

AI AGENT-READINESS REPORT

mkm.com

Ran 59 of 81 checks

OVERALL

65

Grade C

SURFACE SUB-SCORES

CHATGPT / ACP 67	GOOGLE AI MODE 59	PERPLEXITY 71
META 64	MICROSOFT COPI-LOT 65	

Findings - 21 need attention



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 (0 valid, 0%).

How we checked: Parse Offer `price` (or AggregateOffer `lowPrice`) as a parseable numeric price ≥ 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
- Offer is missing a numeric price or valid priceCurrency
- Offer is missing a numeric price or valid priceCurrency
- Offer is missing a numeric price or valid priceCurrency
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- Offer is missing a numeric price or valid priceCurrency
- Offer is missing a numeric price or valid priceCurrency
- Offer is missing a numeric price or valid priceCurrency
- ...and 10 more PDPs with invalid offer pricing

Checked: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +12 more

FAILED HIGH Contact page exposes email or phone

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

WHAT WE FOUND

Probed 5 candidate contact-page paths and none returned a 2xx response.

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.

- No contact page reachable

Checked: `mkm.com/contact-us`, `mkm.com/contact`, `mkm.com/pages/contact`

FAILED HIGH MerchantReturnPolicy node present on Product or Offer

Emit `hasMerchantReturnPolicy` on Product or Offer JSON-LD

WHAT WE FOUND

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

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

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



Checked: `mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007`, `mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008`, `mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011`, `mkm.com/product/siniat-c-stud-2400mm-b000023`, `mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028`, `mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034`, `mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035`, `mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038` +12 more

FREE PREVIEW

FAILED HIGH Offer JSON-LD carries shippingDetails (OfferShippingDetails)

Emit shippingDetails (OfferShippingDetails) on Offer JSON-LD

WHAT WE FOUND

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

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

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

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FAILED 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 (0 attributed, 0%).

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

- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
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- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- No brand attribution on this PDP (neither JSON-LD `brand` nor OG/Microdata)
- ...and 10 more PDPs without brand attribution

Checked: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +12 more



FAILED HIGH GTIN coverage on PDPs

Populate `gtin` on every branded Product node

WHAT WE FOUND

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

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

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

Checked: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +10 more

FAILED 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 (0 carry one, 0%).

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

- Product JSON-LD has no resolvable `offers`
- Product JSON-LD has no resolvable `offers`
- Product JSON-LD has no resolvable `offers`
- Product JSON-LD has no resolvable `offers`
- Product JSON-LD has no resolvable `offers`
- Product JSON-LD has no resolvable `offers`
- Product JSON-LD has no resolvable `offers`
- Product JSON-LD has no resolvable `offers`
- Product JSON-LD has no resolvable `offers`
- Product JSON-LD has no resolvable `offers`
- ...and 10 more PDPs without offers

Checked: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +12 more

NEEDS WORK HIGH Products are machine-discoverable

Publish a product feed or a crawlable product sitemap

WHAT WE FOUND

Confirmed your products are discoverable by crawling product pages and reading their structured data. Verified 20 product pages of 40 sampled, but no declared feed.

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).

- Products are crawlable, but no declared product feed

Checked: mkm.com

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

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

WHAT WE FOUND

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

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

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

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

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

Add every required top-level key to the UCP profile

WHAT WE FOUND

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

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

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

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

FAILED HIGH **UCP profile declares a valid shopping service entry**

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

WHAT WE FOUND

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

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

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

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

FAILED HIGH **Every signing_keys[] entry is a valid JWK**

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

WHAT WE FOUND

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

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

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

Checked: `mkm.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: `mkm.com`

FAILED **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 (0 valid as string or object, 0%).

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.

- Product `brand` is missing or empty (neither a string nor an object with `name`)
- Product `brand` is missing or empty (neither a string nor an object with `name`)
- Product `brand` is missing or empty (neither a string nor an object with `name`)
- Product `brand` is missing or empty (neither a string nor an object with `name`)
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- Product `brand` is missing or empty (neither a string nor an object with `name`)
- Product `brand` is missing or empty (neither a string nor an object with `name`)
- Product `brand` is missing or empty (neither a string nor an object with `name`)
- ...and 10 more PDPs without valid brand

Checked: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +12 more

FAILED **MEDIUM** Product `sku` populated

Populate `sku` on every Product JSON-LD node

WHAT WE FOUND

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

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

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

Checked: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +12 more



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 20 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

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FAILED **LOW** BreadcrumbList present on PDPs

