

Sample audit, prepared independently. A pet treat brand is not a client and did not request or review this report. All findings come from public data, checked Oct 17, 2026, 4:04 PM PT. Store-identifying details have been removed.

AI Shopping Readiness Audit

Sample store: a US pet treat brand (anonymized) · Pet treats & chews · ~66 products / 198 variants

71

out of 100
Agent readiness

Since October 13, 2026, AI shopping agents can search Shopify stores and build checkouts through Shopify's catalog and each store's policy tool. We asked a pet treat brand's store the questions shoppers ask and compared the answers with the store's own policies and product data.

Overall this is a well-built store. Titles are literal, variants are mostly clean, and product pages carry correct return and shipping markup. The problems are **store-specific factual errors** that automated tools don't flag: a "-1 days" return window, and a chew whose listed sizes contradict what's for sale.

Findings

High	The AI policy tool states a return window of "-1 days"
High	Sizes conflict on the deer antler chew product
Medium	No answer for shipping cost and delivery time, or for cancellations
Medium	robots.txt tells crawlers to skip the policy pages
Low	Free-shipping threshold and fee are worded three different ways
Low	Bundle and merchandise data gaps

Score breakdown

Product titles (literal, specific)	14 / 15	Policy pages (exist, concrete numbers)	12 / 15
Variants & size labels	9 / 15	Agent policy answers (buyer questions)	6 / 15
Descriptions & specs agree with data	10 / 15	Structured data, robots, FAQ	11 / 15
Data hygiene (SKU, weight, type)	9 / 10	Total	71 / 100

Method

- Questions were sent to the store's public Shopify policy tool (/api/mcp , search_shop_policies_and_faqs) and the store was searched in Shopify's agent catalog with the official shop CLI. We also read /products.json , the policy pages, robots.txt and product-page structured data.
- Raw responses are saved with timestamps. No purchase or checkout was attempted.
- Scope: factual accuracy and completeness of what agents read. This report makes no prediction about AI traffic or sales.
- Spec & Shelf is an independent service, not affiliated with or endorsed by Shopify Inc. "Shopify" is a trademark of Shopify Inc.

Issue detail: before → after

1 The AI policy tool states a return window of “-1 days” High

QUESTION / CHECK

What is your return policy?

WHAT THE AGENT SEES (VERBATIM)

The store accepts returns.
The store accepts returns within -1 days days of delivery.
The store does not charge a restocking fee.
The store does not charge a return fee.
The store provides return labels for returns.

Source: Shopify policy tool (search_shop_policies_and_faqs), live response

WHY IT MATTERS

The store's actual policy is an **unlimited** satisfaction guarantee on treats, and its own product markup correctly says `MerchantReturnUnlimitedWindow`. The agent-facing answer contradicts both. An assistant comparing brands may read “-1 days” as no returns, or quote a nonsense window to a shopper. Either way it costs trust at the moment of purchase, and a misquoted policy is a common seed for refund disputes.

PROPOSED FIX

Add an explicit FAQ entry the policy tool can retrieve (“Is there a time limit on returns? No. Treats and chews are covered by our unlimited satisfaction guarantee; apparel must be unworn and in original packaging.”). Review the return-rule setting that produces “-1” and report the rendering to Shopify Support. If the owner prefers, set an explicit long window instead.

EXPECTED AFTER

Asked “What is your return policy?”, the agent reports no time limit on treats and states the apparel condition, in plain words.

