



# https://moontrailoutfitters.com

Platform: Shopify (93% confidence)

VERDICT

Partly agent-readable

Agents can find Moon Trail Outfitters products and read prices, images, and availabilit...



READINESS DIMENSIONS

|                 |     |             |    |   |
|-----------------|-----|-------------|----|---|
| Discovery       | 25% | <div></div> | 78 | B |
| Transaction     | 30% | <div></div> | 44 | D |
| Security        | 10% | <div></div> | 74 | C |
| Ecosystem       | 20% | <div></div> | 55 | D |
| Content Quality | 15% | <div></div> | 68 | C |

FOUNDATION SIGNALS

|   |                          |                                                |       |
|---|--------------------------|------------------------------------------------|-------|
| ' | Product Schema (JSON-LD) | Organization, WebSite, BreadcrumbList, Product | found |
| ' | Sitemap                  |                                                | found |
| ' | Robots.txt               |                                                | found |
| ' | Open Graph Tags          |                                                | found |

AI SHOPPING READINESS

|   |                    |                                 |         |                                   |
|---|--------------------|---------------------------------|---------|-----------------------------------|
| ~ | Google Shopping AI | Gemini, AI Mode, Shopping Graph | partial | /well-known/ucp returned HTTP 404 |
| ~ | ChatGPT Shopping   | ChatGPT, Operator               | partial | /well-known/acp returned HTTP 404 |
| ~ | Claude AI          | Claude, MCP clients             | partial | /well-known/mcp returned HTTP 404 |

ECOSYSTEM COVERAGE

|   |                    |                                   |
|---|--------------------|-----------------------------------|
| ~ | Google Shopping AI | partial                           |
| ' | ChatGPT Shopping   | not covered                       |
| - | Other AI Agents    | Emerging agent commerce platforms |

TOP IMPROVEMENTS

|    |                                                                        |         |
|----|------------------------------------------------------------------------|---------|
| 1. | Add ACP checkout endpoint or publish a supported checkout handoff f... | +14 pts |
| 2. | Add missing Product schema fields: SKU, brand, GTIN where available... | +14 pts |
| 3. | Review UCP catalog and checkout support before claiming Google AI p... | +12 pts |
| 4. | Add WebMCP HTML form annotations for cart and checkout handoff         | +8 pts  |
| 5. | Add MCP tool declarations only if live catalog or cart APIs back them  | +8 pts  |

DISCOVERY(25%)

78/100 B

Shopify platform detected with high confidence  
robots.txt present and allows major AI crawlers  
Sitemap found with product and collection URLs  
Open Graph tags present on sampled pages  
Product JSON-LD detected

TRANSACTION(30%)

44/100 D

Shopify Payments detected  
Checkout was not exercised by free Check  
No ACP endpoint detected  
No UCP checkout capability detected

SECURITY(10%)

74/100 C

HTTPS enabled  
Strict-Transport-Security present  
X-Frame-Options present  
robots.txt present

ECOSYSTEM(20%)

55/100 D

General web and Schema.org evidence present  
WebMCP product-search annotations detected  
UCP, ACP, and MCP endpoints not detected

- Product names, images, prices, and availability were present
- Collection pages link to product detail pages
- Policy pages are linked from the footer
- Product identifiers and brand fields are incomplete

NEXT STEPS

Agents can find Moon Trail Outfitters products and read prices, images, and availability on sampled pages. The biggest gaps are catalog identifiers and policy markup - both covered in the fix plan.

STORE DETAILS

|                      |                  |
|----------------------|------------------|
| Platform             | Shopify          |
| Products detected    | 42               |
| Payment provider     | shopify payments |
| Detection confidence | 93%              |