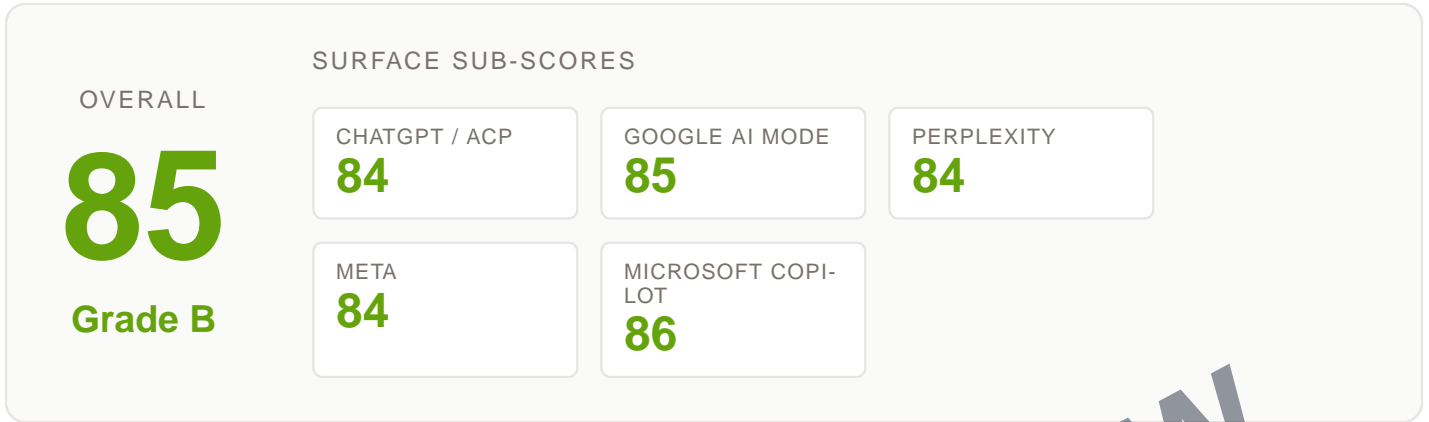


AI AGENT-READINESS REPORT

# mccormick.com

Ran 77 of 82 checks



## Findings - 13 need attention

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

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

### WHAT WE FOUND

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

FREE PREVIEW

**FAILED 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 (10 valid, 50%).

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

- Offer is missing a numeric price or valid priceCurrency
- Offer is missing a numeric price or valid priceCurrency
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Checked: [mccormick.com/products/mccormick-12ct-spice-rack](https://mccormick.com/products/mccormick-12ct-spice-rack), [mccormick.com/products/mccormick-18ct-spice-rack](https://mccormick.com/products/mccormick-18ct-spice-rack), [mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct](https://mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct), [mccormick.com/products/cholula-new-favorites-bundle-4ct](https://mccormick.com/products/cholula-new-favorites-bundle-4ct), [mccormick.com/products/stubbs-original-baked-beans](https://mccormick.com/products/stubbs-original-baked-beans), [mccormick.com/products/stubbs-sticky-sweet-baked-beans](https://mccormick.com/products/stubbs-sticky-sweet-baked-beans), [mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz](https://mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz), [mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz](https://mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz) +12 more

**NEEDS WORK 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 (10 use a canonical Schema.org URL, 50%).

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

- Offer `availability` is missing or not a canonical Schema.org URL
- Offer `availability` is missing or not a canonical Schema.org URL
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**NEEDS WORK 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 (12 carry a valid GTIN, 60%).

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

Checked: [mccormick.com/products/mccormick-12ct-spice-rack](https://mccormick.com/products/mccormick-12ct-spice-rack), [mccormick.com/products/mccormick-18ct-spice-rack](https://mccormick.com/products/mccormick-18ct-spice-rack), [mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct](https://mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct), [mccormick.com/products/cholula-new-favorites-bundle-4ct](https://mccormick.com/products/cholula-new-favorites-bundle-4ct), [mccormick.com/products/stubbs-original-baked-beans](https://mccormick.com/products/stubbs-original-baked-beans), [mccormick.com/products/stubbs-sticky-sweet-baked-beans](https://mccormick.com/products/stubbs-sticky-sweet-baked-beans), [mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz](https://mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz), [mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz](https://mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz) +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: [mccormick.com/.well-known/ucp](https://mccormick.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: [mccormick.com](https://mccormick.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**

Parsed the homepage JSON-LD looking for an Organization/OnlineStore node with a `contactPoint`, but no Organization-class node is present.

