

AI AGENT-READINESS REPORT

# thehonestkitchen.com

Ran 69 of 81 checks

OVERALL

# 82

Grade B

SURFACE SUB-SCORES

CHATGPT / ACP	83	GOOGLE AI MODE	81	PERPLEXITY	83
META	81	MICROSOFT COPILOT	82		

## Findings - 17 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

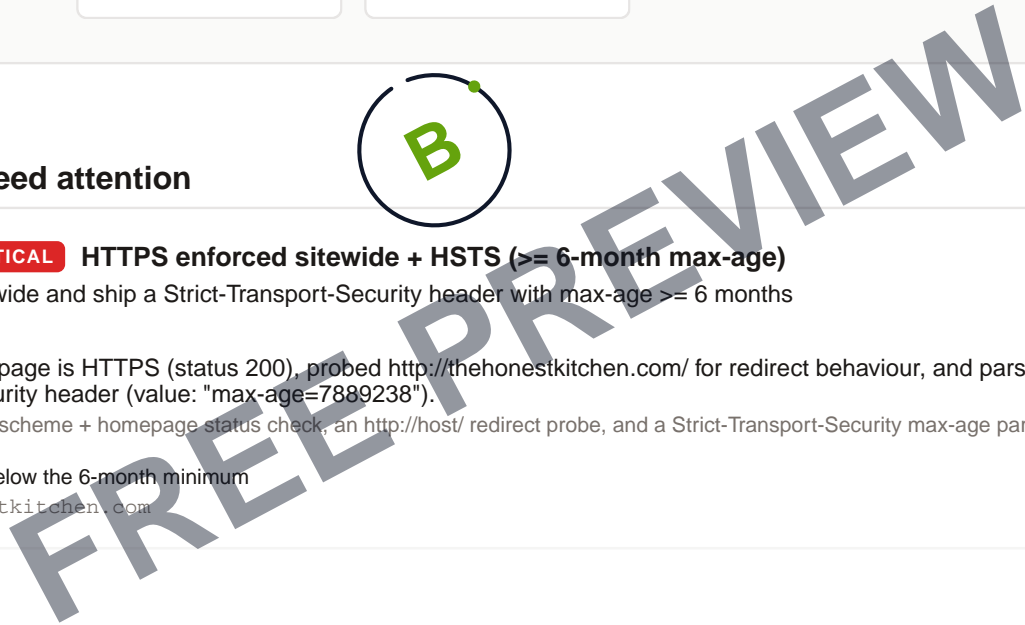
### WHAT WE FOUND

Confirmed the homepage is HTTPS (status 200), probed <http://thehonestkitchen.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: [thehonestkitchen.com](http://thehonestkitchen.com)



**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`
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- 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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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`
- ...and 10 more PDPs without shippingDetails

Checked: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +12 more

**FAILED 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); 15 carried multiple Product JSON-LD nodes.

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.

- PDP exposes 2 Product JSON-LD nodes
- PDP exposes 2 Product JSON-LD nodes
- PDP exposes 2 Product JSON-LD nodes
- PDP exposes 2 Product JSON-LD nodes
- PDP exposes 2 Product JSON-LD nodes
- PDP exposes 2 Product JSON-LD nodes
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**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
- ...and 10 more PDPs without GTIN

Checked: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: [thehonestkitchen.com/.well-known/ucp](https://thehonestkitchen.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: [thehonestkitchen.com](https://thehonestkitchen.com)

**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 `



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

Publish a substantive About page at a standard URL

**WHAT WE FOUND**

Probed 4 candidate About-page paths and none returned a 2xx body.

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.

- No About page reachable at any standard URL

Checked: thehonestkitchen.com/pages/about, thehonestkitchen.com/pages/about-us, thehonestkitchen.com/about, thehonestkitchen.com/about-us

**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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: thehonestkitchen.com



**FAILED** **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 `<img>` alt attributes across 20 sampled product pages (7 have alt text on at least 80% of images).

How we checked: Per PDP, count `<img>` 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 `<img>` at all OR  $\geq 80\%$  of its `<img>` tags have non-empty alt.

- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- ...and 3 more

Checked: [thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food](#), [thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food](#), [thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix](#), [thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix](#), [thehonestkitchen.com/products/chicken-slow-cooked-jerky](#), [thehonestkitchen.com/products/salmon-slow-cooked-jerky](#), [thehonestkitchen.com/products/beef-slow-cooked-jerky](#), [thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods](#) +12 more

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

Upload higher-resolution product images (area  $\geq 50,000$  pixels)

**WHAT WE FOUND**

Inspected `<img width=... height=...>` attributes on 20 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 10 more

Checked: [thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food](#), [thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food](#), [thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix](#), [thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix](#), [thehonestkitchen.com/products/chicken-slow-cooked-jerky](#), [thehonestkitchen.com/products/salmon-slow-cooked-jerky](#), [thehonestkitchen.com/products/beef-slow-cooked-jerky](#), [thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods](#) +12 more

**FAILED** **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 (0 valid, 0%).

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 &gt;= 1.

- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
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- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- ...and 10 more PDPs without valid aggregateRating

Checked: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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-merchant-domain-association) across the homepage and every sampled PDP HTML.

- No Apple Pay markers detected on the homepage or PDPs

Checked: thehonestkitchen.com, thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky +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, &lt;google-pay-button) across the homepage and every sampled PDP HTML.

- No Google Pay markers detected on the homepage or PDPs

Checked: thehonestkitchen.com, thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky +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/dehydrated-limited-ingredient-duck-dehydrated-dog-food``. The active group resolves to Allow.

How we checked: group match on ``User-agent: Googlebot`` rules at the representative product path ``/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food`` (via the parsed robots.txt isAllowed predicate).

Checked: `thehonestkitchen.com/robots.txt`, `/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food`

**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: `thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food`, `thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food`, `thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix`, `thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix`, `thehonestkitchen.com/products/chicken-slow-cooked-jerky`, `thehonestkitchen.com/products/salmon-slow-cooked-jerky`, `thehonestkitchen.com/products/beef-slow-cooked-jerky`, `thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods` +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: `thehonestkitchen.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: `thehonestkitchen.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: `thehonestkitchen.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: mailto link (`mailto:questions@thehonestkitchen.com`), tel link (`tel:1-866-437-9729`), email (`prodeal@thehonestkitchen.com`), phone (`04996112`).

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: `thehonestkitchen.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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +12 more

**PASSING** **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 (20 use a canonical Schema.org URL, 100%).

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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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 ``<meta name="robots" content="...noindex...">`` and the response headers for ```X-Robots-Tag:...noindex...``.Checked: [thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food](https://thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food), [thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food](https://thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food), [thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix](https://thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix), [thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix](https://thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix), [thehonestkitchen.com/products/chicken-slow-cooked-jerky](https://thehonestkitchen.com/products/chicken-slow-cooked-jerky), [thehonestkitchen.com/products/salmon-slow-cooked-jerky](https://thehonestkitchen.com/products/salmon-slow-cooked-jerky), [thehonestkitchen.com/products/beef-slow-cooked-jerky](https://thehonestkitchen.com/products/beef-slow-cooked-jerky), [thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods](https://thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods) +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: [thehonestkitchen.com/robots.txt](https://thehonestkitchen.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://thehonestkitchen.com/policies/privacy-policy> (33354 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  $\geq 200$  stripped-body chars.Checked: [thehonestkitchen.com/policies/privacy-policy](https://thehonestkitchen.com/policies/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: [thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food](https://thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food), [thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food](https://thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food), [thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix](https://thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix), [thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix](https://thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix), [thehonestkitchen.com/products/chicken-slow-cooked-jerky](https://thehonestkitchen.com/products/chicken-slow-cooked-jerky), [thehonestkitchen.com/products/salmon-slow-cooked-jerky](https://thehonestkitchen.com/products/salmon-slow-cooked-jerky), [thehonestkitchen.com/products/beef-slow-cooked-jerky](https://thehonestkitchen.com/products/beef-slow-cooked-jerky), [thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods](https://thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods) +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: [thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food](https://thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food), [thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food](https://thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food), [thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix](https://thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix), [thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix](https://thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix), [thehonestkitchen.com/products/chicken-slow-cooked-jerky](https://thehonestkitchen.com/products/chicken-slow-cooked-jerky), [thehonestkitchen.com/products/salmon-slow-cooked-jerky](https://thehonestkitchen.com/products/salmon-slow-cooked-jerky), [thehonestkitchen.com/products/beef-slow-cooked-jerky](https://thehonestkitchen.com/products/beef-slow-cooked-jerky), [thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods](https://thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods) +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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: thehonestkitchen.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 (3661 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: thehonestkitchen.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://thehonestkitchen.com/policies/terms-of-service (14968 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: thehonestkitchen.com/policies/terms-of-service

**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**

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 >= 60`, and no `no-store` / `no-cache` / `private`.

