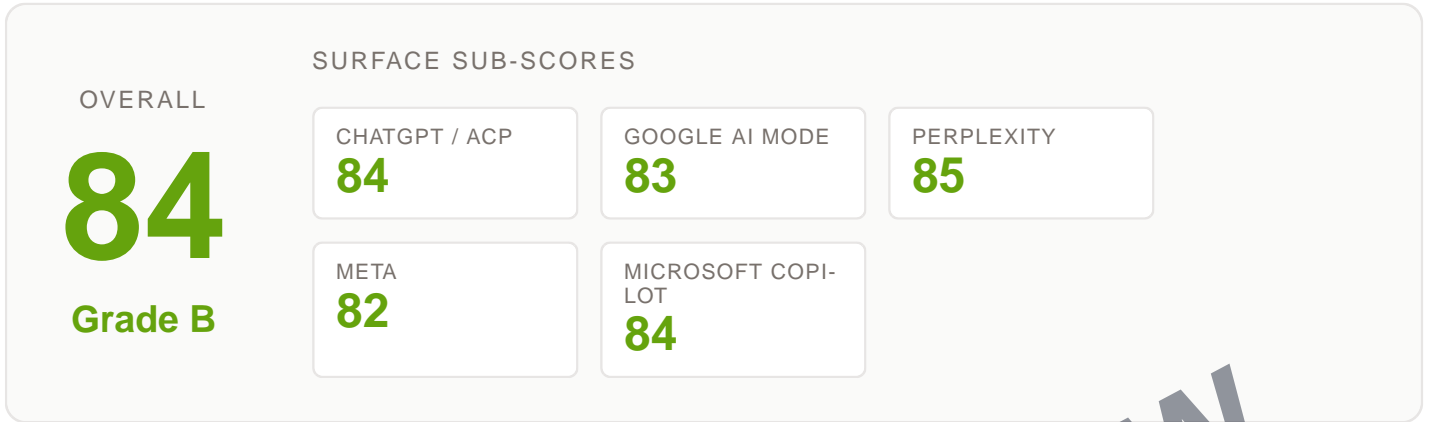


AI AGENT-READINESS REPORT

ruffwear.com

Ran 69 of 81 checks



Findings - 13 need attention

NEEDS WORK **CRITICAL** **HTTPS enforced sitewide + HSTS (>= 6-month max-age)**

Enforce HTTPS sitewide and ship a Strict-Transport-Security header with max-age >= 6 months

WHAT WE FOUND

Confirmed the homepage is HTTPS (status 200), probed <http://ruffwear.com/> for redirect behaviour, and parsed the Strict-Transport-Security header (value: "max-age=7889238").

How we checked: URL scheme + homepage status check, an <http://host/> redirect probe, and a Strict-Transport-Security max-age parse (>= 180-day threshold).

- HSTS max-age is below the 6-month minimum

Checked: ruffwear.com

FREE PREVIEW

FAILED HIGH MerchantReturnPolicy node present on Product or Offer

Emit `hasMerchantReturnPolicy` on Product or Offer JSON-LD

WHAT WE FOUND

Inspected `hasMerchantReturnPolicy` on Product/Offer JSON-LD across 20 sampled product pages (0 present, 0%).

How we checked: On each PDP, locate the Product JSON-LD node and check for a `hasMerchantReturnPolicy` object/array at Product level OR Offer level. Pass band >= 85% coverage, partial >= 50%.

- Product JSON-LD missing `hasMerchantReturnPolicy`
- Product JSON-LD missing `hasMerchantReturnPolicy`
- Product JSON-LD missing `hasMerchantReturnPolicy`
- Product JSON-LD missing `hasMerchantReturnPolicy`
- Product JSON-LD missing `hasMerchantReturnPolicy`
- Product JSON-LD missing `hasMerchantReturnPolicy`
- Product JSON-LD missing `hasMerchantReturnPolicy`
- Product JSON-LD missing `hasMerchantReturnPolicy`
- Product JSON-LD missing `hasMerchantReturnPolicy`
- Product JSON-LD missing `hasMerchantReturnPolicy`
- Product JSON-LD missing `hasMerchantReturnPolicy`
- Product JSON-LD missing `hasMerchantReturnPolicy`
- ...and 10 more PDPs without hasMerchantReturnPolicy

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

FAILED HIGH Offer `availability` is a Schema.org URL

Use a canonical Schema.org availability IRI on every Offer

WHAT WE FOUND

Checked Offer `availability` on 20 sampled product pages with an Offer (0 use a canonical Schema.org URL, 0%).

How we checked: On each Offer, accept `availability` only if it matches one of the canonical Schema.org ItemAvailability IRIs (http or https, trailing slash optional).

- Offer `availability` is missing or not a canonical Schema.org URL
- Offer `availability` is missing or not a canonical Schema.org URL
- Offer `availability` is missing or not a canonical Schema.org URL
- Offer `availability` is missing or not a canonical Schema.org URL
- Offer `availability` is missing or not a canonical Schema.org URL
- Offer `availability` is missing or not a canonical Schema.org URL
- Offer `availability` is missing or not a canonical Schema.org URL
- Offer `availability` is missing or not a canonical Schema.org URL
- Offer `availability` is missing or not a canonical Schema.org URL
- Offer `availability` is missing or not a canonical Schema.org URL
- Offer `availability` is missing or not a canonical Schema.org URL
- ...and 10 more PDPs with invalid availability

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

FAILED HIGH Offer JSON-LD carries shippingDetails (OfferShippingDetails)

Emit shippingDetails (OfferShippingDetails) on Offer JSON-LD

WHAT WE FOUND

Inspected `shippingDetails` on Product/Offer JSON-LD across 20 sampled PDPs (0 present, 0%).