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`.

- No Organization/OnlineStore JSON-LD on homepage

Checked: [mccormick.com](https://mccormick.com)

**FAILED** **MEDIUM** Shipping policy page reachable

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

**WHAT WE FOUND**

Probed 4 candidate shipping-policy paths (nav-discovered + platform-conventional) and none returned a 2xx body.

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.

- No shipping policy page reachable at any candidate URL

Checked: [mccormick.com/policies/shipping-policy](https://mccormick.com/policies/shipping-policy), [mccormick.com/shipping](https://mccormick.com/shipping), [mccormick.com/shipping-policy](https://mccormick.com/shipping-policy), [mccormick.com/pages/shipping](https://mccormick.com/pages/shipping)

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

Add `preload` to your Strict-Transport-Security header and submit to [hstspreload.org](https://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](https://hstspreload.org) vendor extension to).

- HSTS header is missing the preload directive

Checked: [mccormick.com](https://mccormick.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 >=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
- ...and 10 more

Checked: [mccormick.com/products/mccormick-12ct-spice-rack](https://mccormick.com/products/mccormick-12ct-spice-rack), [mccormick.com/products/mccormick-18ct-spice-rack](https://mccormick.com/products/mccormick-18ct-spice-rack), [mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct](https://mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct), [mccormick.com/products/cholula-new-favorites-bundle-4ct](https://mccormick.com/products/cholula-new-favorites-bundle-4ct), [mccormick.com/products/stubbs-original-baked-beans](https://mccormick.com/products/stubbs-original-baked-beans), [mccormick.com/products/stubbs-sticky-sweet-baked-beans](https://mccormick.com/products/stubbs-sticky-sweet-baked-beans), [mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz](https://mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz), [mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz](https://mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz) +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 >= 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)
- 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)
- ...and 10 more PDPs without valid aggregateRating

Checked: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +12 more

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

Enable Apple Pay through your payment processor (informational only)

**WHAT WE FOUND**

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

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

- No Apple Pay markers detected on the homepage or PDPs

Checked: mccormick.com, mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz +13 more

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

Enable Google Pay through your payment processor (informational only)

**WHAT WE FOUND**

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

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

- No Google Pay markers detected on the homepage or PDPs

Checked: mccormick.com, mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz +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/mccormick-12ct-spice-rack``. The active group resolves to Allow.

How we checked: group match on ``User-agent: Googlebot`` rules at the representative product path ``/products/mccormick-12ct-spice-rack`` (via the parsed robots.txt isAllowed predicate).

Checked: `mccormick.com/robots.txt, /products/mccormick-12ct-spice-rack`

**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: `mccormick.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: `mccormick.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: `mccormick.com/robots.txt`

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

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

**WHAT WE FOUND**

Reached the contact page and found a contact method: tel link (`tel:!1;text:!1,time:!1,url:!1,week:!1,textarea:!1,select:!1,password:!0});return{ajax:{deny_list:void}`), phone (2026-05-07).

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: `mccormick.com/pages/contact`

**PASSING** **HIGH** MerchantReturnPolicy finite-window has positive merchantReturnDays

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

**WHAT WE FOUND**

Inspected 20 finite-window MerchantReturnPolicy nodes (20 carry a positive merchantReturnDays, 100%).

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: `mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz` +12 more

**PASSING HIGH MerchantReturnPolicy satisfies Option A (country+category) or B (returnLink)**

Make every MerchantReturnPolicy node satisfy Option A or Option B

**WHAT WE FOUND**

Inspected 20 MerchantReturnPolicy nodes across 20 PDPs (20 satisfy Option A or B, 100%).

