support, active AI partnerships, clear agentic roadmaps) rather than those adding AI as an afterthought.

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