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Shopify AI Ready Checklist
Be easy for AI shoppers to find

10 checks so AI shopping tools can read, trust and show your products. Tick each box as you go.

- [ ] **1. Open Sales channels, then Agentic**

  Why: Shopify can share your products with AI shopping tools (ChatGPT, Google AI Mode, Gemini, Copilot, Perplexity). It is on by default for eligible stores.

  Fix: In your Shopify admin, open Sales channels, then Agentic. See which channels can reach your catalog and switch each one on or off on purpose. Menu names can change, so confirm in your own admin.

- [ ] **2. Review the direct checkout setting**

  Why: On some channels the buyer can pay inside the AI app, not on your site.

  Fix: Decide per channel. Place one test order and confirm that orders, fulfilment and returns reach you correctly.

- [ ] **3. Replace supplier copy with your own**

  Why: Copied descriptions give AI no reason to pick your page over the same text on other sites.

  Fix: Write a clear title and a short description for each product: what it is, who it is for, what is included.

- [ ] **4. Put key facts into product data**

  Why: AI reads clean fields more reliably than long marketing paragraphs.

  Fix: Move size, material, ingredients and certifications into product fields or metafields. Do not leave them only in the description.

5. Fill every variant completely

Why: Missing price, stock, size or colour makes a product hard to recommend.

Fix: Check each variant for price, SKU, size, colour, images with alt text, and accurate availability.

6. Use one product category name

Why: Mixed names for the same type of product confuse matching.

Fix: Pick one category and product type name per product group and use it across the whole store.

7. Keep product URLs stable

Why: Changing links breaks what AI tools and Google already know about your page.

Fix: Do not rename URLs without need. If you must, add a 301 redirect from the old link to the new one.

8. Check Product schema

Why: Structured data tells machines the name, price and stock without guessing.

Fix: Test a product page in Google Rich Results Test. Fix missing price, currency or availability. Add ratings only if the reviews are real.

9. Add FAQ answers and clear policies

Why: Buyers ask AI about delivery, returns, sizing and care. Vague pages get skipped.

Fix: Add short answers in Shopify's free Knowledge Base app. Write plain shipping and returns pages: countries, delivery time, return window, who pays.

10. Match your details everywhere

Why: If price, stock or policy differ between your store, Merchant Center and marketplaces, trust drops.

Fix: Compare name, price, stock, shipping and returns across your store, Google Merchant Center, Amazon, eBay and social profiles.

Be honest with yourself: nobody can guarantee that an AI tool shows your store. Shopify's AI channels, menu names and eligibility change often, so confirm each setting in your own admin. These checks make your store easier to read and trust.

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

- 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 wrong or missing facts in your product data first, then test again in 2 to 4 weeks.

Product data block (template)

```
Title: [Product name] + [what it is]
For: [who it is for]
Material: [main materials or ingredients]
Size and fit: [one line, e.g. runs true to size]
Care: [how to wash or use it]
Shipping: [countries, delivery time, cost]
Returns: [window in days, who pays, condition]
```

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