Get Found by AI: The Seller Checklist

If you don't show up when a shopper asks an assistant, you're invisible. This is the list I work through for every store I build or review. Do it top to bottom, or start with the stars.

Do this today in 10 minutes: the 3-question AI test

Open **ChatGPT, Claude, Perplexity and Gemini**. Fresh chat, web search on. Ask each one:

1. "What is [your brand]?"
2. "Where is [your brand] based?"
3. "Recommend a [product type] under $[price]."

Score each answer

- **2** right facts, links to you
- **1** mentions you, something wrong or old
- **0** not you, or another brand

Total out of 24: 0-6 invisible · 7-15 partly seen · 16-24 found. Save the answers with the date. Run it again next month.

★ one of the 10 fastest wins (our Nov 29 Quick Fixes session) · 5 min do it now · 1 hour an afternoon · needs help your developer, or me

01 Access

Can AI assistants get in the door?

- [ ] ★ **Open yourstore.com/robots.txt and check that GPTBot, ClaudeBot, PerplexityBot, OAI-SearchBot and ChatGPT-User are not blocked.** 5 min
  Why it matters: If a bot is blocked, that assistant can't read a single page of your store.
  Shopify: Allowed by default. Only changes if someone edited robots.txt.liquid in your theme. · **Wix:** Settings > SEO > Robots.txt editor. · **Etsy/Amazon only:** The marketplace controls this. Skip. · **DM only:** Skip until you have a site.

- [ ] **Decide, by name, whether training bots (GPTBot, ClaudeBot, Google-Extended, CCBot, Applebot-Extended) may use your pages, and write down why.** 1 hour
  Why it matters: Training shapes what models know about you long term; make it a choice, not an accident.

- [ ] **If you block private paths (like /api/ or /account), repeat that block under every named bot.** needs help
  Why it matters: A bot listed by name ignores the general rules, so it walks right past them.
  Shopify: Shopify handles its own private paths. · **Wix:** Wix handles its own private paths.

- [ ] **Make sure no firewall or 'block AI bots' setting is turning assistants away.** needs help
  Why it matters: Some hosting and security tools block AI crawlers with one switch, often switched on by default.
  Shopify: Check any bot-protection app you installed. · **Wix:** Usually nothing to do.

02 Discovery

Can they find every page?

- [ ] ★ **Open yourstore.com/sitemap.xml and confirm every product page is listed.** 5 min
  Why it matters: The sitemap is the map assistants and search engines use to find your products.
  Shopify: Built automatically. · **Wix:** Built automatically. Hidden pages are left out. · **Etsy/Amazon only:** Skip.

- [ ] **Use one address for your store: www and http should forward to your main https address.** 1 hour
  Why it matters: Two versions of the same store split your credibility in half.
  Shopify: Settings > Domains > set your primary domain. · **Wix:** Set your primary domain when you connect it.

- [ ] **Click from your homepage to every product using normal links. No product should be reachable only by search or a popup.** 5 min
  Why it matters: Crawlers follow links; a product nothing links to may never be found.

- [ ] **Turn on IndexNow so Bing hears about price and stock changes the same day.** needs help
  Why it matters: Fresh pages get recrawled in hours instead of weeks.
  Shopify: Not built in; ask your developer. · **Wix:** Not confirmed; ask Wix support whether it's on.

03 Readable

Can they read it without running your code?

- [ ] ★ **The no-code test: open a product page, press Ctrl+U (view source), and search for the product name and price.** 5 min
  Why it matters: If the words aren't in that raw text, many assistants see a blank page.
  Shopify: Usually passes. · **Wix:** Usually passes. · **Etsy/Amazon only:** Passes; check your words instead.

- [ ] **Put the key facts in words, not only in photos or video: what it is, the price, where you're based, how to buy.** 1 hour
  Why it matters: Assistants quote text. A price inside an image doesn't exist to them.
  DM only: Do this in captions, your bio and a pinned post.

- [ ] **Give every product its own page title and a 25-160 character description.** 1 hour
  Why it matters: This is the summary assistants and search results show first.
  Shopify: Product page > Search engine listing. · **Wix:** Page or product > SEO Basics. · **Etsy/Amazon only:** Your title and first line of description do this job.

- [ ] **Write 300-500 words per product a person could quote: who it's for, how to use it, how long it lasts, what's in it, how it compares.** 1 hour
  Why it matters: Under about 200 words, there's nothing for an assistant to cite. Only claims you can back up.

- [ ] **Add an FAQ page with the questions customers actually DM you, in their words.** 1 hour
  Why it matters: Shoppers ask assistants the same questions they ask you.
  DM only: Make it a pinned post or Story highlight.

04 Structured

Do the facts come labelled?

- [ ] ★ **Paste one product page into Google's Rich Results Test and check it finds a Product with price and availability.** 5 min
  Why it matters: Labelled data is how a machine knows $9.99 is the price and not a phone number.
  Shopify: Most themes include it. If missing, ask your theme developer. · **Wix:** Built into Wix Stores product pages. · **Etsy/Amazon only:** The marketplace does this for you.