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: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +12 more

**PASSING 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 (20 present, 100%).

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: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +12 more

**PASSING 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 (20 present, 100%).

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: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +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: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +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: `mccormick.com/products/mccormick-12ct-spice-rack`, `mccormick.com/products/mccormick-18ct-spice-rack`, `mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct`, `mccormick.com/products/cholula-new-favorites-bundle-4ct`, `mccormick.com/products/stubbs-original-baked-beans`, `mccormick.com/products/stubbs-sticky-sweet-baked-beans`, `mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz`, `mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz` +12 more**PASSING** **HIGH** Each PDP carries at most one Product JSON-LD node

Emit a single Product JSON-LD node per PDP

**WHAT WE FOUND**

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

How we checked: For each sampled PDP, count JSON-LD nodes whose `@type` is `Product` or whose `@type` array contains `Product`. Each PDP must expose at most one.Checked: `mccormick.com/products/mccormick-12ct-spice-rack`, `mccormick.com/products/mccormick-18ct-spice-rack`, `mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct`, `mccormick.com/products/cholula-new-favorites-bundle-4ct`, `mccormick.com/products/stubbs-original-baked-beans`, `mccormick.com/products/stubbs-sticky-sweet-baked-beans`, `mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz`, `mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz` +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: `mccormick.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://mccormick.com/pages/privacy-policy` (3822 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: `mccormick.com/pages/privacy-policy`**PASSING** **HIGH** Brand attribution on PDPs

Surface brand attribution on every PDP

**WHAT WE FOUND**

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

How we checked: On each PDP, accept brand attribution from either (a) ``extractBrand`` on the first Product JSON-LD node OR (b) an HTML brand signal (OG ``product:brand``, ``brand`` meta, ``og:brand``, Microdata ``itemprop="brand"``).Checked: `mccormick.com/products/mccormick-12ct-spice-rack`, `mccormick.com/products/mccormick-18ct-spice-rack`, `mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct`, `mccormick.com/products/cholula-new-favorites-bundle-4ct`, `mccormick.com/products/stubbs-original-baked-beans`, `mccormick.com/products/stubbs-sticky-sweet-baked-beans`, `mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz`, `mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz` +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: [mccormick.com/products/mccormick-12ct-spice-rack](https://mccormick.com/products/mccormick-12ct-spice-rack), [mccormick.com/products/mccormick-18ct-spice-rack](https://mccormick.com/products/mccormick-18ct-spice-rack), [mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct](https://mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct), [mccormick.com/products/cholula-new-favorites-bundle-4ct](https://mccormick.com/products/cholula-new-favorites-bundle-4ct), [mccormick.com/products/stubbs-original-baked-beans](https://mccormick.com/products/stubbs-original-baked-beans), [mccormick.com/products/stubbs-sticky-sweet-baked-beans](https://mccormick.com/products/stubbs-sticky-sweet-baked-beans), [mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz](https://mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz), [mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz](https://mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz) +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: [mccormick.com/products/mccormick-12ct-spice-rack](https://mccormick.com/products/mccormick-12ct-spice-rack), [mccormick.com/products/mccormick-18ct-spice-rack](https://mccormick.com/products/mccormick-18ct-spice-rack), [mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct](https://mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct), [mccormick.com/products/cholula-new-favorites-bundle-4ct](https://mccormick.com/products/cholula-new-favorites-bundle-4ct), [mccormick.com/products/stubbs-original-baked-beans](https://mccormick.com/products/stubbs-original-baked-beans), [mccormick.com/products/stubbs-sticky-sweet-baked-beans](https://mccormick.com/products/stubbs-sticky-sweet-baked-beans), [mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz](https://mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz), [mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz](https://mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz) +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: [mccormick.com/products/mccormick-12ct-spice-rack](https://mccormick.com/products/mccormick-12ct-spice-rack), [mccormick.com/products/mccormick-18ct-spice-rack](https://mccormick.com/products/mccormick-18ct-spice-rack), [mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct](https://mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct), [mccormick.com/products/cholula-new-favorites-bundle-4ct](https://mccormick.com/products/cholula-new-favorites-bundle-4ct), [mccormick.com/products/stubbs-original-baked-beans](https://mccormick.com/products/stubbs-original-baked-beans), [mccormick.com/products/stubbs-sticky-sweet-baked-beans](https://mccormick.com/products/stubbs-sticky-sweet-baked-beans), [mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz](https://mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz), [mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz](https://mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz) +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: [mccormick.com/products/mccormick-12ct-spice-rack](https://mccormick.com/products/mccormick-12ct-spice-rack), [mccormick.com/products/mccormick-18ct-spice-rack](https://mccormick.com/products/mccormick-18ct-spice-rack), [mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct](https://mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct), [mccormick.com/products/cholula-new-favorites-bundle-4ct](https://mccormick.com/products/cholula-new-favorites-bundle-4ct), [mccormick.com/products/stubbs-original-baked-beans](https://mccormick.com/products/stubbs-original-baked-beans), [mccormick.com/products/stubbs-sticky-sweet-baked-beans](https://mccormick.com/products/stubbs-sticky-sweet-baked-beans), [mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz](https://mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz), [mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz](https://mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz) +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: `mccormick.com/products/mccormick-12ct-spice-rack`, `mccormick.com/products/mccormick-18ct-spice-rack`, `mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct`, `mccormick.com/products/cholula-new-favorites-bundle-4ct`, `mccormick.com/products/stubbs-original-baked-beans`, `mccormick.com/products/stubbs-sticky-sweet-baked-beans`, `mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz`, `mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz` +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: `mccormick.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 (3633 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: `mccormick.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://mccormick.com/pages/terms-and-conditions` (31923 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: `mccormick.com/pages/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**

