

The Agent-Readiness Checklist for Shopify Plus Catalogs

One afternoon. Eight checks. One honest answer: can an AI shopping agent actually read your catalog?

An AI agent does not browse your storefront the way a shopper does. It requests structured catalog data through a handful of named fields, then matches those fields to what a shopper asked for. If a field is thin or missing, your product gets skipped, even if its page looks great to a human. This worksheet walks your catalog field by field so you can see where an agent reads you clearly and where it sees whitespace.

How to run it

1. Open your live storefront and your product admin side by side.
2. Work through the eight checks below. For each one, spot-check the sample size noted and mark pass or fail.
3. For the mirror test, use ChatGPT and Perplexity directly.
4. Total your fails and read the grid at the bottom.

The eight checks

#	Field / check	What good looks like	Sample	Pass / Fail
1	Titles	Descriptive, category noun present, no all-caps, under 150 characters ("Women's Waterproof Trail Running Shoe," not "Style 4471")	25 products	<input type="checkbox"/>
2	Descriptions	Material, use case, fit, and features in plain text; nothing under ~50 words	25 products	<input type="checkbox"/>

#	Field / check	What good looks like	Sample	Pass / Fail
3	Price	Currency code present, sale prices dated, values market-correct per region	15 products	<input type="checkbox"/>
4	Availability	Synced to real inventory, not a nightly snapshot	1 recently sold-out SKU	<input type="checkbox"/>
5	Variant data	Color, size, and material exposed per buyable variant; combined-listing children visible to filters	Most variant-heavy collection	<input type="checkbox"/>
6	Metafields	The attributes shoppers and agents search are indexed and classed (categorical, feature, price)	Your top 10 searched attributes	<input type="checkbox"/>
7	llms.txt	Present at your root, pointing agents at key pages; consider adding agent feedback instructions	Your domain root	<input type="checkbox"/>
8	The mirror test	Ask ChatGPT and Perplexity to recommend a product in your exact category and see whether you appear	10 prompts (responses are probabilistic)	<input type="checkbox"/>

Checks failed: ____ / 8

What your score means

- **5 to 8 fails:** your catalog was built for human eyes, not agent reads. Most of your products are whitespace to an AI shopping agent right now. The fastest wins are descriptions (check 2) and variant exposure (check 5).

- **3 to 4 fails:** the foundation is there, but real gaps are costing you agent visibility. Prioritize the failed checks by how much of your catalog they touch.
 - **0 to 2 fails:** strong agent-readiness, or you under-tested. Re-run checks 5 and 8 with your newest collection and your largest export market before you call it done.
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The five fields that decide an agent's pick

Most of the decision weight sits in five fields. If you only have time for five checks, make them these.

- **Title.** The primary match signal and the label a shopper sees. Vague or SKU-stuffed titles match poorly.
 - **Description.** The richest surface for matching nuanced requests (“waterproof but breathable”). Thin descriptions are the single biggest agent-visibility gap on most catalogs.
 - **Price.** Filters and ranks budget-constrained requests, and increasingly gates checkout eligibility. Needs an ISO 4217 currency code and dated sale prices.
 - **Availability.** Excludes out-of-stock items. A stale flag surfaces a product the shopper cannot buy, which agents penalize.
 - **Structured variant data.** Decides whether a specific buyable variant exists. Parent-only data hides color, size, and material from variant-specific requests.
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Where Shopify-native data leaves gaps

Native gives an agent a real catalog, with real-time inventory, a per-store Storefront MCP server, and a structured product model. The gaps to close yourself:

- **Unindexed metafields:** the value the agent needs lives in a metafield that was never made searchable.
 - **Parent-only variant data:** variant attributes hidden behind a parent product.
 - **Combined-listing children invisible to filters:** buyable variants collapsed for storefront clarity.
 - **Market-specific data:** an agent in one region needs that market's price and availability, not the default.
 - **Thin descriptions:** native does nothing to enrich a two-line blurb. That one is on you.
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Want us to run the mirror test live on your catalog?

We will ask ChatGPT and Perplexity to recommend products in your exact category, show you whether you appear, and walk the fields an agent is reading on your store right now. 30 minutes, your catalog, your category.

[Book a demo →](#)

Built by the Layers team. Enterprise search and merchandising for Shopify Plus. Last updated June 2026.