StoreOps Prompts

AI Visibility Audit

Example Print Store

example-store.co.uk

4 November 2026



Anonymised sample. The store name, domain and products have been replaced; every count is real.

6,357	2	7	10
products checked	high severity	medium severity	low severity

Score by category

Product data	74
Structured data	60
Policies & trust facts	70
AI crawler access & llms.txt	100
Catalogue hygiene	97
AI mentions	0

Executive summary

- The store scores 68 out of 100 (grade C).
- Biggest catalogue gap: 6,298 of 6,357 products (99.1%) show no product type in the public feed.
- Product and Offer markup is on 3 of 3 sample product pages. Not found on any: MerchantReturnPolicy, OfferShippingDetails, AggregateRating.
- The shipping policy is present but only 8 words long.
- robots.txt blocks 0 of 12 named AI crawlers. Crawler access is not the problem here.

Fix this first

Ranked by severity, multiplied by products affected, divided by effort.

1 No store-level Organization markup found

Medium · Small job

No standalone Organization (or OnlineStore) markup on the homepage or 3 sample product pages. Product pages only name the seller inside the Offer. Homepage JSON-LD types found: WebSite.

Organization markup states who runs the shop, with its logo, contact details and official profiles, so machines do not have to piece that together.

Fix: Add Organization JSON-LD to the homepage with your name, URL, logo and contact details. Use only details that also appear on your site.

Where: /

Google Search: Organization structured data · StoreOps workflow

2 Refund policy gives no return window

Medium · Small job

254 words on /policies/refund-policy, but no return period such as '30 days' was found. It does mention 10 business days, 15 business days, which read as processing times; check the wording.

A clear number of days is the first thing a buyer or an assistant wants from a returns policy.

Fix: State how many days the buyer has to return an item, when that period starts and who pays for return postage.

Where: `/policies/refund-policy`
Shopify Help: store policies · Google Search: return policy structured data · StoreOps workflow

3 Shipping policy is thin

Medium · Small job

/policies/shipping-policy is present but thin, at 8 words. It gives a timescale (2 - 3 business days). It does not mention: UK, Ireland, EU, Northern Ireland, returns (no cross-reference).

UK and Irish buyers often ask whether a shop delivers to them and what happens if an item comes back. A short policy leaves a buyer or an assistant to guess.

Fix: In Settings, then Policies, add a short line for each place you do and do not deliver to, including the UK, Northern Ireland, Ireland and the EU, with costs, times and any duty or VAT notes. Link to your returns policy. Use only facts you can confirm.

Where: `/policies/shipping-policy`
Shopify Help: store policies · StoreOps workflow

The rest of the fix list

#	Fix	Severity	Effort	StoreOps workflow
4	Store not cited in AI answers (A01)	High	Medium	ai-prompt-visibility-test
5	Product images have no alt text (P04)	High	Medium	alt-text
6	Products have no barcode (P06)	Medium	Medium	eu-product-identifiers-check
7	Review markup missing from product pages (S03)	Low	Small	review-rating-markup
8	Return policy markup missing from product pages (S05)	Medium	Medium	delivery-returns-plain-text
9	Public feed shows no product type (P01)	Medium	Medium	product-data-completeness
10	Shipping markup missing from product pages (S06)	Low	Medium	google-shipping-profile-sync
11	llms.txt holds generic agent instructions, not a shop summary (C04)	Low	Small	llms-txt-structured-data-check
12	Products have no tags (P05)	Low	Medium	tag-cleanup
13	Variants have no SKU (P08)	Low	Medium	product-data-completeness
14	Products have no image (P03)	Medium	Medium	product-data-completeness
15	Descriptions are empty or very short (P02)	Low	Large	product-description-rewrite
16	Possible test or duplicate products are live (P11)	Low	Small	shopify-catalog-eligibility-check
17	Products share identical titles (P10)	Low	Medium	product-title-audit

#	Fix	Severity	Effort	StoreOps workflow
18	Products have a variant priced at 0 (P13)	Low	Small	pricing-anomalies
19	Every variant is unavailable (P12)	Low	Small	product-data-completeness

All other findings

A01 · Store not cited in AI answers

High Medium job

The store was not cited in 5 of 5 tested buyer questions. Claude web search (Anthropic), run 4 November 2026, as a proxy for AI assistants. It is not ChatGPT, Google AI Mode or Perplexity; results vary by run and location.

If an assistant does not surface the store for a buyer's question, the buyer may never see it. The result is a snapshot from one tool.