- Transport metadata not available — runner update pending

Checked: thehonestkitchen.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: thehonestkitchen.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: thehonestkitchen.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: [thehonestkitchen.com/.well-known/ucp](https://thehonestkitchen.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: [thehonestkitchen.com/.well-known/ucp](https://thehonestkitchen.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: [thehonestkitchen.com/.well-known/ucp](https://thehonestkitchen.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: [thehonestkitchen.com/.well-known/ucp](https://thehonestkitchen.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: [thehonestkitchen.com/.well-known/ucp](https://thehonestkitchen.com/.well-known/ucp)

**NOT APPLICABLE** **HIGH** **Every signing\_keys[] entry is a valid JWK**

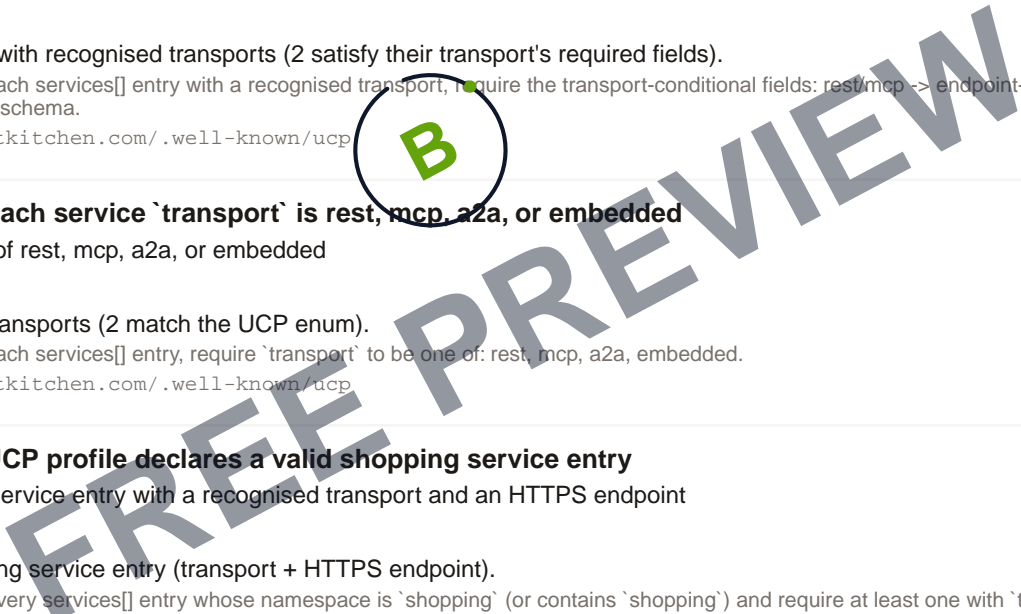
Make every signing\_keys[] entry a JWK with kty + kty-specific params

**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: [thehonestkitchen.com/.well-known/ucp](https://thehonestkitchen.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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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}$/i` .

Checked: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +12 more

**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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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 alnum + at least one hyphen).

Checked: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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://thehonestkitchen.com/pages/returns> (3444 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  $\geq 200$  stripped-body chars.

Checked: [thehonestkitchen.com/pages/returns](https://thehonestkitchen.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 (yotpo, okendo, 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: [thehonestkitchen.com](https://thehonestkitchen.com), [thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food](https://thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food), [thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food](https://thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food), [thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix](https://thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix), [thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix](https://thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix), [thehonestkitchen.com/products/chicken-slow-cooked-jerky](https://thehonestkitchen.com/products/chicken-slow-cooked-jerky), [thehonestkitchen.com/products/salmon-slow-cooked-jerky](https://thehonestkitchen.com/products/salmon-slow-cooked-jerky), [thehonestkitchen.com/products/beef-slow-cooked-jerky](https://thehonestkitchen.com/products/beef-slow-cooked-jerky) +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://thehonestkitchen.com/pages/shipping> (2266 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  $\geq 200$  stripped-body chars.

Checked: [thehonestkitchen.com/pages/shipping](https://thehonestkitchen.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: [thehonestkitchen.com/robots.txt](https://thehonestkitchen.com/robots.txt), [thehonestkitchen.com/sitemap.xml](https://thehonestkitchen.com/sitemap.xml)

