AI Optimization Checklist for Online Stores

Use this checklist to make your online store easier for AI tools, search engines, and assistants to understand, recommend, and present to customers.

Product clarity and structured information

- ☐ Product titles clearly describe what the product is (not vague or creative-only names).

- ☐ Product descriptions explain what the products do, who they're for, and their key benefits.

- ☐ Important details like size, material, usage, and specifications are clearly mentioned.

- ☐ Products are assigned to the correct categories and collections.

- ☐ Product variants (size, color, etc.) are clearly labeled and structured.

Content that AI can understand

- ☐ Product pages avoid jargon and use simple, clear language.

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- [ ] FAQs are added to answer common customer questions.

- [ ] Key information is written in short paragraphs or bullet points.

- [ ] Each page has a clear purpose (product, category, info, etc.).

- [ ] Pages answer real customer inquiries ("Who is this for?" "How is this used?").

SEO and discoverability foundations

- [ ] Each page has a unique meta title and description.

- [ ] URLs are clean and keyword-rich.

- [ ] Image alt text describes what the image shows.

- [ ] Category pages include short, descriptive content.

- [ ] Internal links connect related products and pages.

AI-friendly media and assets

- [ ] Product images clearly show the product without clutter.

- [ ] Multiple images are used to show different angles and use cases.

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- [ ] Image file names are descriptive (not random numbers).
- [ ] Visual content matches what is described in text.

Store structure and navigation

- [ ] Navigation menus are clear and easy to understand.
- [ ] Categories are logically grouped and labeled.
- [ ] Important pages (Products, Policies, Contact) are easy to access.
- [ ] There are no broken links or missing pages.
- [ ] The website structure helps users (and AI) understand relationships between pages.

Trust and context signals

- [ ] Reviews and ratings are enabled and visible.
- [ ] Policies (Shipping, Returns, Privacy) are clearly accessible.
- [ ] Contact information is easy to find.
- [ ] Trust signals (badges, guarantees, testimonials) are visible.

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- [ ] The store clearly communicates what it sells and who it is for.

GEO readiness

- [ ] Product and category pages answer specific customer questions directly.

- [ ] The store includes content that helps AI understand when, why, and for whom a product is useful.

- [ ] Product names, category names, and brand terms are used consistently across the site.

- [ ] Comparison-style or decision-making content is added where relevant.

- [ ] Use-case language such as "best for," "ideal for," or "works well for" is included naturally where helpful.

Technical readiness (Basic)

- [ ] The website loads quickly across devices.

- [ ] The store is mobile-friendly.

- [ ] Pages are accessible and not blocked unintentionally.

- [ ] The website appears in search results across search engines.

- [ ] Basic analytics tools are enabled.

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