Fix: Fix the data findings first, then repeat these questions monthly and track the trend rather than any single result.

Shopify Help: agentic storefronts and ChatGPT · StoreOps workflow

P04 · Product images have no alt text

High Medium job

Sample only: 165 of 167 images (98.8%) have no alt text. Checked on 30 products spread evenly across the catalogue, because this field is not in products.json. This is not a full-catalogue count.

Alt text is the written description of an image. It helps people using screen readers and gives crawlers text they can read.

Fix: In the product's media, choose Add alt text. Describe what is in the image in a short plain phrase. Do not stuff keywords.

Examples: `product-001, product-002, product-003, product-004, product-005, product-006, product-007, product-008, product-009, product-010`
Shopify Help: image alt text · StoreOps workflow

P01 · Public feed shows no product type

Medium Medium job

6,298 of 6,357 products (99.1%) show no product type in the public feed. products.json does not expose Shopify's standard product category, so category could not be checked from public data.

Shopify says product types are not required, so this is not an error. Filled in, they still help with automated collections and filters, can feed Google's product_type attribute, and make the public catalogue easier for AI tools to read.

Fix: First check whether the standard Product category is already set in Shopify admin. Then add Type in bulk where it helps, starting with your biggest collections and one consistent list of types.

Examples: `product-011, product-012, product-013, product-014, product-015, product-016, product-017, product-018, product-019, product-020`
Shopify Help: product category and type · Shopify Help: product category · Google Merchant Center: product_type · StoreOps workflow

P03 · Products have no image

Medium Medium job

41 of 6,357 products (0.6%) have no images.

Google Merchant Center requires an image for each product, so these items cannot appear in shopping results or be shown properly by assistants.

Fix: Filter Products by those with no media, add a clear image of the actual item, or unpublish the product until you have one.

Examples: `product-030, product-031, product-032, product-033, product-034, product-035, product-036, product-029, product-037, product-038`

Google Merchant Center product data specification · Shopify Help: product details · StoreOps workflow

P06 · Products have no barcode

Medium Medium job

Sample only: 30 of 30 products (100.0%) have no barcode on any variant. Checked on 30 products spread evenly across the catalogue, because this field is not in products.json. This is not a full-catalogue count.

A GTIN helps Google identify a product made by another brand. Made-to-order or own-brand goods often have no GTIN, and that is allowed.

Fix: If you resell branded goods, copy the manufacturer's GTIN into the Barcode field. If you make the product yourself, leave it empty and tell Merchant Center it has no identifier. Never invent or buy codes to fill the gap.

Examples: `product-011, product-001, product-002, product-003, product-004, product-005, product-006, product-007, product-008, product-009`

Google Merchant Center: GTIN · Shopify Help: product details · StoreOps workflow

S05 · Return policy markup missing from product pages

Medium Medium job

Return policy markup is missing on 3 of 3 sample product pages (the first 3 in products.json).

This states your return window in a form Google can read, so it does not have to interpret your policy page.

Fix: Add hasMerchantReturnPolicy to your Offer or Organization markup, or set returns in Merchant Center. The values must match your published policy.

Where: `/products/product-011, /products/product-012, /products/product-065`

Google Search: return policy structured data · Google Search: merchant listing structured data · StoreOps workflow

C04 · llms.txt holds generic agent instructions, not a shop summary

Low · Small job

/llms.txt is present (760 words) but reads as platform-generated agent instructions rather than a description of this shop.

llms.txt is a proposal, not a ranking factor. This file gives agents instructions on how to shop, but says little about what makes this store different.

Fix: Optional and low priority. Check whether your platform lets you customise the file before spending any time on it.

Where: `/llms.txt`
llms.txt proposal · Shopify Help: agentic storefronts and ChatGPT · StoreOps workflow

P02 · Descriptions are empty or very short

Low · Large job

107 of 6,357 products (1.7%) have an empty description or fewer than 50 words. 91 are empty and 16 are under 50 words.

AI tools and search engines can only repeat what the page says. A thin description gives them no size, material, use or delivery facts to quote.

Fix: Work through best sellers first. Add the real facts: what it is, size, material, how it is made and who it suits. Use only facts you can confirm.

Examples: `product-039, product-040, product-041, product-042, product-043, product-044, product-045, product-046, product-047, product-048`
Shopify Help: product details · Google Merchant Center product data specification · StoreOps workflow

P05 · Products have no tags

Low · Medium job

220 of 6,357 products (3.5%) have no tags.