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: `mccormick.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: `mccormick.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: [mccormick.com/.well-known/ucp](https://mccormick.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: [mccormick.com/.well-known/ucp](https://mccormick.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: [mccormick.com/.well-known/ucp](https://mccormick.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: [mccormick.com/.well-known/ucp](https://mccormick.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: [mccormick.com/.well-known/ucp](https://mccormick.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: [mccormick.com/.well-known/ucp](https://mccormick.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: mccormick.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: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +12 more

**PASSING** **MEDIUM** MerchantReturnPolicy applicableCountry uses ISO 3166-1 alpha-2 codes

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

**WHAT WE FOUND**

Validated applicableCountry on 20 MerchantReturnPolicy nodes (20 all-ISO, 100%).

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: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +12 more

**PASSING** **MEDIUM** MerchantReturnPolicy returnPolicyCategory uses valid Schema.org enum

Use a valid Schema.org returnPolicyCategory enum value

**WHAT WE FOUND**

Validated returnPolicyCategory on 20 MerchantReturnPolicy nodes (20 valid Schema.org enum, 100%).

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: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +12 more

**PASSING** **MEDIUM** OfferShippingDetails shippingDestination is a valid DefinedRegion

Emit shippingDestination as a DefinedRegion with ISO addressCountry

**WHAT WE FOUND**

Validated shippingDestination on 20 OfferShippingDetails nodes (20 valid DefinedRegion, 100%).

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: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +12 more



**PASSING** **MEDIUM** OfferShippingDetails shippingRate is a valid MonetaryAmount

Emit shippingRate as a valid MonetaryAmount

**WHAT WE FOUND**

Validated shippingRate on 20 OfferShippingDetails nodes (20 valid MonetaryAmount, 100%).

