AGENTIC COMMERCE ON SHOPIFY

The 90-Day Agentic Commerce Plan

Thirteen weeks, built around peak: watch in December, fix in January, measure in February. Run the admin check in week 1, tick each row of the plan when it is done, and fill in the log every week.

Week 1 admin check SALES CHANNELS > AGENTIC

- [ ] 1 Open **Sales channels > Agentic**. Missing? Check staff permissions, or pin it.
- [ ] 2 Confirm your **Shopify Catalog product count**, or fix the Ineligible reason.
- [ ] 3 Complete **Terms of service, Privacy policy, and Return and refund policy**.
- [ ] 4 Decide on **"Manage for me"**, or turn channels off one at a time.
- [ ] 5 Review the **knowledge base facts** agents receive.
- [ ] 6 Run the **search preview** on your five biggest queries.

The plan

WEEKS 1 TO 4 WATCH · 5 TO 9 FIX · 10 TO 13 MEASURE

	WEEKS	DO THIS	OWNER	DONE WHEN
☐	1	Run the admin check; screenshot settings; fix any Ineligible reason	Head of ecom	Product count visible, policies complete
☐	1	Baseline: 10 unbranded prompts per channel; log appearances out of 10	Merchandiser	Baseline table saved
☐	1 to 4	Weekly three-number log, Shop broken out	Analyst	Four weekly rows
☐	2	Review the knowledge base; claim your ChatGPT Business Hub profile if you want its insights	Head of ecom	Facts published
☐	2	Ask your fraud and bot-protection providers how they treat agent purchases; don't auto-cancel them by rule	Head of ecom and payments	Provider answer logged
☐	3 to 4	Export products; count short descriptions, barcodes, categories, alt text (no edits during peak)	Merchandiser	Gap list for top 50 sellers
☐	5 to 6	Channel mapping: point title and description at richer metafields; set the list-price source	Merchandiser and developer	Mapping saved
☐	5 to 8	Rewrite top-seller descriptions: fit, material, use case, compatibility; legal disclosures early	Copy and merchandising	Top 50 above your word target
☐	6 to 8	Fill barcodes and Shopify product category where you have them	Merchandiser	Coverage logged
☐	7	If you run your own on-site assistant, run the parity tests	Developer	Eight tests logged
☐	8 to 9	If you're evaluating an on-site AI shopping agent, score it with golden queries	Merchandiser	Scored set
☐	10 to 12	Rerun the mirror test and search preview; compare with week 1	Merchandiser	Before-and-after table
☐	13	Decide channel settings for next quarter, with numbers	Head of ecom and growth	One-page decision

Weekly three-number log

ORDERS BY CHANNEL · CONVERSION · MIRROR TEST

WEEK	ORDERS: SHOP	ORDERS: CHATGPT	ORDERS: COPILOT	ORDERS: GOOGLE	ORDERS: META	CONVERSION BY CHANNEL	MIRROR TEST (OUT OF 10)
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							

What your result means

If Shop is most of your Agentic orders, judge ChatGPT and Copilot on their own rows.

Mirror-test counts move week to week; compare week 12 with week 1, not week to week.

If your top sellers sit under your word target, fix the mapping before you rewrite.

Want a second pair of eyes on your catalog and your on-site search before January?

Book a demo: www.uselayers.com/demo

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