Tags power automated collections and on-site filters. They are an internal tool, so this matters less than the visible product data.

Fix: Agree a short tag list, then add tags in bulk from the Products page. Only do this if you will use them for collections or filters.

Examples: `product-011, product-012, product-013, product-014, product-015, product-021, product-022, product-023, product-024, product-025`
Shopify Help: product details · StoreOps workflow

P08 · Variants have no SKU

Low · Medium job

483 of 86,775 variants (0.6%) have no SKU. 119 products are affected.

SKUs are your own stock codes. They do not affect buyers directly, but they make bulk edits, feeds and stock matching far safer.

Fix: Export products to CSV, fill the Variant SKU column with a simple consistent pattern and re-import a small test batch first.

Examples: `product-011, product-012, product-013, product-014, product-015, product-026, product-027, product-028, product-016, product-029`
Shopify Help: product details · StoreOps workflow

P10 · Products share identical titles

Low · Medium job

40 of 6,357 products (0.6%) share an exact title with another product. They fall into 18 groups.

When several products have the same name, buyers and machines cannot tell them apart, and they can compete with each other.

Fix: Review each group. Merge true duplicates into one product with variants, or add the detail that makes each title different.

Examples: `product-051, product-052, product-053, product-054, product-055, product-056, product-057, product-058, product-059, product-060`

Google Merchant Center product data specification · Shopify Help: product details · StoreOps workflow

P11 · Possible test or duplicate products are live

Low · Small job

25 of 6,357 products (0.4%) have a title or handle that looks like a test, copy or placeholder.

Test items and copies make a catalogue look unreliable and can surface in search. The match is on words such as 'test', 'copy' or 'sample', so some may be genuine products.

Fix: Review the list by hand. Set anything that is not for sale to Draft. Do not delete in bulk from this list alone.

Examples: `product-030, product-031, product-032, product-033, product-034, product-035, product-036, product-016, product-049, product-050`

Shopify Help: product details · StoreOps workflow

P12 · Every variant is unavailable

Low · Small job

1 of 6,357 products (under 0.1%) have every variant unavailable.

Live product pages that cannot be bought are a dead end for a buyer who was sent there by an assistant.

Fix: Restock them, set them to continue selling if they are made to order, or unpublish them and redirect the URL.

Examples: `product-064`

Google Merchant Center product data specification · StoreOps workflow

P13 · Products have a variant priced at 0

Low · Small job

3 of 6,357 products (under 0.1%) have at least one variant priced at 0.

A zero price is usually a mistake and can be rejected by shopping feeds. It may be intentional for a free add-on, so check each one.

Fix: Open each listed product, confirm the price and correct it, or hide the variant if it should not be for sale.

Examples: `product-061, product-062, product-063`

Google Merchant Center product data specification · StoreOps workflow

S03 · Review markup missing from product pages

Low · Small job

AggregateRating or Review markup is missing on 3 of 3 sample product pages. Review app code was found on the pages (judge.me). No review count was visible in the page HTML, so these products may simply have no reviews yet. Apps can also add markup with JavaScript, which this check does not run.

Review markup lets search engines read your rating. It is only valid when it reflects real reviews shown on that page.

Fix: If products have real reviews, turn on your review app's structured data setting, then test a reviewed product page. Never add ratings that are not on the page.

Where: `/products/product-011, /products/product-012, /products/product-065`
Google Search: review snippet structured data · StoreOps workflow

S06 · Shipping markup missing from product pages

Low · Medium job

Shipping markup is missing on 3 of 3 sample product pages (the first 3 in products.json).

This states delivery cost and time in a machine-readable way for shopping results.

Fix: Add shippingDetails to the Offer markup, or manage shipping in Merchant Center. The values must match what checkout charges.

Where: `/products/product-011, /products/product-012, /products/product-065`
Google Search: merchant listing structured data · StoreOps workflow

AI mentions

Claude web search (Anthropic), run 4 November 2026, as a proxy for AI assistants. It is not ChatGPT, Google AI Mode or Perplexity; results vary by run and location.