Add a BreadcrumbList JSON-LD block to every PDP

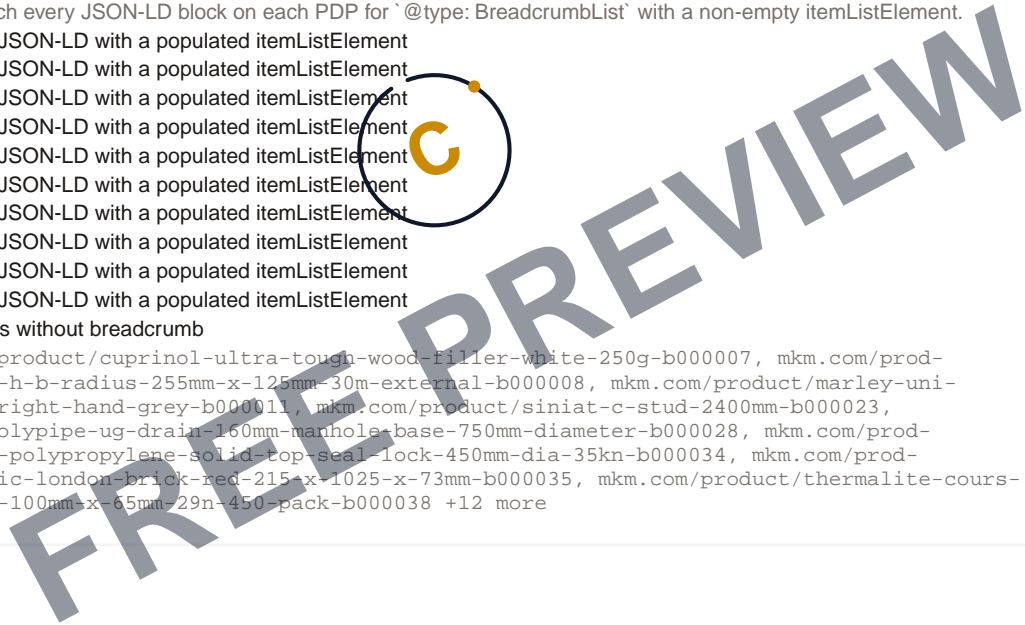
WHAT WE FOUND

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

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

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

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

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

WHAT WE FOUND

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

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

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

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FAILED **LOW** Product ``aggregateRating`` presentAdd 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)
- ...and 10 more PDPs without valid `aggregateRating`

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

Enable Apple Pay through your payment processor (informational only)

WHAT WE FOUND

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

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

- No Apple Pay markers detected on the homepage or PDPs

Checked: mkm.com, mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035 +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: mkm.com, mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035 +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 `/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007`. The active group resolves to Allow.

How we checked: group match on `User-agent: Googlebot` rules at the representative product path `/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007` (via the parsed robots.txt isAllowed predicate).

Checked: mkm.com/robots.txt, /product/cuprinol-ultra-tough-wood-filler-white-250g-b000007

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://mkm.com/ for redirect behaviour, and parsed the Strict-Transport-Security header (value: "max-age=31536000; includeSubDomains; preload").

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

Checked: mkm.com

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: mkm.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: `mkm.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: `mkm.com/robots.txt`

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

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

WHAT WE FOUND

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

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

Checked: `mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007`, `mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008`, `mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011`, `mkm.com/product/siniat-c-stud-2400mm-b000023`, `mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028`, `mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034`, `mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035`, `mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038` +12 more

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

Make every MerchantReturnPolicy node satisfy Option A or Option B

WHAT WE FOUND

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

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

Checked: `mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007`, `mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008`, `mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011`, `mkm.com/product/siniat-c-stud-2400mm-b000023`, `mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028`, `mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034`, `mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035`, `mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038` +12 more

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

Use a canonical Schema.org availability IRI on every Offer

WHAT WE FOUND

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

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

Checked: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +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: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +12 more

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

Remove the noindex directive from every PDP

WHAT WE FOUND

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

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

Checked: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +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: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +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: mkm.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://mkm.com/policies/privacy-policy> (19999 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: mkm.com/policies/privacy-policy

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: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +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: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +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: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +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: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +2 more

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 (1882 bytes, 8 declared Sitemap lines).

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

Checked: mkm.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://mkm.com/policies/terms-and-conditions (8757 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: mkm.com/policies/terms-and-conditions

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

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

WHAT WE FOUND

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

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

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

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

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

WHAT WE FOUND

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

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

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

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

Allow unauthenticated access to /.well-known/ucp

WHAT WE FOUND

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

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

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

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

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

WHAT WE FOUND

No UCP profile present; redirect behaviour is not evaluable.

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

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

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

Populate the conditional fields required by each service's transport

WHAT WE FOUND

No UCP profile present.

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

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

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

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

WHAT WE FOUND

No UCP profile present.

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

Checked: mkm.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=31536000; includeSubDomains; preload").