- [ ] **Add shipping cost, delivery time and return policy to your product data, not only to a policy page.** needs help
  Why it matters: Assistants compare offers; missing shipping or returns can drop you from the comparison.
  Shopify: Fill in shipping and returns in Settings; your theme may pass them through. · **Wix:** Fill in shipping and return policies in your store settings.

- [ ] **Describe your business once in structured data: name, city, and links to every official profile.** needs help
  Why it matters: This ties your site, Instagram, TikTok and marketplace pages into one brand.

- [ ] **Show only real reviews, bad ones included. Star ratings only when they come from real buyers.** 1 hour
  Why it matters: Fake or filtered reviews break the law (FTC rule 16 CFR 465) and break trust.
  DM only: Ask happy customers for permission to post their message.

- [ ] **Set a favicon and a share image so your links look like you everywhere.** 5 min
  Why it matters: A blank icon in a chat answer looks like a store nobody runs.
  Shopify: Theme settings > Favicon; Preferences > Social sharing image. · **Wix:** Settings > Favicon (paid plan).

- [ ] **Optional: an llms.txt file, a plain summary of your brand, products and prices.** 1 hour
  Why it matters: Cheap to add. No AI company has confirmed reading it, so do it last.

05 Indexed

Is search caught up with your store?

- [ ] ★ **Search your exact brand name in quotes, then search your domain. Does your site come first, with today's prices?** 5 min
  Why it matters: Assistants that search the web start from these results. Stale results mean stale answers.
  Etsy/Amazon only: Check your shop name too. · **DM only:** Search your handle and brand name.

- [ ] ★ **Set up Bing Webmaster Tools by importing from Google Search Console, then submit your sitemap.** 5 min
  Why it matters: Bing's index feeds Microsoft Copilot and other AI search tools.
  Shopify: 5 min if Search Console is set up; otherwise do the next item first. · **Wix:** Same.

- [ ] **Verify your site in Google Search Console and submit your sitemap.** 1 hour
  Why it matters: It's how you learn what Google can and can't see.
  Wix: Its SEO Setup Checklist connects this for you. · **Shopify:** Use the domain (DNS) method or paste the tag in your theme.

- [ ] **If results are stale, use URL Inspection to request indexing for your homepage and top products, in both Google and Bing.** 1 hour
  Why it matters: Fixing your site doesn't fix the old copy search is holding. This nudges it.

06 Entity

Does the world agree on who you are?

- [ ] ★ **Write one brand name and one-line description and paste it everywhere: site, Instagram, TikTok, Amazon, Etsy, link-in-bio.** 5 min
  Why it matters: When every source says the same thing, assistants repeat it with confidence.

- [ ] ★ **Check your Google Business Profile: same name, city and phone as your site. Fix or remove anything old.** 5 min
  Why it matters: An old address or phone can outrank your own site in an AI answer.
  DM only: Profiles need a storefront or a service area; if you have neither, make sure no old listing is out there.

- [ ] **Do the same on Bing Places and Apple Business Connect.** 1 hour
  Why it matters: Different assistants read different directories.

- [ ] **Get mentioned on sites you don't own: gift guides, creator posts, Reddit threads, local press. Aim for one a month.** 1 hour
  Why it matters: Models build their shortlists from what other people say about you.

07 Verified

Did it work?

- [ ] ★ **Run the 3-question AI test (top of this sheet) and save the answers with the date.** 5 min
  Why it matters: That's your baseline. Without it you can't tell if anything you change works.

- [ ] **Add two controls: a big brand in your category (should show up) and a brand you made up (must never show up).** 5 min
  Why it matters: If the fake brand appears, the test isn't telling you the truth.

- [ ] **Repeat monthly, and 2-3 weeks after any big fix. Watch your analytics for visitors from chatgpt.com, perplexity.ai, claude.ai and copilot.microsoft.com.** 1 hour
  Why it matters: AI referrals are the first real sign shoppers are reaching you through assistants.
  Shopify: Analytics > Sessions by referrer. · **Wix:** Analytics > Traffic overview.

SELLER LAYERS

08 Marketplaces

Are your listings answer-ready?

- [ ] ★ **Make a one-page list of every product with its name and price on each channel. Fix anything that doesn't match.** 5 min
  Why it matters: If Amazon says $12 and your site says $9.99, an assistant may quote the wrong one, or neither.
  DM only: Match the prices in your posts and highlights.

- [ ] **Amazon title: brand, product type, key feature, size or shade. Plain words, no keyword stuffing.** 1 hour
  Why it matters: The title is the first thing shoppers and Amazon's assistant, Alexa for Shopping (formerly Rufus), read.

- [ ] **Amazon bullets: make each one answer a real shopper question (who it's for, how long it lasts, what's in it, how to use it, what's in the box).** 1 hour
  Why it matters: Alexa for Shopping (formerly Rufus) answers shopper questions from your listing details and reviews.