Buyer question	Cited?	Recommended instead	Searches
What's the best way to turn a favourite family photo into a canvas print in the UK, and should I go for a 30mm or 40mm depth?	No	Printerpix, Photobox, Asda Photo, Morrisons Photo, Mixtiles	2
Can anyone recommend a UK company that makes handmade personalised canvas prints and delivers quickly?	No	Your Image 2 Canvas, Inkifi, Printerpix, Bags of Love, Canvasdesign.co.uk, The Canvas Printing Company, MYPICTURE, Value Canvas Prints	2
I'm looking for a gift for our 25th wedding anniversary. Are personalised banners or a custom canvas better, and where can I order one?	No	Not on the High Street (Hopsack & Olive canvas), Not on the High Street (Cherry Pete photo collage), eBay (personalised giant 25th Silver Wedding Anniversary poster banner), Argos (25th Anniversary banner), Zazzle UK, The Sign Shed, Tradeprint, Aura Print	2
What's the difference between a floating frame canvas and a standard stretched canvas, and which looks better for modern home decor?	No	Easyframe (UK), Print Panoramics (UK), Rossetti Art, Wallpics, Americanflat	2

Buyer question	Cited?	Recommended instead	Searches
Where can I buy strong brown parcel tape in bulk, 48mm or 75mm wide, with fast UK delivery for my small online business?	No	Mailcoms, Prontodirect (Brawny), Home Hardware Direct (Ultratape), Springpack (Reelbond Pro), Stikky Tape, Kingfisher Direct, ESE Direct, RAJA Packaging, 3M Scotch, The Safety Supply Company (Slingsby 75mm), Workplace Depot, Kaiserkraft	3

Everything we checked

Passes as well as problems, so you can see what is already working.

Product data

Check	Scope	Affected	Share
No product type in public feed	All	6,298 of 6,357 products	99.1%
No tags	All	220 of 6,357 products	3.5%
No images	All	41 of 6,357 products	0.6%
Title over 150 characters	All	0 of 6,357 products	0.0%
Possible junk or test products	All	25 of 6,357 products	0.4%
All variants unavailable	All	1 of 6,357 products	under 0.1%
Price of zero	All	3 of 6,357 products	under 0.1%
Empty or thin description	All	107 of 6,357 products	1.7%
Variants with no SKU	All	483 of 86,775 variants	0.6%
Duplicate titles	All	40 of 6,357 products	0.6%
Images missing alt text	Sample	165 of 167 images	98.8%
Products with no barcode	Sample	30 of 30 products	100.0%
Barcodes failing the GTIN check digit	None to test in the sample		

Structured data

JSON-LD type	Homepage	Sample 1	Sample 2	Sample 3
Product	—	**Found**	**Found**	**Found**
Offer	—	**Found**	**Found**	**Found**
AggregateRating	—	Not found	Not found	Not found
Review	—	Not found	Not found	Not found
Organization	Not found	Not found	Not found	Not found
BreadcrumbList	—	**Found**	**Found**	**Found**
MerchantReturnPolicy	—	Not found	Not found	Not found
OfferShippingDetails	—	Not found	Not found	Not found

Review app code on sample pages: judge.me.

Policies and trust pages

Page	Status	Words	Detail
Refund policy	Present	254	Return window: not found
Shipping policy	Present but thin	8	Names: none. Timescales: 2 - 3 business days. Returns cross-reference: no
Privacy policy	Present	2,388	
Terms of service	Present	3,515	
Contact page	Present	26	
FAQ page	Present	797	

AI crawlers in robots.txt

Crawler	Operator	Purpose	Rule from	/	/products/
GPTBot	OpenAI	Training	* group	Allowed	Allowed
OAI-SearchBot	OpenAI	Search	* group	Allowed	Allowed
ChatGPT-User	OpenAI	User fetch	* group	Allowed	Allowed
PerplexityBot	Perplexity	Search	* group	Allowed	Allowed
Perplexity-User	Perplexity	User fetch	* group	Allowed	Allowed
ClaudeBot	Anthropic	Training	* group	Allowed	Allowed
Claude-SearchBot	Anthropic	Search	* group	Allowed	Allowed
Google-Extended	Google	Training	* group	Allowed	Allowed
Applebot-Extended	Apple	Training	* group	Allowed	Allowed
CCBot	Common Crawl	Training	* group	Allowed	Allowed
Bytespider	ByteDance	Training	* group	Allowed	Allowed
meta-externalagent	Meta	Training	* group	Allowed	Allowed

Discovery files

- sitemap.xml is a sitemap index with 12 child sitemaps, with 6,342 product URLs in 7 of 7 product sitemaps.
- robots.txt declares 1 sitemap line(s).
- llms.txt: present (760 words), generic platform text.
- llms-full.txt: present (760 words), generic platform text.

How the score was worked out

The score is a weighted average of the categories below, with no judgement calls. Anything that could not be checked is left out and the remaining weights are scaled up. Grades: A 85+, B 70–84, C 55–69, D 40–54, E

below 40.

