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AUSTRALIAN DIGITAL AGENCY

WEBSITES | APPS | AI | AUTOMATION

CHECKLIST FOR AUSTRALIAN ONLINE STORES

Ready for AI shopping agents?
Ten checks for your store.

AI assistants are starting to find, compare and buy products for shoppers. Tick each check your store passes so agents can understand and recommend it.

- [ ] **01** **Product data is complete** — Product data
  Names, prices, sizes, materials and variants filled in properly.
- [ ] **02** **Descriptions answer real questions** — Clarity
  What it is, who it suits, dimensions and care.
- [ ] **03** **Stock levels are accurate** — Accuracy
  Agents avoid stores that show items they cannot supply.
- [ ] **04** **Shipping and returns are clear** — Policies
  Costs, times and policies stated plainly on product pages.
- [ ] **05** **Structured data on product pages** — Machine readable
  Product, offer and review markup validated.
- [ ] **06** **Product feeds are current** — Feeds
  Google Merchant Center and other feeds kept up to date.
- [ ] **07** **Prices include GST clearly** — Australian setup
  Australian pricing shown consistently.
- [ ] **08** **Checkout works smoothly** — Conversion
  Few steps and common payment options.
- [ ] **09** **Reviews are genuine and visible** — Trust
  Real customer reviews, never incentivised fakes.
- [ ] **10** **You track AI referrals** — Measure
  Visits from AI assistants watched in analytics.

Five things to do now

Clean up product data, add structured data, keep feeds current, make policies clear, and watch analytics for visits from AI assistants.

Keep perspective

Agentic shopping is early in Australia. The work that helps agents also helps search, marketplaces and human shoppers today.

Full guide: high10.com.au/blog/agentic-commerce-in-australia

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