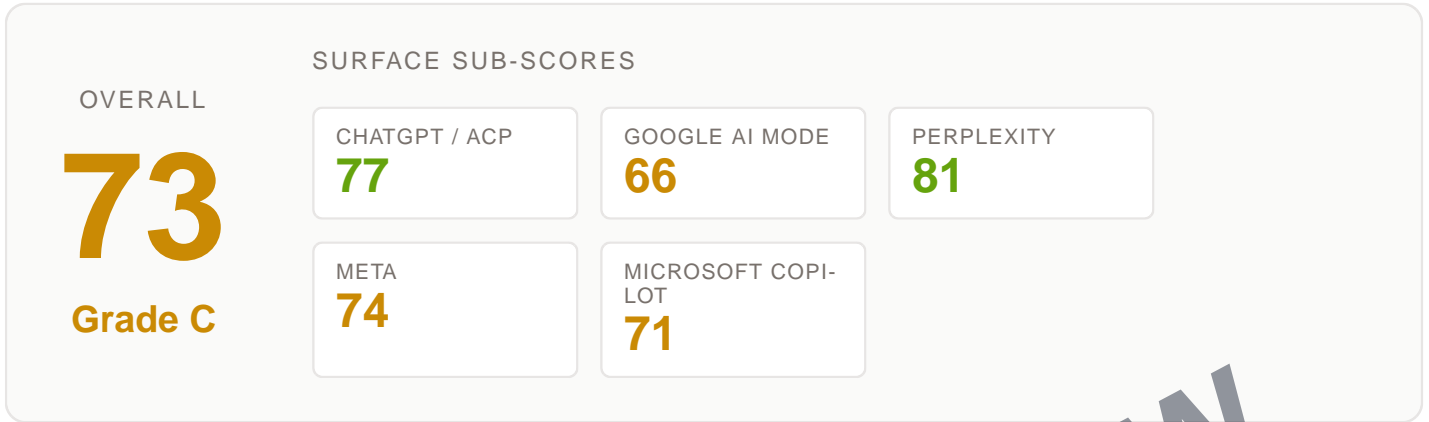


AI AGENT-READINESS REPORT

# toolstop.co.uk

Ran 41 of 81 checks



## Findings - 15 need attention

**FAILED** **HIGH** Brand attribution on PDPs

Surface brand attribution on every PDP

### WHAT WE FOUND

Checked 11 sampled product pages for brand attribution via Product JSON-LD or visible HTML signals (0 attributed, 0%).

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"`).

- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- ...and 1 more PDPs without brand attribution

Checked:

```
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

**FAILED HIGH GTIN coverage on PDPs**

Populate `gtin` on every branded Product node

**WHAT WE FOUND**

Checked 11 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
- ...and 1 more PDPs without GTIN

Checked:

```
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

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

Publish a Product JSON-LD block on every PDP

**WHAT WE FOUND**

Parsed JSON-LD on 11 sampled product pages for a Product node (0 found, 0%).

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.

- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- ...and 1 more PDPs without Product JSON-LD