Product data (35 points) — 74/100

Weighted average of the share of products (or images/variants) passing each check.

Component	Weight	Result
Product type in the public feed	10	59 of 6,357 products pass
Description of 50+ words	35	6,250 of 6,357 products pass
Has images	20	6,316 of 6,357 products pass
Images have alt text	10	2 of 167 images pass (sample)
Has tags	10	6,137 of 6,357 products pass
Variants have SKUs	10	86,292 of 86,775 variants pass
Has a barcode	5	0 of 30 products pass (sample)

Structured data (20 points) — 60/100

Points for each schema type found in JSON-LD on the sample pages.

Component	Weight	Result
Product	30	3 of 3 sample product pages
Offer	20	3 of 3 sample product pages
AggregateRating or Review	10	0 of 3 sample product pages
BreadcrumbList	10	3 of 3 sample product pages
MerchantReturnPolicy	10	0 of 3 sample product pages
OfferShippingDetails	5	0 of 3 sample product pages
Organization (homepage or product page)	15	not found

Policies & trust facts (15 points) — 70/100

Points for each policy fact found on the policy page itself (site navigation and footer are excluded).

Component	Weight	Result
Refund policy published	25	published
Refund policy gives a day window	15	not found
Shipping policy published	15	published
Shipping policy has 50+ words	5	no (8 words)
Shipping policy names UK, Ireland, EU and NI	10	0 of 4 named
Shipping policy gives timescales	10	found
Privacy policy published	5	published
Terms of service published	5	published
Contact or FAQ page	10	found

AI crawler access & llms.txt (10 points) — 100/100

Share of AI crawler and path checks allowed by robots.txt (85 points) plus an llms.txt file (15 points).

Component	Weight	Result
AI crawlers allowed	85	24 of 24 crawler and path checks
llms.txt present	15	present

Catalogue hygiene (10 points) — 97/100

Each check starts at full marks and falls in a straight line to zero at 10% of products affected.

Component	Weight	Result
No junk or test products	30	25 of 6,357 affected
No duplicate titles	30	40 of 6,357 affected
Products available	15	1 of 6,357 affected
No zero prices	15	3 of 6,357 affected
Titles under 150 characters	10	0 of 6,357 affected

AI mentions (10 points) — 0/100

Share of tested questions where the store's domain or name appeared in the cited URLs or recommendations.

Component	Weight	Result
Store cited	100	0 of 5 questions

Method and limits

- Public data only. There was no admin access, so nothing about orders, traffic or private settings was seen.
- products.json only shows products published to the Online Store sales channel. It does not expose Shopify's standard product category, so category could not be checked.
- Barcodes and image alt text are not in products.json. Where a count says 'sample', it comes from about 30 products spread evenly across the catalogue, not every product.
- Structured data was read from the raw HTML of the first three products in products.json. Markup added later by JavaScript, or used only on other pages, is not seen.
- robots.txt shows what a site asks crawlers to do. It does not show whether a firewall or CDN actually lets them through.
- Google Merchant Center was not checked, so feed status and disapprovals are unknown.
- AI results, where included, are a snapshot from one tool and vary by run and location.
- The score is a StoreOps measure of readiness. It is not a Google or OpenAI metric and does not predict sales or rankings.

Sources

- Google Merchant Center product data specification: https://support.google.com/merchants/answer/7052112
- Google Merchant Center: GTIN: https://support.google.com/merchants/answer/6324461
- Google Merchant Center: product_type: https://support.google.com/merchants/answer/6324406
- Google Search: merchant listing structured data: https://developers.google.com/search/docs/appearance/structured-data/merchant-listing
- Google Search: review snippet structured data: https://developers.google.com/search/docs/appearance/structured-data/review-snippet
- Google Search: Organization structured data: https://developers.google.com/search/docs/appearance/structured-data/organization
- Google Search: return policy structured data: https://developers.google.com/search/docs/appearance/structured-data/return-policy
- Shopify Help: agentic storefronts and ChatGPT: https://help.shopify.com/en/manual/online-sales-channels/agentic-storefronts/chatgpt
- Shopify Help: store policies: https://help.shopify.com/en/manual/checkout-settings/refund-privacy-tos
- Shopify Help: image alt text: https://help.shopify.com/en/manual/online-store/images/alt-text
- llms.txt proposal: https://llmstxt.org/

StoreOps Prompts — AI Visibility Audit, 4 November 2026. Every figure comes from public data collected on that date.