How we checked: On each PDP, locate the Product JSON-LD node and check for `shippingDetails` (single object or array) at Product or Offer level. Pass band >= 85% coverage.

- Offer JSON-LD missing `shippingDetails`
- Offer JSON-LD missing `shippingDetails`
- Offer JSON-LD missing `shippingDetails`
- Offer JSON-LD missing `shippingDetails`
- Offer JSON-LD missing `shippingDetails`
- Offer JSON-LD missing `shippingDetails`
- Offer JSON-LD missing `shippingDetails`
- Offer JSON-LD missing `shippingDetails`
- Offer JSON-LD missing `shippingDetails`
- Offer JSON-LD missing `shippingDetails`
- Offer JSON-LD missing `shippingDetails`
- Offer JSON-LD missing `shippingDetails`
- ...and 10 more PDPs without shippingDetails

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

FAILED HIGH GTIN coverage on PDPs

Populate `gtin` on every branded Product node

WHAT WE FOUND

Checked 20 sampled product pages for a GTIN in the Product JSON-LD (0 carry a valid GTIN, 0%).

How we checked: Extract gtin / gtin8 / gtin12 / gtin13 / gtin14 from the first Product JSON-LD node on each PDP; validate digit length.

- No valid GTIN on this product page
- No valid GTIN on this product page
- No valid GTIN on this product page
- No valid GTIN on this product page
- No valid GTIN on this product page
- No valid GTIN on this product page
- No valid GTIN on this product page
- No valid GTIN on this product page
- No valid GTIN on this product page
- No valid GTIN on this product page
- No valid GTIN on this product page
- ...and 10 more PDPs without GTIN

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

FAILED HIGH UCP profile carries all four required top-level keys

Add every required top-level key to the UCP profile

WHAT WE FOUND

Profile is missing required key(s): signing_keys.

How we checked: Read the profile root (or top-level `ucp` wrapper) and verify the presence of `version`, `services`, `capabilities`, and `signing_keys` keys.

- Required top-level key `signing_keys` is missing

Checked: ruffwear.com/.well-known/ucp

FAILED **MEDIUM** HSTS policy carries the includeSubDomains directive

Add `includeSubDomains` to your Strict-Transport-Security header

WHAT WE FOUND

Inspected the homepage Strict-Transport-Security header ("max-age=7889238") and the includeSubDomains directive is absent.

How we checked: Parse the homepage `Strict-Transport-Security` header for the `includeSubDomains` directive (§6.1.2).

- HSTS header is missing the includeSubDomains directive

Checked: ruffwear.com

FAILED **MEDIUM** Product `sku` populated

Populate `sku` on every Product JSON-LD node

WHAT WE FOUND

Read the `sku` field on Product JSON-LD across 20 sampled product pages (0 populated, 0%).

How we checked: On each PDP with a Product node, accept `sku` if it is a non-empty trimmed string or a number.

- Product JSON-LD has no populated `sku`
- Product JSON-LD has no populated `sku`
- Product JSON-LD has no populated `sku`
- Product JSON-LD has no populated `sku`
- Product JSON-LD has no populated `sku`
- Product JSON-LD has no populated `sku`
- Product JSON-LD has no populated `sku`
- Product JSON-LD has no populated `sku`
- Product JSON-LD has no populated `sku`
- Product JSON-LD has no populated `sku`
- Product JSON-LD has no populated `sku`
- ...and 10 more PDPs with missing SKUs

Checked: ruffwear.com/products/front-range-day-pack-5080, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

FAILED **LOW** BreadcrumbList present on PDPs

Add a BreadcrumbList JSON-LD block to every PDP

WHAT WE FOUND

Searched JSON-LD on 20 sampled product pages for a BreadcrumbList (0 found, 0%).

How we checked: Search every JSON-LD block on each PDP for `@type: BreadcrumbList` with a non-empty itemListElement.

- No BreadcrumbList JSON-LD with a populated itemListElement
- No BreadcrumbList JSON-LD with a populated itemListElement
- No BreadcrumbList JSON-LD with a populated itemListElement
- No BreadcrumbList JSON-LD with a populated itemListElement
- No BreadcrumbList JSON-LD with a populated itemListElement
- No BreadcrumbList JSON-LD with a populated itemListElement
- No BreadcrumbList JSON-LD with a populated itemListElement
- No BreadcrumbList JSON-LD with a populated itemListElement
- No BreadcrumbList JSON-LD with a populated itemListElement
- No BreadcrumbList JSON-LD with a populated itemListElement
- ...and 10 more PDPs without breadcrumb

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

FAILED **LOW** **HSTS policy carries the preload directive**

Add `preload` to your Strict-Transport-Security header and submit to hstspreload.org

WHAT WE FOUND

Inspected the homepage Strict-Transport-Security header ("max-age=7889238") and the preload directive is absent.

How we checked: Parse the homepage `Strict-Transport-Security` header for the `preload` directive (hstspreload.org vendor extension to).

- HSTS header is missing the preload directive

Checked: ruffwear.com

FAILED **LOW** **Product images meet Google's 50,000-pixel area threshold**

Upload higher-resolution product images (area >= 50,000 pixels)

WHAT WE FOUND

Inspected `` attributes on 20 sampled product pages (0 have at least one image with area >= 50,000 px; dimensions absent from HTML are not HEAD-probed and count as indeterminate).

How we checked: For every sampled PDP, parse `` tags and read explicit `width` and `height` attributes; a PDP passes when at least one image has width x height >= 50,000. PDPs without any explicit-dimension `` are marked indeterminate (this check does not HEAD image URLs).

