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Free AEO Checklist
Get your store recommended by AI

10 checks to remove what blocks AI answers (ChatGPT, Google AI, Perplexity, Gemini) from reading and trusting your store. Tick each box as you go.

- [ ] **1. Let AI and search bots in**

  Why: Open yourstore.com/robots.txt. Make sure these are not blocked on product and collection pages: Googlebot, Bingbot, OAI-SearchBot, ChatGPT-User, PerplexityBot.

  Fix: Remove any Disallow line that hits them. Blocking GPTBot only stops model training, so you can choose that separately. On Shopify, edit robots.txt.liquid.

- [ ] **2. Make sure pages can be indexed**

  Why: A page with noindex, a wrong canonical, or a missing sitemap can not be recommended.

  Fix: Check each key product page in Google Search Console (URL Inspection). Submit your sitemap there and in Bing Webmaster Tools.

- [ ] **3. Put key facts in plain text**

  Why: Many AI crawlers do not run JavaScript. Facts hidden in images, popups or JS tabs may never be read.

  Fix: Right click, View Source, and search for your price, size and shipping text. If it is missing, move it into normal page text.

- [ ] **4. Answer buyer questions in plain words**

  Why: AI pulls short, direct answers. Long brand stories do not get quoted.

  Fix: Add a 4 line answer block near the top of every product page (template on page 3) plus an FAQ with real customer questions.

5. Add Product schema (JSON-LD)

Why: Schema tells machines the name, price, stock and brand without guessing.

Fix: Include name, image, description, sku, brand, offers (price, priceCurrency, availability). Add ratings only if the reviews are real. Test in Google Rich Results Test.

6. Keep details identical everywhere

Why: If your site says one price and Google Merchant Center or a marketplace says another, trust drops and listings can be disapproved.

Fix: Compare name, price, stock, shipping and returns across your site, Merchant Center, Amazon, eBay and Etsy. Fix the mismatches.

7. Publish clear shipping and returns pages

Why: Buyers ask AI about delivery time and returns. Vague policies get skipped.

Fix: Write both pages in plain sentences: countries, delivery time, return window, who pays. Link them in the footer and on product pages.

8. Show real reviews as text

Why: Review text gives AI proof and the words customers actually use.

Fix: Ask every buyer for a review. Show reviews in the page HTML, not only inside a widget that loads late.

9. Use clear titles and headings

Why: A page that says what it is gets matched to the question.

Fix: Use one clear H1 per page, like "Men's White Leather Sneakers". Add "best for" and comparison sections where honest.

10. Build mentions outside your site

Why: AI also learns from other places. A brand that exists only on its own site is a weak signal.

Fix: Complete Google Business Profile, keep marketplace and social profiles consistent, collect reviews on third party sites, and get listed in real roundups.

Be honest with yourself: nobody can guarantee a recommendation. These checks remove blockers and make your store easy to read and trust. Results vary by niche, competition and each AI tool.

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Test your store: 5 copy and paste prompts

Run each in ChatGPT (search on), Google AI Mode, Perplexity and Gemini. Replace the brackets with your details.

1. What are the best [product type] stores for [need] in [country]?
2. Where should I buy [product] online? Compare the top options.
3. Tell me about [your store name]. What do they sell?
4. Is [your store name] legit? What do customers say?
5. What is the return and shipping policy of [your store name]?

- Run each prompt 3 times. AI answers change between runs.
- Write down: is your store named? Which competitors are? What does the AI get wrong about you?
- Fix the wrong or missing facts on your site first, then test again in 2 to 4 weeks.

Product page answer block (template)

```
[Product name] is a [what it is] for [who it is for].
Size: [fit and size guide in one line, e.g. runs true to size].
Shipping: [countries, delivery time, cost].
Returns: [window in days, who pays, condition].
```

robots.txt example (allow search and AI search bots)

```
User-agent: Googlebot
Allow: /
User-agent: Bingbot
Allow: /
User-agent: OAI-SearchBot
Allow: /
User-agent: PerplexityBot
Allow: /
Sitemap: https://yourstore.com/sitemap.xml
```

Want a second pair of eyes on your store?
Message me on LinkedIn: linkedin.com/in/sultanseo