2 Sizes conflict on the deer antler chew product High

QUESTION / CHECK

Shopify catalog search: “deer antler dog chew for medium dog”

WHAT THE AGENT SEES (VERBATIM)

Sizes: Large, Extra Large (for dogs 35 lbs and above)

Variants actually offered: Medium (15-35 LBS) \$18.95 · Large (35+ LBS) \$22.95 · X-Large (35+ LBS) \$29.95 · Giant (35+ LBS) \$49.95

Source: Shopify Catalog (shop CLI) tech_specs vs. /products.json variants

WHY IT MATTERS

The product description says it is “available exclusively in whole form and sizes large and extra-large” for dogs “weighing 35 pounds or more”, and Shopify's catalog summary repeats that. The store actually sells a Medium (15–35 lb) and a Giant. Three sizes share the same “35+ LBS” label, so neither a shopper nor an agent can tell Large, X-Large and Giant apart by dog size. An agent can wrongly tell a medium-dog owner this chew isn't for them, which is a lost sale, or pick a size at random, which leads to a return.

PROPOSED FIX

Rewrite the size paragraph to match the four variants. Give each size a distinct, literal label with dog weight and antler length or weight (e.g. “Large: approx. 5.6 oz antler, for dogs [owner-set weight range]”; variant weights already in the data are 113 g, 159 g, 204 g and 431 g). Keep the variant option named “Size”.

EXPECTED AFTER

The catalog summary lists all four sizes with distinct weight ranges, and the description and variants agree.

3 No answer for shipping cost and delivery time, or for cancellations Medium

QUESTION / CHECK

How much does shipping cost to California and when will my order arrive? / Can I cancel my order after placing it?

WHAT THE AGENT SEES (VERBATIM)

[] (empty response to both questions)

Source: Shopify policy tool, live responses

WHY IT MATTERS

The facts exist: the policy says orders ship within 24 hours (Mon–Fri), and the product markup declares 3–7 day transit. But they are not stated anywhere the agent tool can retrieve, so a basic shopper question like “when will it arrive?” gets nothing back.

PROPOSED FIX

Add short FAQ entries for delivery time (“Ships within 1 business day; most US orders arrive in 3–7 business days”), shipping cost, and cancellation (state the actual rule the team follows). Add the same numbers to the shipping policy page.

EXPECTED AFTER

Both questions return a direct, numeric answer.

4 robots.txt tells crawlers to skip the policy pages Medium

QUESTION / CHECK

GET https://[store].com/robots.txt

WHAT THE AGENT SEES (VERBATIM)

Disallow: /policies/
Disallow: /*/policies/

Source: robots.txt, live (rule appears in several user-agent groups)

WHY IT MATTERS

This rule comes from an older theme robots.txt template; it is no longer a Shopify default. Assistants and search crawlers that respect robots.txt are told not to read the refund and shipping policy pages, which are the pages that hold the facts above.

PROPOSED FIX

Remove the /policies/ rule from robots.txt.liquid (or delete the legacy template so Shopify's default applies).

EXPECTED AFTER

/policies/refund-policy and /policies/shipping-policy are crawlable.

5 Free-shipping threshold and fee are worded three different ways Low

QUESTION / CHECK

What is your shipping policy?

WHAT THE AGENT SEES (VERBATIM)

“free shipping on all orders over \$35. For orders below this threshold, shipping costs will be calculated at checkout.”

Source: Policy tool answer, vs. shipping policy page and product markup

Why: The shipping policy says free shipping “at or above \$35.00” and a flat “\$5.00 shipping and handling fee” below it. The agent answer says “over \$35” and “calculated at checkout”. Product markup lists a \$5.00 rate on every offer. These are small differences, but an exactly-\$35 cart gets two different answers. **Fix:** Use one sentence everywhere: “Free standard shipping on US orders of \$35 or more; \$5 flat rate below \$35.” **After:** The policy page, FAQ and agent answer use identical wording and numbers.

6 Also noted: bundle and merchandise data gaps Low

e.g. a seasonal topper + lick mat bundle: no SKU, weight 0 g; A charity treat pack: option “Size” = “Single Pack (\$2 Donation)” / “Six Pack (\$15 Donation!)”. **Fix:** Add SKUs and real weights to bundles and merchandise. Rename pack-count options to “Pack size” and move donation text into the description. **After:** Every variant has a SKU and weight, and option names describe what they vary.