- No `` on this PDP carries explicit width+height attributes
- No `` on this PDP carries explicit width+height attributes
- No `` on this PDP carries explicit width+height attributes
- No `` on this PDP carries explicit width+height attributes
- No `` on this PDP carries explicit width+height attributes
- No `` on this PDP carries explicit width+height attributes
- No `` on this PDP carries explicit width+height attributes
- No `` on this PDP carries explicit width+height attributes
- No `` on this PDP carries explicit width+height attributes
- No `` on this PDP carries explicit width+height attributes
- ...and 10 more

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/furness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

FAILED **INFO** **Apple Pay markers detected (informational)**

Enable Apple Pay through your payment processor (informational only)

WHAT WE FOUND

Scanned the homepage and 20 sampled PDPs for Apple Pay markers; none matched.

How we checked: Substring match on known Apple Pay SDK/markup signatures (ApplePaySession, apple-pay-button, /apple-developer-merchantid-domain-association) across the homepage and every sampled PDP HTML.

- No Apple Pay markers detected on the homepage or PDPs

Checked: ruffwear.com, ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/furness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203 +13 more

FAILED **INFO** **Google Pay markers detected (informational)**

Enable Google Pay through your payment processor (informational only)

WHAT WE FOUND

Scanned the homepage and 20 sampled PDPs for Google Pay markers; none matched.

How we checked: Substring match on known Google Pay SDK/markup signatures (pay.google.com/gp/p/js/pay.js, [google.payments.api, <google-pay-button>](https://google.payments.api.com/google-pay-button)) across the homepage and every sampled PDP HTML.

- No Google Pay markers detected on the homepage or PDPs

Checked: ruffwear.com, ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/furness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203 +13 more

PASSING **CRITICAL** **Googlebot allowed on product paths**

Allow Googlebot on product paths

WHAT WE FOUND

Checked robots.txt for Googlebot at the representative product path ``/products/front-range-day-pack-5060``. The active group resolves to Allow.

How we checked: group match on ``User-agent: Googlebot`` rules at the representative product path ``/products/front-range-day-pack-5060`` (via the parsed robots.txt isAllowed predicate).

Checked: `ruffwear.com/robots.txt, /products/front-range-day-pack-5060`

PASSING **CRITICAL** **Offer price + priceCurrency valid**

Set price as a number and priceCurrency as an ISO 4217 code

WHAT WE FOUND

Parsed Offer ``price`` and ``priceCurrency`` on Product JSON-LD across 20 sampled product pages (20 valid, 100%).

How we checked: Parse Offer ``price`` (or AggregateOffer ``lowPrice``) as a parseable numeric price `>= 0`; require ``priceCurrency`` to match `/^[A-Z]{3}$/i`.

Checked: `ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser` +12 more

PASSING **CRITICAL** **OAI-SearchBot allowed**

Allow OAI-SearchBot in robots.txt

WHAT WE FOUND

Checked robots.txt rules for OAI-SearchBot (OpenAI's ChatGPT search/discovery crawler) at path `/`. The active group resolves to Allow.

How we checked: group match on ``User-agent: OAI-SearchBot`` rules at path `/` (via the parsed robots.txt isAllowed predicate).

Checked: `ruffwear.com/robots.txt`

PASSING **CRITICAL** **No global wildcard root disallow**

Remove the wildcard ``Disallow: /`` from robots.txt

WHAT WE FOUND

Scanned the robots.txt wildcard ``User-agent: *`` group for a root Disallow (wildcard group present; root Disallow absent).

How we checked: Line-by-line scan of robots.txt; track membership of the ``User-agent: *`` group (stacked UA lines combine into one group per section 2.2.1) and flag the file when a root ``Disallow: /`` appears in that group with no offsetting ``Allow: /``.

Checked: `ruffwear.com/robots.txt`

PASSING **HIGH** **Bingbot allowed**

Allow Bingbot in robots.txt

WHAT WE FOUND

Checked robots.txt rules for Bingbot (Microsoft's web crawler — also the source for Copilot Shopping's index) at path `/`. The active group resolves to Allow.

How we checked: group match on ``User-agent: Bingbot`` rules at path `/` (via the parsed robots.txt isAllowed predicate).

Checked: `ruffwear.com/robots.txt`

PASSING **HIGH** **Contact page exposes email or phone**

Add a ``mailto:`` email link or ``tel:`` phone link to your contact page

WHAT WE FOUND

Reached the contact page and found a contact method: tel link (`tEl:null;if(manifestEl==null)`), phone (981-4992-).

How we checked: URL probe of contact paths; the first 2xx body is scanned for ``mailto:` / `tel:`` hrefs, plain emails (placeholder hosts excluded), and phone-shaped numbers.

Checked: `ruffwear.com/pages/contact`

NOT APPLICABLE **HIGH** MerchantReturnPolicy finite-window has positive merchantReturnDays

Add a positive `merchantReturnDays` to finite-window return policies

WHAT WE FOUND

No MerchantReturnPolicy node used the MerchantReturnFiniteReturnWindow category, so the `merchantReturnDays` check has nothing to evaluate.

How we checked: For each MerchantReturnPolicy node whose returnPolicyCategory normalizes to MerchantReturnFiniteReturnWindow, require `merchantReturnDays` to be a positive number (or a numeric string > 0).

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

NOT APPLICABLE **HIGH** MerchantReturnPolicy satisfies Option A (country+category) or B (returnLink)

Make every MerchantReturnPolicy node satisfy Option A or Option B

WHAT WE FOUND

No PDP carried a `hasMerchantReturnPolicy` node, so Option A/B shape cannot be evaluated.

How we checked: For each PDP, walk every `hasMerchantReturnPolicy` node (Product or Offer level) and require either (applicableCountry + returnPolicyCategory) OR a syntactically-valid `merchantReturnLink` URL.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

PASSING **HIGH** Sampled PDPs are not gated behind a login wall (401 / 403)

Open PDPs to anonymous fetches

WHAT WE FOUND

Sampled 20 PDP(s); none return 401 / 403.