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: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +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: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +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: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +12 more

**PASSING** **MEDIUM** Product `sku` populated

Populate `sku` on every Product JSON-LD node

**WHAT WE FOUND**

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

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

Checked: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +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: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +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://mccormick.com/pages/refund-policy> (8662 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: mccormick.com/pages/refund-policy

**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, 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: mccormick.com, mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz +13 more

**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: mccormick.com/robots.txt, mccormick.com/sitemap.xml

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

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

**WHAT WE FOUND**

Sampled 208 <loc> entries across 4 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: mccormick.com/sitemap.xml, mccormick.com/sitemap\_agentic\_discovery.xml, mccormick.com/sitemap\_products\_1.xml?from=8309668839623&to=8721812684999, mccormick.com/sitemap\_pages\_1.xml?from=106589225159&to=129181515975

**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; 971 look like product URLs (97%).

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: mccormick.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 1198 <loc> entries against their sitemap host across 4 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: mccormick.com/sitemap.xml, mccormick.com/sitemap\_agentic\_discovery.xml, mccormick.com/sitemap\_products\_1.xml?from=8309668839623&to=8721812684999, mccormick.com/sitemap\_pages\_1.xml?from=106589225159&to=129181515975

**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 4 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: mccormick.com/sitemap.xml, mccormick.com/sitemap\_agentic\_discovery.xml, mccormick.com/sitemap\_products\_1.xml?from=8309668839623&to=8721812684999, mccormick.com/sitemap\_pages\_1.xml?from=106589225159&to=129181515975

**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: mccormick.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: mccormick.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: mccormick.com/.well-known/ucp

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

Publish a substantive About page at a standard URL

**WHAT WE FOUND**

Found a substantive About page at <https://mccormick.com/about-us> (6511 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  $\geq$  200 chars counts as a pass.

Checked: [mccormick.com/about-us](https://mccormick.com/about-us)

**PASSING** **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 (17 found, 85%).

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

Checked: [mccormick.com/products/mccormick-12ct-spice-rack](https://mccormick.com/products/mccormick-12ct-spice-rack), [mccormick.com/products/mccormick-18ct-spice-rack](https://mccormick.com/products/mccormick-18ct-spice-rack), [mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct](https://mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct), [mccormick.com/products/cholula-new-favorites-bundle-4ct](https://mccormick.com/products/cholula-new-favorites-bundle-4ct), [mccormick.com/products/stubbs-original-baked-beans](https://mccormick.com/products/stubbs-original-baked-beans), [mccormick.com/products/stubbs-sticky-sweet-baked-beans](https://mccormick.com/products/stubbs-sticky-sweet-baked-beans), [mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz](https://mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz), [mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz](https://mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz) +12 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-innated 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: [mccormick.com/robots.txt](https://mccormick.com/robots.txt)

**PASSING** **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 (20 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).

Checked: [mccormick.com/products/mccormick-12ct-spice-rack](https://mccormick.com/products/mccormick-12ct-spice-rack), [mccormick.com/products/mccormick-18ct-spice-rack](https://mccormick.com/products/mccormick-18ct-spice-rack), [mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct](https://mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct), [mccormick.com/products/cholula-new-favorites-bundle-4ct](https://mccormick.com/products/cholula-new-favorites-bundle-4ct), [mccormick.com/products/stubbs-original-baked-beans](https://mccormick.com/products/stubbs-original-baked-beans), [mccormick.com/products/stubbs-sticky-sweet-baked-beans](https://mccormick.com/products/stubbs-sticky-sweet-baked-beans), [mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz](https://mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz), [mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz](https://mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz) +12 more

**PASSING** **LOW** MerchantReturnPolicy enrichment enums use valid Schema.org values

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

**WHAT WE FOUND**

Validated enrichment enums on 20 MerchantReturnPolicy nodes (20 all-valid, 100%).

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: [mccormick.com/products/mccormick-12ct-spice-rack](https://mccormick.com/products/mccormick-12ct-spice-rack), [mccormick.com/products/mccormick-18ct-spice-rack](https://mccormick.com/products/mccormick-18ct-spice-rack), [mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct](https://mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct), [mccormick.com/products/cholula-new-favorites-bundle-4ct](https://mccormick.com/products/cholula-new-favorites-bundle-4ct), [mccormick.com/products/stubbs-original-baked-beans](https://mccormick.com/products/stubbs-original-baked-beans), [mccormick.com/products/stubbs-sticky-sweet-baked-beans](https://mccormick.com/products/stubbs-sticky-sweet-baked-beans), [mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz](https://mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz), [mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz](https://mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz) +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: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +12 more

**PASSING** **LOW** OfferShippingDetails deliveryTime is a valid ShippingDeliveryTime

Emit a ShippingDeliveryTime with handlingTime and/or transitTime populated

**WHAT WE FOUND**

Validated deliveryTime on 20 OfferShippingDetails nodes (20 valid ShippingDeliveryTime, 100%).