- [ ] **Add A+ Content with real text (not only images) and a comparison chart across your products.** needs help
  Why it matters: More readable detail and a clear reason to pick each product.
  Etsy/Amazon only: Needs Amazon Brand Registry.

- [ ] **TikTok Shop: every product with a full title, description, specs, real photos, and accurate price and stock.** 1 hour
  Why it matters: A complete catalog is what gets your products shown and recommended.

- [ ] **TikTok Shop: get creator videos that tag your products, starting with your best seller.** needs help
  Why it matters: Creator content is both a sales channel and an independent mention.

- [ ] **Etsy: title, first sentence and all 13 tags in the words buyers search with. Fill in every attribute.** 1 hour
  Why it matters: Etsy listings are public, structured pages that assistants can read and cite.

- [ ] **Only advertise stock you can actually ship, on every channel.** 5 min
  Why it matters: An assistant that sends a buyer to a sold-out item won't trust you next time.

09 Connected

Can an assistant shop your catalog directly?

- [ ] **Send a product feed to Google Merchant Center for free listings. Use JPEG or PNG photos. Mark handmade items GTIN-exempt.** 1 hour
  Why it matters: Your products, prices and stock reach Google Shopping straight from the source.
  Shopify: The Google & YouTube app syncs your catalog. · **Wix:** Connect from your Wix Stores sales channels. · **Etsy/Amazon only:** Not available for marketplace listings. One reason to own a shop.

- [ ] **Get your products into ChatGPT shopping. Not on Shopify: apply with a product feed at chatgpt.com/merchants (approved partners only). Placement is never guaranteed.** needs help
  Why it matters: ChatGPT can show your products with current prices; the purchase finishes on your own checkout.
  Shopify: Eligible stores selling to US buyers are in ChatGPT by default, no fee: check Sales channels > Agentic > ChatGPT and fill in your terms, privacy and refund policies (5 min). · **Etsy/Amazon only:** Etsy's ChatGPT setup isn't confirmed yet; watch Etsy's announcements.

- [ ] **Keep one catalog file as the source for your site, feeds and listings.** needs help
  Why it matters: One source means the price is never different in two places.

- [ ] **Build an MCP connector: a plug that lets Claude or ChatGPT search your real catalog, build a cart and hand the shopper a secure checkout link.** needs help
  Why it matters: Shoppers buy in a couple of taps from the chat, on your own checkout.
  Claude: A shopper adds it by pasting its address; directory listings are Anthropic's or OpenAI's call. · **DM only:** Start with the shop first; the connector plugs into it.

- [ ] **Publish a UCP store profile at yourstore.com/.well-known/ucp, so any assistant that speaks the Universal Commerce Protocol can search your catalog, build a cart and send the shopper to your checkout.** needs help
  Why it matters: A connector reaches shoppers who add it. A UCP profile is found by the assistant itself, with no install and no sign-in.
  Shopify: Shopify publishes this for you. Open yourstore.com/.well-known/ucp to see yours. · **Google:** Checkout inside AI Mode and Gemini goes further and is open to select merchants. Apply through Merchant Center. · **Etsy/Amazon only:** The marketplace decides. Skip.

- [ ] **Let ChatGPT's shopping agent in. Check that nothing on your site or checkout blocks ChatGPT's browser.** 1 hour
  Why it matters: Since Nov 13, 2026, ChatGPT Wallet (US, ChatGPT Pro) can finish a purchase for the shopper on your own website. A blocked agent is a lost sale.
  Shopify: Check any bot-blocking or fraud app you installed. · **Etsy/Amazon only:** The marketplace controls this. Skip.

- [ ] **Keep the connector honest: short, factual tool descriptions, a privacy notice, and no hidden instructions.** needs help
  Why it matters: Assistants and their directories reject connectors that overreach.

No website yet? The DM-only seller path

You're already doing the hard part: people find you and buy from you in DMs. Here's what you can do now so assistants can find you too.

- [ ] Run the 3-question AI test today. Know where you start.
- [ ] Pick one brand name and one-line description. Paste it into every bio. Same name everywhere is how assistants recognise you.
- [ ] Pin a 'menu' post: each product, its price, how to order, where you ship from. Written out, not only in the image. This is the closest thing you have to a product page.
- [ ] Save your top DM questions as a Story highlight or pinned post, answered in your customers' words. That's your FAQ.
- [ ] List your best seller on TikTok Shop, Etsy or Amazon. It gives you a public, structured product page assistants can read.
- [ ] Post real customer feedback, with permission. Real reviews are proof nobody can fake.
- [ ] Ask customers and creators who post about you to tag you. Those are independent mentions.
- [ ] When you're ready, a simple one-page shop (Shopify, Wix or similar) with your products in text. Then work through the layers above.

Want me to run this for your store?

I review your catalog, checkout, assistant compatibility and the path to get you live.

Book a Store Readiness Assessment