How we checked: For each sampled PDP, evaluate the captured HTTP status code (preferred) or fall back to body-presence; 401 / 403 fails.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

PASSING **HIGH** No sampled PDP returns a noindex directive

Remove the noindex directive from every PDP

WHAT WE FOUND

Sampled 20 PDP(s); every one is indexable (no noindex in HTML or response headers).

How we checked: For each sampled PDP, inspect the HTML for `

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

PASSING **HIGH** Each PDP carries at most one Product JSON-LD node

Emit a single Product JSON-LD node per PDP

WHAT WE FOUND

Sampled 20 PDP(s); every one carries at most one Product JSON-LD node.

How we checked: For each sampled PDP, count JSON-LD nodes whose @type is `Product` or whose @type array contains `Product`. Each PDP must expose at most one.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

PASSING **HIGH** PerplexityBot allowed

Allow PerplexityBot in robots.txt

WHAT WE FOUND

Checked robots.txt rules for PerplexityBot (Perplexity's shopping index crawler) at path /. The active group resolves to Allow.

How we checked: group match on `User-agent: PerplexityBot` rules at path `/` (via the parsed robots.txt isAllowed predicate).

Checked: ruffwear.com/robots.txt

PASSING **HIGH** Privacy policy page reachable

Publish a privacy policy page and link it from your site nav/footer

WHAT WE FOUND

Found a privacy policy page at <https://ruffwear.com/pages/privacy-policy> (25636 chars of stripped body text).

How we checked: Discover candidate URLs by scoring homepage nav/footer anchors for privacy/gdpr/cookie keywords, then append platform-conventional paths; probe each with politeFetch and pass on the first 2xx with >=200 stripped-body chars.

Checked: ruffwear.com/pages/privacy-policy

PASSING **HIGH** Brand attribution on PDPs

Surface brand attribution on every PDP

WHAT WE FOUND

Checked 20 sampled product pages for brand attribution via Product JSON-LD or visible HTML signals (20 attributed, 100%).

How we checked: On each PDP, accept brand attribution from either (a) `extractBrand` on the first Product JSON-LD node OR (b) an HTML brand signal (OG `product:brand`, `brand` meta, `og:brand`, Microdata `itemprop="brand"`).

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

PASSING **HIGH** Product `image` populated

Add a resolvable image URL to every Product node

WHAT WE FOUND

Read the `image` field on Product JSON-LD across 20 sampled product pages (20 resolve at least one URL, 100%).

How we checked: Resolve `image` on each Product node into a list of URL strings (string, array, or ImageObject.url/contentUrl); require at least one non-empty URL.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

PASSING **HIGH** Product JSON-LD present on PDPs

Publish a Product JSON-LD block on every PDP

WHAT WE FOUND

Parsed JSON-LD on 20 sampled product pages for a Product node (20 found, 100%).

How we checked: Walk each sampled PDP's parsed `jsonLdBlocks`, flatten `@graph` containers, and count the page as passing if any node has `@type` Product / ProductGroup / IndividualProduct / ProductModel.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more



PASSING **HIGH** Product `name` populated

Populate `name` on every Product JSON-LD node

WHAT WE FOUND

Read the `name` field on Product JSON-LD across 20 sampled product pages (20 populated, 100%).

How we checked: On each PDP with a Product JSON-LD node, require `name` to be a string of length > 0 after trimming.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

PASSING **HIGH** Product JSON-LD includes `offers`

Add an `offers` object to every Product node

WHAT WE FOUND

Looked for an `offers` (or AggregateOffer) block on Product JSON-LD across 20 sampled product pages (20 carry one, 100%).

How we checked: On each Product node, require a resolvable Offer (or first Offer inside an AggregateOffer) via `findOffer`.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

PASSING **HIGH** Product pages discoverable without JavaScript

Make product pages discoverable without JavaScript

WHAT WE FOUND

Counted product pages discovered by the non-JavaScript crawl (20 found).

How we checked: Count the product pages a non-JavaScript crawl could discover via the sitemap or initial HTML (no JS execution). The fetcher already attempted discovery; we read ctx.pdpSample.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +2 more

PASSING **HIGH** Products are machine-discoverable

Publish a product feed or a crawlable product sitemap

WHAT WE FOUND

Confirmed agents can discover your products via `platform_api` (20 product pages verified).

How we checked: Read the product-discovery cascade result from ctx.discovery. Score by discovery method (feed / platform_api / sitemap_typed -> pass when verifiedProductCount >= MIN_CONFIDENT_PRODUCTS; content_verified -> partial; none or under-threshold -> fail).

Checked: ruffwear.com

PASSING **HIGH** robots.txt present at root

Publish a non-empty robots.txt at the site root

WHAT WE FOUND

Reached a non-empty /robots.txt at the site root (3607 bytes, 1 declared Sitemap line).

How we checked: Check whether the fetcher reached a non-empty /robots.txt at the site root (§2.2.3 access method).

Checked: ruffwear.com/robots.txt

PASSING **HIGH** **Terms of service page reachable**

Publish a terms of service page and link it from your site nav/footer

WHAT WE FOUND

Found a terms-of-service page at <https://ruffwear.com/pages/terms-of-use> (21832 chars of stripped body text).

How we checked: Discover candidate URLs by scoring homepage nav/footer anchors for terms/tos/legal/conditions keywords, then append platform-conventional paths; probe each with politeFetch and pass on the first 2xx with ≥ 200 stripped-body chars.

Checked: ruffwear.com/pages/terms-of-use

NOT APPLICABLE **HIGH** **UCP profile Cache-Control is shared-cacheable with max-age ≥ 60 s**

Serve `/.well-known/ucp`` with ``Cache-Control: public, max-age=...`

WHAT WE FOUND

Wanted to inspect the UCP profile's Cache-Control header, but the runner did not surface transport metadata.