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: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +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: mccormick.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: mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mccormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz, mccormick.com/products/mccormick-gourmet-garlic-truffle-salt-2-25-oz +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: mccormick.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 3,636 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: [mccormick.com/robots.txt](http://mccormick.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 (3636 bytes); decodes as UTF-8.

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

Checked: [mccormick.com/robots.txt](http://mccormick.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 1198 <loc> entries across 4 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: [mccormick.com/sitemap.xml](http://mccormick.com/sitemap.xml), [mccormick.com/sitemap\\_agentic\\_discovery.xml](http://mccormick.com/sitemap_agentic_discovery.xml), [mccormick.com/sitemap\\_products\\_1.xml?from=8309668839623&to=8721812684999](http://mccormick.com/sitemap_products_1.xml?from=8309668839623&to=8721812684999), [mccormick.com/sitemap\\_pages\\_1.xml?from=106589225159&to=129181515975](http://mccormick.com/sitemap_pages_1.xml?from=106589225159&to=129181515975)

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

Split over-cap sitemaps into a sitemap index

**WHAT WE FOUND**

Checked 4 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: [mccormick.com/sitemap.xml](http://mccormick.com/sitemap.xml), [mccormick.com/sitemap\\_agentic\\_discovery.xml](http://mccormick.com/sitemap_agentic_discovery.xml), [mccormick.com/sitemap\\_products\\_1.xml?from=8309668839623&to=8721812684999](http://mccormick.com/sitemap_products_1.xml?from=8309668839623&to=8721812684999), [mccormick.com/sitemap\\_pages\\_1.xml?from=106589225159&to=129181515975](http://mccormick.com/sitemap_pages_1.xml?from=106589225159&to=129181515975)

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

Serve every sitemap document as UTF-8

**WHAT WE FOUND**

Inspected 4 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: [mccormick.com/sitemap.xml](http://mccormick.com/sitemap.xml), [mccormick.com/sitemap\\_agentic\\_discovery.xml](http://mccormick.com/sitemap_agentic_discovery.xml), [mccormick.com/sitemap\\_products\\_1.xml?from=8309668839623&to=8721812684999](http://mccormick.com/sitemap_products_1.xml?from=8309668839623&to=8721812684999), [mccormick.com/sitemap\\_pages\\_1.xml?from=106589225159&to=129181515975](http://mccormick.com/sitemap_pages_1.xml?from=106589225159&to=129181515975)

**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: [mccormick.com/.well-known/ucp](http://mccormick.com/.well-known/ucp)



**NOT APPLICABLE** **LOW** **Declarative WebMCP forms are valid**

Give every declarative WebMCP form a toolname, tooldescription, and named, described parameters

**WHAT WE FOUND**

No declarative WebMCP forms found on the homepage or sampled product pages. WebMCP is an optional, experimental browser-agent capability — not in scope until advertised.

How we checked: Parse the homepage and sampled PDP HTML for <form> elements carrying WebMCP attributes (toolname/tooldescription/toolautosubmit), then validate each against the 5 declarative-form rules.

Checked: mccormick.com, mccormick.com/products/mccormick-12ct-spice-rack, mccormick.com/products/mc-cormick-18ct-spice-rack, mccormick.com/products/ultimate-summer-grilling-variety-pack-7ct, mccormick.com/products/cholula-new-favorites-bundle-4ct, mccormick.com/products/stubbs-original-baked-beans, mccormick.com/products/stubbs-sticky-sweet-baked-beans, mccormick.com/products/mccormick-ghost-pepper-ranch-seasoning-5-46-oz +13 more

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

Publish an /llms.txt manifest (optional)

**WHAT WE FOUND**

Reached an /llms.txt at the site root (4288 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: mccormick.com/llms.txt



FREE PREVIEW