Checked:

```
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

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

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

**WHAT WE FOUND**

Inspected `/.well-known/ucp`` for a parseable JSON document with a top-level `version`` string.

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

- `/.well-known/ucp`` is not reachable or not parseable as JSON

Checked: `toolstop.co.uk/.well-known/ucp``

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

Add every required top-level key to the UCP profile

**WHAT WE FOUND**

Wanted to inspect UCP root keys, but no profile was found.

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

- No `/.well-known/ucp`` profile present

Checked: `toolstop.co.uk/.well-known/ucp``

**FAILED 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**

Wanted to walk the UCP profile's `services[]`` for a valid shopping entry, but no profile was found.

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.

- No `/.well-known/ucp`` profile present

Checked: `toolstop.co.uk/.well-known/ucp``

**FAILED HIGH** **Every signing\_keys[] entry is a valid JWK**

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

**WHAT WE FOUND**

Wanted to validate `signing_keys[]``, but no UCP profile was found.

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

- No `/.well-known/ucp`` profile present

Checked: `toolstop.co.uk/.well-known/ucp``

**FAILED 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 but its `contactPoint`` is missing both email and 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``.

- Homepage Organization node has no `contactPoint`` with email or telephone

Checked: `toolstop.co.uk``

**NEEDS WORK MEDIUM** **Sitemap declared in robots.txt**

Add a `Sitemap:`` line to `robots.txt``

**WHAT WE FOUND**

Read `robots.txt`` and looked for a Sitemap: directive; none were declared.

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

- `robots.txt`` has no Sitemap: directive

Checked: `toolstop.co.uk/robots.txt``

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

Publish a sitemap containing product URLs

**WHAT WE FOUND**

Tried to resolve an XML sitemap from robots.txt (Sitemap: directives) or /sitemap.xml. No entries were returned.

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.).

- No XML sitemap was reachable, or it contained no `<loc>` entries

Checked: [toolstop.co.uk/sitemap.xml](http://toolstop.co.uk/sitemap.xml)**FAILED** **LOW** Product images meet Google's 50,000-pixel area thresholdUpload higher-resolution product images (area  $\geq$  50,000 pixels)**WHAT WE FOUND**Inspected `<img width=... height=...>` attributes on 11 sampled product pages (0 have at least one image with area  $\geq$  50,000 px; dimensions absent from HTML are not HEAD-probed and count as indeterminate).How we checked: For every sampled PDP, parse `<img>` tags and read explicit `width` and `height` attributes; a PDP passes when at least one image has width x height  $\geq$  50,000. PDPs without any explicit-dimension `<img>` are marked indeterminate (this check does not HEAD image URLs).

- No `<img>` on this PDP carries explicit width+height attributes
- No `<img>` on this PDP carries explicit width+height attributes
- No `<img>` on this PDP carries explicit width+height attributes
- No `<img>` on this PDP carries explicit width+height attributes
- No `<img>` on this PDP carries explicit width+height attributes
- No `<img>` on this PDP carries explicit width+height attributes
- No `<img>` on this PDP carries explicit width+height attributes
- No `<img>` on this PDP carries explicit width+height attributes
- No `<img>` on this PDP carries explicit width+height attributes
- No `<img>` on this PDP carries explicit width+height attributes
- ...and 1 more

Checked:

```
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

**FAILED** **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/html; charset=UTF-8"); not text/plain.

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

- /robots.txt Content-Type is "text/html; charset=UTF-8", not text/plain

Checked: [toolstop.co.uk/robots.txt](http://toolstop.co.uk/robots.txt)**FAILED** **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 712,735 bytes; over the 512,000-byte (500 KiB) cap (RFC 9309 §2.5).

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

- /robots.txt is 712,735 bytes (cap: 512,000 B / 500 KiB)

Checked: [toolstop.co.uk/robots.txt](http://toolstop.co.uk/robots.txt)



**NEEDS WORK** **INFO** Apple Pay markers detected (informational)

Enable Apple Pay through your payment processor (informational only)

**WHAT WE FOUND**

Found Apple Pay markers on 1 sampled PDP but not the homepage.

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.

- Apple Pay markers are only present on part of the storefront

Checked: toolstop.co.uk,  
 cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,  
 cdn11.bigcommerce.com/s-jgbxwr3554/product\_images/favicon.png,  
 fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,  
 cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,  
 cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,  
 a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f\_6a19b4e80f68f9f6c56f4abc.css +4 more

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

Enable Google Pay through your payment processor (informational only)

**WHAT WE FOUND**

Scanned the homepage and 11 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) across the homepage and every sampled PDP HTML.

- No Google Pay markers detected on the homepage or PDPs

Checked: toolstop.co.uk,  
 cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,  
 cdn11.bigcommerce.com/s-jgbxwr3554/product\_images/favicon.png,  
 fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,  
 cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,  
 cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,  
 a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f\_6a19b4e80f68f9f6c56f4abc.css +4 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 `s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css`. The active group resolves to Allow.