How we checked: Parse the ``Cache-Control`` header on the `/.well-known/ucp`` response; require ``public``, ``max-age $\geq 60`$` , and no ``no-store`/`no-cache`/`private``.

- Transport metadata not available — runner update pending

Checked: ruffwear.com/.well-known/ucp

PASSING **HIGH** **/.well-known/ucp response Content-Type is application/json**

Serve `/.well-known/ucp`` with ``Content-Type: application/json``

WHAT WE FOUND

UCP profile Content-Type is "application/json; charset=utf-8"

How we checked: Check that the ``Content-Type`` header on `/.well-known/ucp`` starts with ``application/json`` (optionally with a charset parameter).

Checked: ruffwear.com/.well-known/ucp

PASSING **HIGH** **/.well-known/ucp is publicly fetchable with no auth**

Allow unauthenticated access to `/.well-known/ucp``

WHAT WE FOUND

Unauthenticated GET `/.well-known/ucp`` returned 200.

How we checked: Confirm an unauthenticated GET to `/.well-known/ucp`` returns a 2xx status.

Checked: ruffwear.com/.well-known/ucp

PASSING **HIGH** **/.well-known/ucp returns 200 directly with no redirects**

Serve `/.well-known/ucp`` directly with a 200 response

WHAT WE FOUND

GET `/.well-known/ucp`` returned 200 directly with no redirect chain.

How we checked: Inspect the final HTTP status of GET `/.well-known/ucp`` and whether any 3xx redirect was followed to reach it.

Checked: ruffwear.com/.well-known/ucp

PASSING **HIGH** **/.well-known/ucp profile is present with a `version` field**

Publish `/.well-known/ucp`` with at minimum a ``version`` field

WHAT WE FOUND

Found `/.well-known/ucp`` with version "2026-04-08".

How we checked: Confirm `ctx.wellKnownUcp`` is non-null and carries a non-empty ``version`` string (the only universally-required UCP profile field).

Checked: ruffwear.com/.well-known/ucp



PASSING HIGH Each service satisfies the transport-conditional field requirements

Populate the conditional fields required by each service's transport

WHAT WE FOUND

Validated 2 services with recognised transports (2 satisfy their transport's required fields).

How we checked: For each services[] entry with a recognised transport, require the transport-conditional fields: rest/mcp -> endpoint+schema; a2a -> endpoint; embedded -> schema.

Checked: ruffwear.com/.well-known/ucp

PASSING HIGH Each service `transport` is rest, mcp, a2a, or embedded

Set transport to one of rest, mcp, a2a, or embedded

WHAT WE FOUND

Validated 2 service transports (2 match the UCP enum).

How we checked: For each services[] entry, require `transport` to be one of: rest, mcp, a2a, embedded.

Checked: ruffwear.com/.well-known/ucp

PASSING HIGH UCP profile declares a valid shopping service entry

Declare a shopping service entry with a recognised transport and an HTTPS endpoint

WHAT WE FOUND

Found 1 valid shopping service entry (transport + HTTPS endpoint).

How we checked: List every services[] entry whose namespace is `shopping` (or contains `shopping`) and require at least one with `transport` {rest,mcp,a2a,embedded} AND a syntactically valid `https://` endpoint.

Checked: ruffwear.com/.well-known/ucp

NOT APPLICABLE HIGH Every signing_keys[] entry is a valid JWK

Make every signing_keys[] entry a JWK with kty + kty-specific params

WHAT WE FOUND

Profile declares no signing_keys; JWK validation has no entries to evaluate.

How we checked: Walk signing_keys[] and validate each entry per §4.1 (kty required) + §6 (kty-specific required parameters). `kid` is OPTIONAL per §4.5 and not enforced here.

Checked: ruffwear.com/.well-known/ucp

NOT APPLICABLE MEDIUM MerchantReturnPolicy merchantReturnLink URL is reachable

Repair every merchantReturnLink URL

WHAT WE FOUND

No MerchantReturnPolicy node carried a `merchantReturnLink` URL, so reachability has nothing to evaluate.

How we checked: Collect every unique `merchantReturnLink` URL across all MerchantReturnPolicy nodes; probe each once via politeFetch (failSoft). 2xx counts as reachable.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

NOT APPLICABLE MEDIUM MerchantReturnPolicy applicableCountry uses ISO 3166-1 alpha-2 codes

Use ISO 3166-1 alpha-2 country codes in applicableCountry

WHAT WE FOUND

No MerchantReturnPolicy node carried `applicableCountry`, so the ISO-code check has nothing to evaluate.

How we checked: On each MerchantReturnPolicy node where `applicableCountry` is set, extract every candidate string and require every one to match /^[A-Z]{2}\$/i.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

NOT APPLICABLE **MEDIUM** **MerchantReturnPolicy returnPolicyCategory uses valid Schema.org enum**

Use a valid Schema.org returnPolicyCategory enum value

WHAT WE FOUND

No MerchantReturnPolicy node carried `returnPolicyCategory`, so the enum check has nothing to evaluate.

How we checked: On each MerchantReturnPolicy node where `returnPolicyCategory` is set, accept the bare enum name or the schema.org URL form; reject any other string.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

NOT APPLICABLE **MEDIUM** **OfferShippingDetails shippingDestination is a valid DefinedRegion**

Emit shippingDestination as a DefinedRegion with ISO addressCountry

WHAT WE FOUND

No OfferShippingDetails node carried `shippingDestination`, so the DefinedRegion check has nothing to evaluate.

