

Agent-Readiness Audit Scorecard

A practical diagnostic to measure how discoverable and recommendable your products will be in an agent-first commerce world.

How to use

- Score each dimension from 1 (not started) to 5 (best-in-class).
- Write evidence next to your score - if you can't point to evidence, score lower.
- Add the five scores for a total (5 to 25). Your total matters, but the lowest dimension is your real bottleneck.
- Pick the top 3 actions on the last page and schedule them in the next 30 days.

Scoring guide

Score	What it means
1	Ad-hoc / missing / inconsistent
2	Basic coverage, manual processes
3	Operational, repeatable, measured
4	Strong coverage + automation + governance
5	Agent-optimized, continuously improved

The five dimensions

The audit assesses your current position across five dimensions: data completeness, technical accessibility, reputation signals, product differentiation, and organizational readiness.

1) Data completeness

- Do we have comprehensive, structured data for every product (specs, compatibility, use cases)?
- Is our product data consistent across channels and platforms?
- When was the data last audited for accuracy?

Score (1-5):	Evidence / notes:
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2) Technical accessibility

- Do we expose APIs for real-time inventory and pricing?
- Can external systems query product availability and fulfillment options?
- Is checkout accessible to agent-initiated transactions and emerging auth standards?

Score (1-5):	Evidence / notes:
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3) Reputation signals

- Do we have sufficient review volume and recency (not just average rating)?
- Are we present in expert sources and comparison resources agents consult?
- Do merchant-level signals (returns, service, shipping reliability) support trust?

Score (1-5):	Evidence / notes:
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4) Product differentiation

- Can we describe who our product is best for, and why, in data-friendly terms?
- Do we have clear, testable advantages for specific use cases/segments?
- Can an agent match our product to a need without extra context?

Score (1-5):	Evidence / notes:
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5) Organizational readiness

- Is there executive ownership of agent optimization?

- Do we have capabilities for data engineering, APIs, and structured content?
- Are metrics, incentives, and budget aligned to agent commerce success?

Score (1-5):	Evidence / notes:
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Results and next actions

Total score: _____ / 25

Band	What to do next
5-10	Early - fundamentals missing. Focus on structured product data and reviews first.
11-17	Developing - you can win specific categories by tightening data + APIs + differentiation.
18-22	Prepared - shift attention to distribution, real-time capabilities, and AEO measurement.
23-25	Leading - build continuous improvement loops and defend share of model.

The data stack (what most teams should build first)

For agent commerce, data infrastructure is usually the biggest gap. Use this 3-layer stack as your build order:

- **Layer 1 - Product information:** structured attributes, specs, use cases, media metadata, and relationships.
- **Layer 2 - Distribution:** ensure that data appears consistently across the databases and platforms agents query.
- **Layer 3 - Real-time capabilities:** APIs for live inventory, pricing, and fulfillment options.

Pick your top 3 actions (next 30 days)

- Run a product data completeness audit on your top 20 SKUs and fix the top 10 missing fields.
- Ship schema markup and a product feed that includes specs, compatibility, and use cases.
- Expose or document an inventory/pricing endpoint (even if internal first).
- Launch a review volume sprint (post-purchase emails, in-box inserts, CS outreach).
- Write a 'best for' positioning doc per hero product with use-case tags and segment criteria.
- Assign an exec owner + a weekly 30-minute cadence for agent readiness.

Want help implementing? Join the Instant Checkout community at instantcheckout.ai.