How we checked: group match on `User-agent: Googlebot` rules at the representative product path `s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css` (via the parsed robots.txt isAllowed predicate).

Checked: toolstop.co.uk/robots.txt,  
 /s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css

**PASSING** **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://toolstop.co.uk/ for redirect behaviour, and parsed the Strict-Transport-Security header (value: "max-age=31536000; includeSubDomains; preload").

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

Checked: toolstop.co.uk

**NOT APPLICABLE** **CRITICAL** Offer price + priceCurrency valid

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

**WHAT WE FOUND**

No PDP carried a Product JSON-LD node, so there is nothing to inspect for Offer price + priceCurrency.

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

Checked:

```
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 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: toolstop.co.uk/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 absent; 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: toolstop.co.uk/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: toolstop.co.uk/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: mailto link (mailto:/i,g), tel link (tel:02085325000), phone (0-3714-013).

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: toolstop.co.uk/contact-us

**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:

```
cdnll.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css ,
cdnll.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdnll.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 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:

```
cdnll.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css ,
cdnll.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdnll.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

**NOT APPLICABLE** **HIGH** MerchantReturnPolicy node present on Product or Offer

Emit `hasMerchantReturnPolicy` on Product or Offer JSON-LD

**WHAT WE FOUND**

No PDP carried a Product JSON-LD node, so there is nothing to inspect for `hasMerchantReturnPolicy`.

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%.

Checked:

```
cdnll.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css ,
cdnll.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdnll.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```



**NOT APPLICABLE** **HIGH** Offer `availability` is a Schema.org URL

Use a canonical Schema.org availability IRI on every Offer

**WHAT WE FOUND**

No PDP carried a resolvable Offer, so there is nothing to inspect for `availability`.

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).

Checked:

```
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

**NOT APPLICABLE** **HIGH** Offer JSON-LD carries shippingDetails (OfferShippingDetails)

Emit shippingDetails (OfferShippingDetails) on Offer JSON-LD

**WHAT WE FOUND**

No PDP carried a Product JSON-LD node, so there is nothing to inspect for `shippingDetails`.

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.

Checked:

```
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

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

Open PDPs to anonymous fetches

**WHAT WE FOUND**

Sampled 11 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:

```
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```



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

Remove the noindex directive from every PDP

**WHAT WE FOUND**

Sampled 11 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:

cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product\_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f\_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 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 11 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:

cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product\_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f\_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 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: toolstop.co.uk/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://toolstop.co.uk/privacy-policy (3238 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: toolstop.co.uk/privacy-policy

**NOT APPLICABLE** **HIGH** Product `image` populated

Add a resolvable image URL to every Product node

**WHAT WE FOUND**

No PDP in the sample carried a Product JSON-LD node, so there is nothing to inspect for `image`.

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:

```
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

**NOT APPLICABLE** **HIGH** Product `name` populated

Populate `name` on every Product JSON-LD node

**WHAT WE FOUND**

No PDP in the sample carried a Product JSON-LD node, so there is nothing to inspect for `name`.

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

Checked:

```
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

**NOT APPLICABLE** **HIGH** Product JSON-LD includes `offers`

Add an `offers` object to every Product node

**WHAT WE FOUND**

No PDP carried a Product JSON-LD node, so there is nothing to inspect for `offers`.

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

Checked:

```
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 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 (11 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:

```
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +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 `feed` (14 product pages verified).

How we checked: Read the product-discovery cascade result from ctx.discovery. Score by discovery method (feed / platform\_api / sitemap\_typed -&gt; pass when verifiedProductCount &gt;= MIN\_CONFIDENT\_PRODUCT\_COUNT; content\_verified -&gt; partial; none or under-threshold -&gt; fail).

Checked: [toolstop.co.uk/feed/products](https://toolstop.co.uk/feed/products)**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 (712681 bytes, 0 declared Sitemap lines).

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

Checked: [toolstop.co.uk/robots.txt](https://toolstop.co.uk/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://its.co.uk/footer-links/about-its/terms-and-conditions/> (2056 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 &gt;=200 stripped-body chars.

Checked: [its.co.uk/footer-links/about-its/terms-and-conditions](https://its.co.uk/footer-links/about-its/terms-and-conditions)**NOT APPLICABLE** **HIGH** UCP profile Cache-Control is shared-cacheable with max-age >= 60s

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

**WHAT WE FOUND**

No UCP profile present; Cache-Control policy is not evaluable.

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

Checked: [toolstop.co.uk/.well-known/ucp](https://toolstop.co.uk/.well-known/ucp)

**NOT APPLICABLE** **HIGH** **/.well-known/ucp response Content-Type is application/json**

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

**WHAT WE FOUND**

No UCP profile present; Content-Type is not evaluable.

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

Checked: [toolstop.co.uk/.well-known/ucp](http://toolstop.co.uk/.well-known/ucp)

**NOT APPLICABLE** **HIGH** **/.well-known/ucp is publicly fetchable with no auth**

Allow unauthenticated access to /.well-known/ucp

**WHAT WE FOUND**

No UCP profile reachable; public-fetch evaluation deferred to ucp-profile-present.

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

Checked: [toolstop.co.uk/.well-known/ucp](http://toolstop.co.uk/.well-known/ucp)

**NOT APPLICABLE** **HIGH** **/.well-known/ucp returns 200 directly with no redirects**

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

**WHAT WE FOUND**

No UCP profile present; redirect behaviour is not evaluable.

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

Checked: [toolstop.co.uk/.well-known/ucp](http://toolstop.co.uk/.well-known/ucp)

**NOT APPLICABLE** **HIGH** **Each service satisfies the transport-conditional field requirements**

Populate the conditional fields required by each service's transport

**WHAT WE FOUND**

No UCP profile present.

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: [toolstop.co.uk/.well-known/ucp](http://toolstop.co.uk/.well-known/ucp)

**NOT APPLICABLE** **HIGH** **Each service `transport` is rest, mcp, a2a, or embedded**

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

**WHAT WE FOUND**

No UCP profile present.

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

Checked: [toolstop.co.uk/.well-known/ucp](http://toolstop.co.uk/.well-known/ucp)

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

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

**WHAT WE FOUND**

Confirmed the homepage Strict-Transport-Security header carries the includeSubDomains directive (header: "max-age=31536000; includeSubDomains; preload").

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

Checked: [toolstop.co.uk](http://toolstop.co.uk)

**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:

```
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 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:

```
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 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:

```
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 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}$/i`.

Checked:

```
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 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:

```
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

**NOT APPLICABLE** **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**

No PDP carried a Product JSON-LD node, so there is nothing to inspect for `brand`.

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:

```
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

**NOT APPLICABLE** **MEDIUM** Product `description` present

Populate `description` on every Product JSON-LD node

**WHAT WE FOUND**

No PDP carried a Product JSON-LD node, so there is nothing to inspect for `description`.

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

Checked:

```
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

**NOT APPLICABLE** **MEDIUM** Product `sku` populated

Populate `sku` on every Product JSON-LD node

**WHAT WE FOUND**

No PDP carried a Product JSON-LD node, so there is nothing to inspect for `sku`.