How we checked: On each OfferShippingDetails node where `shippingDestination` is set, require it to be a DefinedRegion (or array) and every entry to carry `addressCountry` matching `^[A-Z]{2}$`.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

NOT APPLICABLE **MEDIUM** **OfferShippingDetails shippingRate is a valid MonetaryAmount**

Emit shippingRate as a valid MonetaryAmount

WHAT WE FOUND

No OfferShippingDetails node carried `shippingRate`, so the MonetaryAmount check has nothing to evaluate.

How we checked: On each OfferShippingDetails node where `shippingRate` is set, require an object with numeric value/maxValue (typed or numeric string) and a 3-letter ISO 4217 currency.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

PASSING **MEDIUM** **Organization/OnlineStore JSON-LD with contactPoint on homepage**

Add an Organization (or OnlineStore) JSON-LD block to your homepage with a contactPoint

WHAT WE FOUND

Found a homepage Organization node with a contactPoint exposing email or telephone.

How we checked: Parse homepage `<script type="application/ld+json">` blocks, flatten `@graph`, and look for an Organization/OnlineStore/Store node with a contactPoint carrying `email` or `telephone`.

Checked: ruffwear.com

PASSING **MEDIUM** **Product `brand` is a string or Brand/Organization object**

Emit `brand` as either a string or a typed Brand object on every Product

WHAT WE FOUND

Inspected the `brand` field on Product JSON-LD across 20 sampled product pages (20 valid as string or object, 100%).

How we checked: On each Product node, accept `brand` if it's a non-empty trimmed string OR an object with a non-empty `name`. Objects with `@type` Brand/Organization but no `name` are rejected.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more



PASSING **MEDIUM** Product `description` present

Populate `description` on every Product JSON-LD node

WHAT WE FOUND

Read `description` on Product JSON-LD across 20 sampled product pages (20 non-empty after HTML strip, 100%).

How we checked: Read `description` on each Product node; strip HTML tags and collapse whitespace; require length > 0.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/furness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

PASSING **MEDIUM** Product title not a placeholder

Replace placeholder and slug-shape titles with real product names

WHAT WE FOUND

Inspected 20 Product JSON-LD titles for placeholders or slug shapes (20 human-meaningful, 100%).

How we checked: Read `name` on the first Product JSON-LD node. Fail if empty, matches a known placeholder list (Default Title / Untitled / Product N / sample / test / draft / placeholder), or matches slug shape (lower-case alphanumeric + at least one hyphen).

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/furness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

PASSING **MEDIUM** Returns/refund policy page reachable

Publish a returns policy page and link it from your site nav/footer

WHAT WE FOUND

Found a returns/refund policy page at <https://ruffwear.com/pages/returns> (8280 chars of stripped body text).

How we checked: Discover candidate URLs by scoring homepage nav/footer anchors for return/refund/exchange keywords, then append platform-conventional paths; probe each with politeFetch and pass on the first 2xx with >=200 stripped-body chars.

Checked: ruffwear.com/pages/returns

PASSING **MEDIUM** Third-party review-platform integration detected

Install a third-party review platform so agents see syndicated reviews on your storefront

WHAT WE FOUND

Found a third-party review-platform integration (okendo, yotpo, loox) on 21 of 21 scanned sources.

How we checked: Substring scan of homepage and sampled PDP HTML for known review-platform asset fingerprints (judge.me, yotpo, stamped.io, reviews.io, okendo, loox, trustpilot, bazaarvoice).

Checked: ruffwear.com, ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/furness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203 +13 more

PASSING **MEDIUM** Shipping policy page reachable

Publish a shipping policy page and link it from your site nav/footer

WHAT WE FOUND

Found a shipping policy page at <https://ruffwear.com/pages/shipping> (7875 chars of stripped body text).

How we checked: Discover candidate URLs by scoring homepage nav/footer anchors for shipping/delivery/dispatch keywords, then append platform-conventional paths; probe each with politeFetch and pass on the first 2xx with >=200 stripped-body chars.

Checked: ruffwear.com/pages/shipping

PASSING **MEDIUM** Sitemap declared in robots.txt

Add a `Sitemap:` line to robots.txt

WHAT WE FOUND

Read robots.txt and counted 1 declared Sitemap line.

How we checked: Read parsed Sitemap: directives from robots.txt (sitemaps.org / implementation note).

Checked: ruffwear.com/robots.txt, ruffwear.com/sitemap.xml

PASSING **MEDIUM** Sitemap <loc> entries are entity-escaped

Entity-escape `&`, `<`, `>` in every <loc>

WHAT WE FOUND

Sampled 384 <loc> entries across 6 sitemap resource(s); every one is properly entity-escaped.

How we checked: Sample the first 100 <loc> entries per sitemap document and check for raw &, <, or > (sitemaps.org entity escaping rules).

Checked: ruffwear.com/sitemap.xml, ruffwear.com/sitemap_agentic_discovery.xml, ruffwear.com/sitemap_products_1.xml?from=7944905093&to=7882450501715, ruffwear.com/sitemap_pages_1.xml?from=164260101&to=113296441427, ruffwear.com/sitemap_collections_1.xml?from=355818565&to=310611771475, ruffwear.com/sitemap_blogs_1.xml

PASSING **MEDIUM** Sitemap resolvable and includes at least one product URL

Publish a sitemap containing product URLs

WHAT WE FOUND

Resolved an XML sitemap with 687 <loc> entries; 143 look like product URLs (21%).

How we checked: Parse `<loc>` entries from the resolved sitemap (or sitemap index) and classify each against product-URL patterns (`/products/...`, `/product/...`, `/p/<id>`, etc.).

Checked: ruffwear.com/sitemap.xml

PASSING **MEDIUM** Sitemap entries share the host of the containing sitemap

Keep every sitemap entry on the sitemap's own host

WHAT WE FOUND

Compared 692 <loc> entries against their sitemap host across 6 resource(s); every entry shares its sitemap's host.

