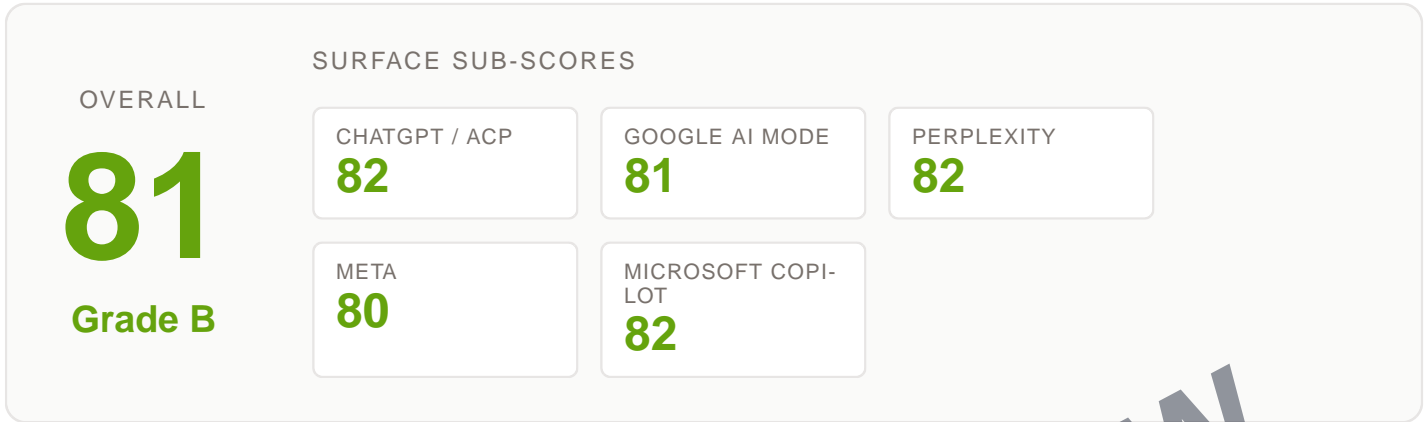


AI AGENT-READINESS REPORT

jellycat.com

Ran 38 of 81 checks



Findings - 9 need attention

FAILED HIGH Product pages discoverable without JavaScript

Make product pages discoverable without JavaScript

WHAT WE FOUND

Counted product pages discovered by the non-JavaScript crawl. None were found — JS-only storefront, products missing from sitemap, or the crawl was blocked.

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.

- No product pages discoverable from a non-JavaScript crawl

Checked: jellycat.com/sitemap.xml, jellycat.com

FAILED HIGH Products are machine-discoverable

Publish a product feed or a crawlable product sitemap

WHAT WE FOUND

Ran the discovery cascade (feed -> platform catalog -> typed sitemap -> content-verified crawl). Method: `none`; verified 0 product pages.

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).

- No reliable way for agents to discover your products

Checked: jellycat.com

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: jellycat.com/.well-known/ucp

FAILED HIGH Each service satisfies the transport-conditional field requirements

Populate the conditional fields required by each service's transport

WHAT WE FOUND

Validated 1 services with recognised transports (0 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.

- Service is missing transport-conditional field(s)

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

FAILED MEDIUM Organization/OnlineStore JSON-LD with contactPoint on homepage

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

WHAT WE FOUND

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: jellycat.com

FAILED MEDIUM Third-party review-platform integration detected

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

WHAT WE FOUND

Scanned the homepage and 0 sampled PDPs for 8 review-platform asset fingerprints; none matched.

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).

- No third-party review-platform integration detected

Checked: jellycat.com

FAILED MEDIUM Sitemap resolvable and includes at least one product URL

Publish a sitemap containing product URLs

WHAT WE FOUND

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

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

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

Checked: jellycat.com/sitemap.xml

FAILED INFO Apple Pay markers detected (informational)

Enable Apple Pay through your payment processor (informational only)

WHAT WE FOUND

Scanned the homepage and 0 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: jellycat.com

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

Enable Google Pay through your payment processor (informational only)

WHAT WE FOUND

Scanned the homepage and 0 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: jellycat.com

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 `/`. The active group resolves to Allow.

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

Checked: jellycat.com/robots.txt, /

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

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

WHAT WE FOUND

Confirmed the homepage is HTTPS (status 200), probed <http://jellycat.com/> for redirect behaviour, and parsed the Strict-Transport-Security header (value: "max-age=15552000; includeSubDomains; preload").

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

Checked: jellycat.com

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

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

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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: jellycat.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: jellycat.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: `jellycat.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:/i,g:), tel link (tel:/i,g:), phone (10498469755.).