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

Checked:

```
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

**NOT APPLICABLE** **MEDIUM** Product title not a placeholder

Replace placeholder and slug-shape titles with real product names

**WHAT WE FOUND**

No PDP carried a Product JSON-LD node, so there is nothing to inspect for placeholder titles.

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 alnum + at least one hyphen).

Checked:

```
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 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://its.co.uk/footer-links/customer-services/returns/> (4240 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: [its.co.uk/footer-links/customer-services/returns](https://its.co.uk/footer-links/customer-services/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 (trustpilot) on 1 of 12 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: [toolstop.co.uk](https://toolstop.co.uk),  
[cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css](https://cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css),  
[cdn11.bigcommerce.com/s-jgbxwr3554/product\\_images/favicon.png](https://cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png),  
[fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap](https://fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap),  
[cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css](https://cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css),  
[cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css](https://cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css),  
[cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js](https://cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js),  
[a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f636f492f\\_6a19b4e80f68f9f6c56f4abc.css](https://a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f636f492f_6a19b4e80f68f9f6c56f4abc.css) +4 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://its.co.uk/delivery-information/> (6868 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: [its.co.uk/delivery-information](https://its.co.uk/delivery-information)

**NOT APPLICABLE** **MEDIUM** Sitemap <loc> entries are entity-escaped

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

**WHAT WE FOUND**

Wanted to inspect sampled <loc> entries for entity escaping, but the runner did not surface any sitemap resources.

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

- Transport metadata not available — runner update pending

Checked: [toolstop.co.uk/sitemap.xml](https://toolstop.co.uk/sitemap.xml)

**NOT APPLICABLE** **MEDIUM** Sitemap entries share the host of the containing sitemap

Keep every sitemap entry on the sitemap's own host

**WHAT WE FOUND**

Wanted to compare sitemap entry hosts against the containing sitemap, but the runner did not surface any sitemap resources.

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

- Transport metadata not available — runner update pending

Checked: [toolstop.co.uk/sitemap.xml](https://toolstop.co.uk/sitemap.xml)

**NOT APPLICABLE** **MEDIUM** **Sitemap root declares the sitemaps.org 0.9 namespace**

Add the sitemaps.org 0.9 xmlns to the root element

**WHAT WE FOUND**

Wanted to check the xmlns declaration on every resolved sitemap document, but the runner did not surface any sitemap resources.  
How we checked: Substring-match `xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"` against the raw XML of every resolved sitemap document.

- Transport metadata not available — runner update pending

Checked: [toolstop.co.uk/sitemap.xml](http://toolstop.co.uk/sitemap.xml)

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

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

**WHAT WE FOUND**

No UCP profile present.

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

Checked: [toolstop.co.uk/.well-known/ucp](http://toolstop.co.uk/.well-known/ucp)

**NOT APPLICABLE** **MEDIUM** **Each service's `spec` URL origin matches its namespace authority**

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

**WHAT WE FOUND**

No UCP profile present.

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: [toolstop.co.uk/.well-known/ucp](http://toolstop.co.uk/.well-known/ucp)

**NOT APPLICABLE** **MEDIUM** **Every service `version` matches YYYY-MM-DD**

Use ISO-date `version` strings on every service

**WHAT WE FOUND**

No UCP profile present; service version formats are not evaluable.

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

Checked: [toolstop.co.uk/.well-known/ucp](http://toolstop.co.uk/.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://toolstop.co.uk/about-us/> (3238 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: [toolstop.co.uk/about-us](http://toolstop.co.uk/about-us)

**NOT APPLICABLE** **LOW** BreadcrumbList present on PDPs

Add a BreadcrumbList JSON-LD block to every PDP

**WHAT WE FOUND**

No PDP carried a Product JSON-LD node, so there is no eligible PDP to inspect for BreadcrumbList.

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

Checked:

```
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

**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: [toolstop.co.uk/robots.txt](https://toolstop.co.uk/robots.txt)**PASSING** **LOW** HSTS policy carries the preload directiveAdd `preload` to your Strict-Transport-Security header and submit to [hstspreload.org](https://hstspreload.org)**WHAT WE FOUND**

Confirmed the homepage Strict-Transport-Security header carries the preload directive (header: "max-age=31536000; includeSubDomains; preload").

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

Checked: [toolstop.co.uk](https://toolstop.co.uk)**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 &lt;img&gt; alt attributes across 11 sampled product pages (10 have alt text on at least 80% of images).

How we checked: Per PDP, count &lt;img&gt; 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 &lt;img&gt; at all OR &gt;=80% of its &lt;img&gt; tags have non-empty alt.

Checked:

