WORKTOPY

7-POINT CHECKLIST

# Is my online shop described clearly enough for AI answers?

Check it yourself, without an AI analysis. Seven questions for you and your shop team, no sign-up, ready to print or save as a PDF.

## How to use this list

Take your home page, one category and two typical product pages. Work through the questions in order and note for each one: yes, partly or no. The points marked “no” are where to start.

## The seven questions

01

### Product copy

**Are the product name, benefit, variant and scope of delivery or service clearly described on publicly accessible pages?**

**How to check:** Open a product page in a private browser window. Is this information on the page as readable text, and not only in images or PDF files?

☐ yes ☐ partly ☐ no

02

### Questions answered

**Are there concrete answers to three typical buyer questions, for example about use, differences and requirements?**

**How to check:** Write down three questions customers often ask you by phone or email. Look for the answers on your website. Are they there, concrete and reachable without a login?

☐ yes ☐ partly ☐ no

03

### Machine readability

**Are product and company data structured correctly where it makes sense, and do they match what is visible on the page?**

**How to check:** Test a product page with Google's Rich Results Test or the Schema Markup Validator. Do name, price and availability match what the page shows?

☐ yes ☐ partly ☐ no

04

## Trust signals

**Are company name, contact details, legal notice and responsible person easy to find and consistent?**

**How to check:** Compare company name, address, phone number and email in the legal notice, footer, contact page and your company profiles. Is it the same everywhere?

☐ yes ☐ partly ☐ no

05

## Internal links

**Are categories, matching product pages and guides linked to each other in a logical way?**

**How to check:** Go from a category to a product and from there to a matching guide or accessory. Can you get there through normal links without using the search?

☐ yes ☐ partly ☐ no

06

## Indexability

**Can relevant pages be read without a login, and are they not accidentally blocked by noindex or robots.txt?**

**How to check:** Open yourdomain.com/robots.txt and also look for rules for individual AI crawlers such as GPTBot or PerplexityBot. Search the source code of a product page for noindex. Are prices or descriptions only visible after logging in?

☐ yes ☐ partly ☐ no

07

## Your own spot check

**How do AI services answer real questions from your customers today?**

**How to check:** Ask three real customer questions in two or three AI services, for example ChatGPT, Perplexity or Gemini. Note the date, service, question and whether your shop is mentioned. Answers vary by service, time and wording, so a single answer is not a measurement.

☐ yes ☐ partly ☐ no

## What this list does not do

This self-check does not measure your AI visibility. It shows you where to look, but not how your shop compares with competitors.