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: `jellycat.com/contact-us`

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

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

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Emit `hasMerchantReturnPolicy` on Product or Offer JSON-LD

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Use a canonical Schema.org availability IRI on every Offer

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Emit shippingDetails (OfferShippingDetails) on Offer JSON-LD

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Open PDPs to anonymous fetches

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

NOT APPLICABLE **HIGH** **No sampled PDP returns a noindex directive**

Remove the noindex directive from every PDP

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

NOT APPLICABLE **HIGH** **Each PDP carries at most one Product JSON-LD node**

Emit a single Product JSON-LD node per PDP

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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: `jellycat.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://jellycat.com/privacy-cookies> (67160 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: `jellycat.com/privacy-cookies`

NOT APPLICABLE **HIGH** **Brand attribution on PDPs**

Surface brand attribution on every PDP

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

NOT APPLICABLE **HIGH** **GTIN coverage on PDPs**

Populate `gtin` on every branded Product node

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a





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

Add a resolvable image URL to every Product node

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

NOT APPLICABLE **HIGH** Product JSON-LD present on PDPs

Publish a Product JSON-LD block on every PDP

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Populate `name` on every Product JSON-LD node

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Add an `offers` object to every Product node

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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 (3539 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: jellycat.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://jellycat.com/shopping-terms-conditions (30189 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: jellycat.com/shopping-terms-conditions

PASSING **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

UCP profile Cache-Control is "public, max-age=300" — public with max-age=300s.

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`.

Checked: jellycat.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: jellycat.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: jellycat.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: jellycat.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: jellycat.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 1 service transport (1 match the UCP enum).

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

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

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

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

WHAT WE FOUND

Confirmed the homepage Strict-Transport-Security header carries the includeSubDomains directive (header: "max-age=15552000; includeSubDomains; preload").

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

Checked: jellycat.com

NOT APPLICABLE **MEDIUM** MerchantReturnPolicy merchantReturnLink URL is reachable

Repair every merchantReturnLink URL

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Use a valid Schema.org returnPolicyCategory enum value

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Emit shippingDestination as a DefinedRegion with ISO addressCountry

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Emit shippingRate as a valid MonetaryAmount

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a



NOT APPLICABLE **MEDIUM** Product `brand` is a string or Brand/Organization object

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

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Populate `description` on every Product JSON-LD node

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Populate `sku` on every Product JSON-LD node

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Replace placeholder and slug-shape titles with real product names

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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://jellycat.com/shipping-returns/> (10444 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: jellycat.com/shipping-returns

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://jellycat.com/shipping-returns/> (10444 chars of stripped body text).

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

Checked: jellycat.com/shipping-returns

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: jellycat.com/robots.txt, </xmlsitemap.php>

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

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

WHAT WE FOUND

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

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

- Transport metadata not available — runner update pending

Checked: jellycat.com/sitemap.xml

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

Keep every sitemap entry on the sitemap's own host

WHAT WE FOUND

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

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

- Transport metadata not available — runner update pending

Checked: jellycat.com/sitemap.xml

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

Add the sitemaps.org 0.9 xmlNs to the root element

WHAT WE FOUND

Wanted to check the xmlNs declaration on every resolved sitemap document, but the runner did not surface any sitemap resources.

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

- Transport metadata not available — runner update pending

Checked: jellycat.com/sitemap.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: jellycat.com/.well-known/ucp

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

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

WHAT WE FOUND

No services declared a `spec` URL; origin matching has nothing to evaluate.

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: jellycat.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 1 service version string (1 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: jellycat.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://jellycat.com/about/> (11733 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: jellycat.com/about

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

Add a BreadcrumbList JSON-LD block to every PDP

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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: jellycat.com/robots.txt

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

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

WHAT WE FOUND

Confirmed the homepage Strict-Transport-Security header carries the preload directive (header: "max-age=15552000; includeSubDomains; preload").

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

Checked: jellycat.com

NOT APPLICABLE **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

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

NOT APPLICABLE **LOW** **Product images meet Google's 50,000-pixel area threshold**

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

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

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

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

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

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Emit a ShippingDeliveryTime with handlingTime and/or transitTime populated

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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: jellycat.com/robots.txt

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

Add an AggregateRating to Product nodes when you have real reviews

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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

Use sentence-case product titles

WHAT WE FOUND

Couldn't confidently identify product pages (found 0), so product-level checks aren't applicable.

How we checked: n/a

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: jellycat.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 3,540 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 (≥ 500 KiB).

Checked: jellycat.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 (3540 bytes); decodes as UTF-8.

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

Checked: jellycat.com/robots.txt

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

Keep every <loc> URL under 2,048 characters

WHAT WE FOUND

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

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

- Transport metadata not available — runner update pending

Checked: jellycat.com/sitemap.xml

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

Split over-cap sitemaps into a sitemap index

WHAT WE FOUND

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

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

- Transport metadata not available — runner update pending

Checked: jellycat.com/sitemap.xml

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

Serve every sitemap document as UTF-8

WHAT WE FOUND

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

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

- Transport metadata not available — runner update pending

Checked: jellycat.com/sitemap.xml

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

Make every declared MCP transport endpoint an absolute HTTPS URL

WHAT WE FOUND

Walked services[] for `transport: "mcp"` entries; none advertised.

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

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

NOT APPLICABLE **INFO** **llms.txt present (informational)**

Publish an /llms.txt manifest (optional)

WHAT WE FOUND

Looked for /llms.txt at the site root; the fetcher returned no file.

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: jellycat.com/llms.txt