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

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

**WHAT WE FOUND**

Sampled 406 <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: [thehonestkitchen.com/sitemap.xml](https://thehonestkitchen.com/sitemap.xml), [thehonestkitchen.com/sitemap\\_agentic\\_discovery.xml](https://thehonestkitchen.com/sitemap_agentic_discovery.xml), [thehonestkitchen.com/sitemap\\_products\\_1.xml?from=7558707642618&to=9203487342842](https://thehonestkitchen.com/sitemap_products_1.xml?from=7558707642618&to=9203487342842), [thehonestkitchen.com/sitemap\\_pages\\_1.xml?from=92724986106&to=135432765690](https://thehonestkitchen.com/sitemap_pages_1.xml?from=92724986106&to=135432765690), [thehonestkitchen.com/sitemap\\_collections\\_1.xml?from=388380819706&to=469470576890](https://thehonestkitchen.com/sitemap_collections_1.xml?from=388380819706&to=469470576890), [thehonestkitchen.com/sitemap\\_blogs\\_1.xml](https://thehonestkitchen.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 1000 <loc> entries; 131 look like product URLs (13%).

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: [thehonestkitchen.com/sitemap.xml](https://thehonestkitchen.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 1384 <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: thehonestkitchen.com/sitemap.xml, thehonestkitchen.com/sitemap\_agentic\_discovery.xml, thehonestkitchen.com/sitemap\_products\_1.xml?from=7558707642618&to=9203487342842, thehonestkitchen.com/sitemap\_pages\_1.xml?from=92724986106&to=135432765690, thehonestkitchen.com/sitemap\_collections\_1.xml?from=388380819706&to=469470576890, thehonestkitchen.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: thehonestkitchen.com/sitemap.xml, thehonestkitchen.com/sitemap\_agentic\_discovery.xml, thehonestkitchen.com/sitemap\_products\_1.xml?from=7558707642618&to=9203487342842, thehonestkitchen.com/sitemap\_pages\_1.xml?from=92724986106&to=135432765690, thehonestkitchen.com/sitemap\_collections\_1.xml?from=388380819706&to=469470576890, thehonestkitchen.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: thehonestkitchen.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: thehonestkitchen.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: thehonestkitchen.com/.well-known/ucp

**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: thehonestkitchen.com/robots.txt



**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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: thehonestkitchen.com/robots.txt



**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: thehonestkitchen.com/products/dehydrated-limited-ingredient-duck-dehydrated-dog-food, thehonestkitchen.com/products/dehydrated-limited-ingredient-turkey-dehydrated-dog-food, thehonestkitchen.com/products/blueberry-and-vanilla-birthday-cake-mix, thehonestkitchen.com/products/apple-chicken-cinnamon-muffin-mix, thehonestkitchen.com/products/chicken-slow-cooked-jerky, thehonestkitchen.com/products/salmon-slow-cooked-jerky, thehonestkitchen.com/products/beef-slow-cooked-jerky, thehonestkitchen.com/products/protein-plus-grain-free-fish-with-superfoods +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: thehonestkitchen.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 3,664 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: thehonestkitchen.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 (3664 bytes); decodes as UTF-8.

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

Checked: thehonestkitchen.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 1384 <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: thehonestkitchen.com/sitemap.xml, thehonestkitchen.com/sitemap\_agentic\_discovery.xml, thehonestkitchen.com/sitemap\_products\_1.xml?from=7558707642618&to=9203487342842, thehonestkitchen.com/sitemap\_pages\_1.xml?from=92724986106&to=135432765690, thehonestkitchen.com/sitemap\_collections\_1.xml?from=388380819706&to=469470576890, thehonestkitchen.com/sitemap\_blogs\_1.xml



FREE PREVIEW



**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: `thehonestkitchen.com/sitemap.xml`, `thehonestkitchen.com/sitemap_agentic_discovery.xml`, `thehonestkitchen.com/sitemap_products_1.xml?from=7558707642618&to=9203487342842`, `thehonestkitchen.com/sitemap_pages_1.xml?from=92724986106&to=135432765690`, `thehonestkitchen.com/sitemap_collections_1.xml?from=388380819706&to=469470576890`, `thehonestkitchen.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: `thehonestkitchen.com/sitemap.xml`, `thehonestkitchen.com/sitemap_agentic_discovery.xml`, `thehonestkitchen.com/sitemap_products_1.xml?from=7558707642618&to=9203487342842`, `thehonestkitchen.com/sitemap_pages_1.xml?from=92724986106&to=135432765690`, `thehonestkitchen.com/sitemap_collections_1.xml?from=388380819706&to=469470576890`, `thehonestkitchen.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: `thehonestkitchen.com/.well-known/ucp`

**PASSING** **INFO** `lms.txt` present (informational)

Publish an `/lms.txt` manifest (optional)

**WHAT WE FOUND**

Reached an `/lms.txt` at the site root (4348 bytes).

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

Checked: `thehonestkitchen.com/lms.txt`