How we checked: For each resolved sitemap resource, parse the sitemap URL's host and compare it against every parsed <loc> URL's host.

Checked: ruffwear.com/sitemap.xml, ruffwear.com/sitemap_agentic_discovery.xml, ruffwear.com/sitemap_products_1.xml?from=7944905093&to=7882450501715, ruffwear.com/sitemap_pages_1.xml?from=164260101&to=113296441427, ruffwear.com/sitemap_collections_1.xml?from=355818565&to=310611771475, ruffwear.com/sitemap_blogs_1.xml

PASSING **MEDIUM** Sitemap root declares the sitemaps.org 0.9 namespace

Add the sitemaps.org 0.9 xmlns to the root element

WHAT WE FOUND

Inspected 6 sitemap resource(s); every one declares the sitemaps.org 0.9 namespace.

How we checked: Substring-match `xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"` against the raw XML of every resolved sitemap document.

Checked: ruffwear.com/sitemap.xml, ruffwear.com/sitemap_agentic_discovery.xml, ruffwear.com/sitemap_products_1.xml?from=7944905093&to=7882450501715, ruffwear.com/sitemap_pages_1.xml?from=164260101&to=113296441427, ruffwear.com/sitemap_collections_1.xml?from=355818565&to=310611771475, ruffwear.com/sitemap_blogs_1.xml

NOT APPLICABLE **MEDIUM** Each capability has version + spec + schema

Populate version, spec, and schema on every capabilities[] entry

WHAT WE FOUND

Profile declares no capabilities; required-field checks have nothing to evaluate.

How we checked: For each capabilities[] entry, require non-empty string values for `version`, `spec`, and `schema`.

Checked: ruffwear.com/.well-known/ucp

PASSING **MEDIUM** Each service's `spec` URL origin matches its namespace authority

Point each service `spec` URL at the canonical UCP authority

WHAT WE FOUND

Validated 2 service spec URLs (2 match the namespace authority).

How we checked: For each service with a `spec` URL, require the URL origin to be a canonical UCP authority OR the host/path to include the namespace token.

Checked: ruffwear.com/.well-known/ucp

PASSING **MEDIUM** Every service `version` matches YYYY-MM-DD

Use ISO-date `version` strings on every service

WHAT WE FOUND

Validated 2 service version strings (2 match YYYY-MM-DD).

How we checked: For each services[] entry, require `version` to be a string matching `^\d{4}-\d{2}-\d{2}$`.

Checked: ruffwear.com/.well-known/ucp

PASSING **LOW** About page reachable with substantive copy

Publish a substantive About page at a standard URL

WHAT WE FOUND

Found a substantive About page at <https://ruffwear.com/pages/about> (16134 chars of stripped body text, threshold 200).

How we checked: URL probe of platform-specific about-page paths via politeFetch; the first 2xx response whose HTML-stripped body length is ≥ 200 chars counts as a pass.

Checked: ruffwear.com/pages/about

PASSING **LOW** ChatGPT-User allowed

Allow ChatGPT-User in robots.txt (advisory)

WHAT WE FOUND

Checked robots.txt rules for ChatGPT-User (OpenAI's user-initiated live fetcher (advisory)) at path `/`. The active group resolves to Allow.

How we checked: group match on `User-agent: ChatGPT-User` rules at path `/` (via the parsed robots.txt isAllowed predicate).`

Checked: ruffwear.com/robots.txt

PASSING **LOW** Alt text on at least 80% of PDP images

Add descriptive alt text to product images (WCAG 2.x SC 1.1.1)

WHAT WE FOUND

Parsed `` alt attributes across 20 sampled product pages (20 have alt text on at least 80% of images).

How we checked: Per PDP, count `` tags via regex; a tag 'has alt text' when its `alt` attribute is present AND non-empty after trim. A PDP passes when it carries no `` at all OR $\geq 80\%$ of its `` tags have non-empty alt.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

NOT APPLICABLE **LOW** MerchantReturnPolicy enrichment enums use valid Schema.org values

Use Schema.org enum values for returnFees / returnMethod / refundType

WHAT WE FOUND

No MerchantReturnPolicy node carried returnFees, returnMethod, or refundType, so the enum check has nothing to evaluate.

How we checked: On each MerchantReturnPolicy node, inspect `returnFees`/`returnMethod`/`refundType` if set; require the bare name or schema.org URL form of a value in the corresponding Schema.org enum.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

PASSING **LOW** Offer `itemCondition` is canonical when present

Either omit `itemCondition` (defaults to NewCondition) or set it to a canonical IRI

WHAT WE FOUND

Checked Offer `itemCondition` on 20 sampled product pages with an Offer (20 either omit or use a canonical Schema.org URL, 100%).
How we checked: On each Offer: if `itemCondition` is omitted, count as pass (Google defaults to NewCondition). If present, accept only when it matches a canonical Schema.org ItemCondition IRI.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

NOT APPLICABLE **LOW** OfferShippingDetails deliveryTime is a valid ShippingDeliveryTime

Emit a ShippingDeliveryTime with handlingTime and/or transitTime populated

WHAT WE FOUND

No OfferShippingDetails node carried `deliveryTime`, so the ShippingDeliveryTime check has nothing to evaluate.

How we checked: On each OfferShippingDetails node where `deliveryTime` is set, require an object with at least one of handlingTime / transitTime populated as a QuantitativeValue.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

PASSING **LOW** Perplexity-User allowed

Allow Perplexity-User in robots.txt (advisory)

WHAT WE FOUND

Checked robots.txt rules for Perplexity-User (Perplexity's live user-initiated fetcher (advisory)) at path /. The active group resolves to Allow.

