



The 2026 Ecommerce AI Visibility Checklist

A practical checklist to see if AI systems can understand, trust, and recommend your store.

How to Use This Checklist

Check what's already done. Flag what's unclear or missing. Fix the biggest gaps first.

If AI can't clearly understand or verify something, it won't recommend it.

1. Product Clarity & Data Signals

- Product titles clearly describe the main use case
- Each product explains who it's for in plain language
- Core attributes are complete (size, fit, material, support)
- Variants are accurate and clearly labeled
- Products are described consistently across pages

2. Trust & Credibility Signals

- Reviews are visible on product pages
- Reviews mention real usage
- New reviews appear regularly
- Return and refund policies are easy to find
- Policies match checkout behavior

3. Delivery, Pricing & Availability Signals

- Shipping timelines are visible
- Delivery language is specific
- Pricing is consistent across pages
- Inventory status is accurate
- No surprise fees at checkout

4. Content That Supports Buying Decisions



- Buying guides explain how to choose
- Comparison tables clarify differences
- FAQs answer buyer concerns
- Category pages explain use cases
- Content is clear and simple

5. Structure for AI Extraction

- Clear Q&A sections exist
- Headings match shopper intent
- Simple definitions are used
- Tables and lists are used where helpful
- Key answers appear near the top

6. Review & Engagement Signals Over Time

- Reviews grow steadily
- UGC reflects real usage
- Repeat purchase or loyalty signals exist
- Post-purchase emails support long-term use
- Feedback matches product claims

7. Platform Alignment Check

- Content works for Google AI Overviews
- Headings support AI-powered search (SGE)
- Definitions support ChatGPT & Perplexity
- Product pages support AI shopping agents

Final Self-Assessment

- AI can explain what my product is
- AI can say who it's for
- AI can verify delivery, price, and availability
- AI can summarize why someone should choose it