AEO Quickstart Checklist

Agent Experience Optimization: make your products legible, trustworthy, and easy for agents to recommend.

Why this matters

Agents parse structured data, query APIs, and synthesize signals like reviews, knowledge graphs, real-time inventory, and merchant reputation. If your data is incomplete or inconsistent, you may be invisible.

1) Structured product data (schema + feeds)

- Publish complete schema.org Product markup for every SKU: price, availability, GTIN/MPN, specs, variants, images, reviews.

- Include compatibility and use-case attributes in structured form (not just prose).

- Maintain one source of truth for product data; enforce consistency across channels.

2) API accessibility

- Expose real-time inventory + pricing endpoints (even if via partners/platforms).

- Provide shipping/fulfillment options and delivery estimates via API.

- Document auth + rate limits so agents/partners can integrate safely.

3) Knowledge graph presence

- Ensure your product entities exist in relevant databases/aggregators for your category.

- Standardize attributes and relationships (accessories, alternatives, complements).

- Publish a public product catalog or feed that third parties can ingest.

4) Reviews and reputation signals

- Increase review volume and recency (prioritize verified purchase reviews).

- Monitor semantic themes in reviews (fit, durability, quality issues) and fix root causes.

- Improve merchant-level trust signals: return policy clarity, shipping reliability, customer service responsiveness.

5) Real-time competitiveness

- Keep pricing and availability accurate; prevent mismatches across channels.

- Minimize backorder surprises; agents down-rank unreliable inventory.

- Track delivery speed vs competitors as an input to recommendation moments.

6) Measure 'share of model' and recommendation moments

- Run monthly tests: ask top LLMs/agents for recommendations in your category and log whether you appear.

- Track sentiment and framing in AI responses; align messaging with what agents are pulling from trusted sources.

- Close the loop: each data/reputation change should improve your visibility tests.

CTA: If you want a working session to apply this checklist to your business, join the Instant Checkout community at **instantcheckout.ai**.