How we checked: group match on `User-agent: Perplexity-User` rules at path `/` (via the parsed robots.txt isAllowed predicate).

Checked: ruffwear.com/robots.txt

PASSING **LOW** Product `aggregateRating` present

Add an AggregateRating to Product nodes when you have real reviews

WHAT WE FOUND

Looked for a valid `aggregateRating` on Product JSON-LD across 20 sampled product pages (20 valid, 100%).

How we checked: On each Product node, parse `aggregateRating` (or the first element if it's an array) and require ratingValue in [0,5] AND reviewCount or ratingCount >= 1.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

PASSING **LOW** Product title quality (present, not all-caps)

Use sentence-case product titles

WHAT WE FOUND

Inspected the Product JSON-LD title on 20 sampled product pages (20 non-empty and not all-caps, 100%).

How we checked: Read `name` on the first Product JSON-LD node. Fail if missing/empty after trimming OR if the string contains letters and they're all upper-case.

Checked: ruffwear.com/products/front-range-day-pack-5060, ruffwear.com/products/sun-shower-coverall, ruffwear.com/products/switchbak-dog-harness, ruffwear.com/products/stash-bag-plus, ruffwear.com/products/fur-ness-jacket, ruffwear.com/products/swamp-cooler-harness-2025, ruffwear.com/products/palisades-pack-50203, ruffwear.com/products/cold-weather-dog-jacket-cloud-chaser +12 more

PASSING **LOW** /robots.txt is served as text/plain

Send Content-Type: text/plain on /robots.txt

WHAT WE FOUND

Inspected /robots.txt Content-Type ("text/plain; charset=utf-8"); recognised as text/plain.

How we checked: Inspect the /robots.txt response `Content-Type` header for a `text/plain` media type per §2.3.

Checked: ruffwear.com/robots.txt

PASSING **LOW** /robots.txt is under 500 KiB (RFC 9309 §2.5 parser cap)

Trim /robots.txt below 500 KiB

WHAT WE FOUND

Measured /robots.txt at 3,610 bytes; within the 512,000-byte (500 KiB) cap.

How we checked: Measure the raw byte size of the /robots.txt body and compare against the §2.5 parser cap (\geq 500 KiB).

Checked: ruffwear.com/robots.txt

PASSING **LOW** /robots.txt is served as UTF-8

Serve /robots.txt as UTF-8

WHAT WE FOUND

Inspected the /robots.txt byte stream (3610 bytes); decodes as UTF-8.

How we checked: Inspect the raw byte stream of /robots.txt for UTF-8 decodability per §2.3.

Checked: ruffwear.com/robots.txt

PASSING **LOW** Every sitemap <loc> URL is under 2048 characters

Keep every <loc> URL under 2,048 characters

WHAT WE FOUND

Inspected 692 <loc> entries across 6 sitemap resource(s); every one is under 2,048 characters.

How we checked: Iterate every parsed <loc> URL across all resolved sitemap resources and check length against the 2,048-character cap.

Checked: ruffwear.com/sitemap.xml, ruffwear.com/sitemap_agentic_discovery.xml, ruffwear.com/sitemap_products_1.xml?from=7944905093&to=7882450501715, ruffwear.com/sitemap_pages_1.xml?from=164260101&to=113296441427, ruffwear.com/sitemap_collections_1.xml?from=355818565&to=310611771475, ruffwear.com/sitemap_blogs_1.xml

PASSING **LOW** Sitemap respects 50 MiB / 50,000-URL caps per document

Split over-cap sitemaps into a sitemap index

WHAT WE FOUND

Checked 6 sitemap resource(s) against the 50 MiB / 50,000-URL caps; every one is within the limits.

How we checked: Check raw byte size (\leq 52,428,800 B) and entry count (\leq 50,000) for every resolved sitemap resource.

Checked: ruffwear.com/sitemap.xml, ruffwear.com/sitemap_agentic_discovery.xml, ruffwear.com/sitemap_products_1.xml?from=7944905093&to=7882450501715, ruffwear.com/sitemap_pages_1.xml?from=164260101&to=113296441427, ruffwear.com/sitemap_collections_1.xml?from=355818565&to=310611771475, ruffwear.com/sitemap_blogs_1.xml

PASSING **LOW** Sitemap is served as UTF-8

Serve every sitemap document as UTF-8

WHAT WE FOUND

Inspected 6 sitemap resource(s); every one decodes as UTF-8.

How we checked: Inspect every resolved sitemap document's raw byte stream for UTF-8 decodability (sitemaps.org encoding requirement).

Checked: ruffwear.com/sitemap.xml, ruffwear.com/sitemap_agentic_discovery.xml, ruffwear.com/sitemap_products_1.xml?from=7944905093&to=7882450501715, ruffwear.com/sitemap_pages_1.xml?from=164260101&to=113296441427, ruffwear.com/sitemap_collections_1.xml?from=355818565&to=310611771475, ruffwear.com/sitemap_blogs_1.xml

PASSING **LOW** **UCP MCP-transport entries have valid HTTPS endpoints**

Make every declared MCP transport endpoint an absolute HTTPS URL

WHAT WE FOUND

Validated 1 MCP transport entry; all carry absolute https:// endpoints.

How we checked: Filter services[] to entries where transport=mcp and validate that `endpoint` is an absolute https:// URL.

Checked: `ruffwear.com/.well-known/ucp`

PASSING **INFO** **llms.txt present (informational)**

Publish an /llms.txt manifest (optional)

WHAT WE FOUND

Reached an /llms.txt at the site root (4256 bytes).

How we checked: Check whether the fetcher reached an /llms.txt at the site root. Informational only — no failure path per llmstxt.org being a voluntary community convention.

Checked: `ruffwear.com/llms.txt`



FREE PREVIEW