```
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/sten-cil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 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:

```
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

**NOT APPLICABLE** **LOW** Offer `itemCondition` is canonical when present

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

**WHAT WE FOUND**

No PDP carried a resolvable Offer, so there is nothing to inspect for `itemCondition`.

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:

```
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 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:

```
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 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: [toolstop.co.uk/robots.txt](https://toolstop.co.uk/robots.txt)

**NOT APPLICABLE** **LOW** Product `aggregateRating` present

Add an AggregateRating to Product nodes when you have real reviews

**WHAT WE FOUND**

No PDP carried a Product JSON-LD node, so there is nothing to inspect for `aggregateRating`.

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:

```
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

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

Use sentence-case product titles

**WHAT WE FOUND**

No PDP carried a Product JSON-LD node, so there is nothing to inspect for title quality.

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:

```
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/css/theme.css,
cdn11.bigcommerce.com/s-jgbxwr3554/product_images/favicon.png,
fonts.googleapis.com/css2?family=Karla%3Awght%40400&family=Montserrat%3Awght%40500%3B700&family=Oswald%3Awght%40700&display=swap, cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css,
cdnjs.cloudflare.com/ajax/libs/meyer-reset/2.0/reset.css,
cdn11.bigcommerce.com/s-jgbxwr3554/stencil/1fdeb8c0-3714-013f-67f6-36c64cf48870/e/22c181d0-3d75-013f-8bac-666ebddc5757/dist/theme-bundle.main.js,
a.shgcdn2.com/css-2026-03-06-0655/6a19b4e80f68f9f6c56f492f_6a19b4e80f68f9f6c56f4abc.css,
fonts.googleapis.com/css?family=Oswald%3A700%2C600%2C700%7CKarla%3A800%2C400 +3 more
```

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

Serve /robots.txt as UTF-8

**WHAT WE FOUND**

Inspected the /robots.txt byte stream (712735 bytes); decodes as UTF-8.

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

Checked: [toolstop.co.uk/robots.txt](https://toolstop.co.uk/robots.txt)

**NOT APPLICABLE** **LOW** Every sitemap <loc> URL is under 2048 characters

Keep every <loc> URL under 2,048 characters

**WHAT WE FOUND**

Wanted to check <loc> URL lengths across every resolved sitemap document, but the runner did not surface any sitemap resources.

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

- Transport metadata not available — runner update pending

Checked: [toolstop.co.uk/sitemap.xml](http://toolstop.co.uk/sitemap.xml)

**NOT APPLICABLE** **LOW** Sitemap respects 50 MiB / 50,000-URL caps per document

Split over-cap sitemaps into a sitemap index

**WHAT WE FOUND**

Wanted to verify each sitemap's byte size and entry count against sitemaps.org caps, but the runner did not surface any sitemap resources.

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

- Transport metadata not available — runner update pending

Checked: [toolstop.co.uk/sitemap.xml](http://toolstop.co.uk/sitemap.xml)

**NOT APPLICABLE** **LOW** Sitemap is served as UTF-8

Serve every sitemap document as UTF-8

**WHAT WE FOUND**

Wanted to check the encoding of every resolved sitemap document, but the runner did not surface any sitemap resources with transport metadata.

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

- Transport metadata not available — runner update pending

Checked: [toolstop.co.uk/sitemap.xml](http://toolstop.co.uk/sitemap.xml)

**NOT APPLICABLE** **LOW** UCP MCP-transport entries have valid HTTPS endpoints

Make every declared MCP transport endpoint an absolute HTTPS URL

**WHAT WE FOUND**

No UCP profile found; MCP transport validity is not evaluable.

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

Checked: [toolstop.co.uk/.well-known/ucp](http://toolstop.co.uk/.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 (712683 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: [toolstop.co.uk/llms.txt](http://toolstop.co.uk/llms.txt)