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

Checked: mkm.com

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: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +12 more

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

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

WHAT WE FOUND

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

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

Checked: `mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007`, `mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008`, `mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011`, `mkm.com/product/siniat-c-stud-2400mm-b000023`, `mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028`, `mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034`, `mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035`, `mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038` +12 more

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

Use a valid Schema.org returnPolicyCategory enum value

WHAT WE FOUND

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

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

Checked: `mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007`, `mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008`, `mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011`, `mkm.com/product/siniat-c-stud-2400mm-b000023`, `mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028`, `mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034`, `mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035`, `mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038` +12 more

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

Emit shippingDestination as a DefinedRegion with ISO addressCountry

WHAT WE FOUND

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

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

Checked: `mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007`, `mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008`, `mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011`, `mkm.com/product/siniat-c-stud-2400mm-b000023`, `mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028`, `mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034`, `mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035`, `mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038` +12 more

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

Emit shippingRate as a valid MonetaryAmount

WHAT WE FOUND

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

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

Checked: `mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007`, `mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008`, `mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011`, `mkm.com/product/siniat-c-stud-2400mm-b000023`, `mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028`, `mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034`, `mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035`, `mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038` +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: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +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: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +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://mkm.com/help/returns--refunds> (5170 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: mkm.com/help/returns--refunds

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://mkm.com/help/delivery-collection> (5635 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: mkm.com/help/delivery-collection

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

Add a `Sitemap:` line to robots.txt

WHAT WE FOUND

Read robots.txt and counted 8 declared Sitemap lines.

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

Checked: mkm.com/robots.txt, mkm.com/product_sitemap_1.xml, mkm.com/product_sitemap_2.xml, mkm.com/product_sitemap_3.xml, mkm.com/product_sitemap_4.xml, mkm.com/product_sitemap_5.xml, mkm.com/product_sitemap_6.xml, mkm.com/category_sitemap.xml +1 more

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

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

WHAT WE FOUND

Sampled 100 <loc> entries across 1 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: mkm.com/product_sitemap_1.xml

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

Publish a sitemap containing product URLs

WHAT WE FOUND

Resolved an XML sitemap with 1000 <loc> entries; 1000 look like product URLs (100%).

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: mkm.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 10000 <loc> entries against their sitemap host across 1 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: mkm.com/product_sitemap_1.xml

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

Add the sitemaps.org 0.9 xmlns to the root element

WHAT WE FOUND

Inspected 1 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: mkm.com/product_sitemap_1.xml

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

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

WHAT WE FOUND

No UCP profile present.

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

Checked: mkm.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 UCP profile present.

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

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

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

Use ISO-date `version` strings on every service

WHAT WE FOUND

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

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

Checked: `mkm.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://mkm.com/about-us/` (2768 chars of stripped body text, threshold 200).

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

Checked: `mkm.com/about-us`

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: `mkm.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=31536000; includeSubDomains; preload"`).

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

Checked: `mkm.com`

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

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

WHAT WE FOUND

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

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

Checked: `mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007`, `mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008`, `mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011`, `mkm.com/product/siniat-c-stud-2400mm-b000023`, `mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028`, `mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034`, `mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035`, `mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038` +12 more

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

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

WHAT WE FOUND

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

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

Checked: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +12 more

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

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

WHAT WE FOUND

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

How we checked: On each Offer: if `itemCondition` is omitted, count as pass (Google defaults to NewCondition). If present, accept only when it matches a canonical Schema.org ItemCondition IRI.

Checked: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +12 more

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

Emit a ShippingDeliveryTime with handlingTime and/or transitTime populated

WHAT WE FOUND

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

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

Checked: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +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: mkm.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: mkm.com/product/cuprinol-ultra-tough-wood-filler-white-250g-b000007, mkm.com/product/concrete-kerb-h-b-radius-255mm-x-125mm-30m-external-b000008, mkm.com/product/marley-universal-dry-verge-right-hand-grey-b000011, mkm.com/product/siniat-c-stud-2400mm-b000023, mkm.com/product/polypipe-ug-drain-160mm-manhole-base-750mm-diameter-b000028, mkm.com/product/manhole-cover-polypropylene-solid-top-seal-lock-450mm-dia-35kn-b000034, mkm.com/product/forterra-rustic-london-brick-red-215-x-1025-x-73mm-b000035, mkm.com/product/thermalite-coursing-brick-215mm-x-100mm-x-65mm-29n-450-pack-b000038 +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"); 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: mkm.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 1,883 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: mkm.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 (1883 bytes); decodes as UTF-8.

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

Checked: mkm.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 10000 <loc> entries across 1 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: mkm.com/product_sitemap_1.xml

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

Split over-cap sitemaps into a sitemap index

WHAT WE FOUND

Checked 1 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: mkm.com/product_sitemap_1.xml

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

Serve every sitemap document as UTF-8

WHAT WE FOUND

Inspected 1 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: `mkm.com/product_sitemap_1.xml`

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

Make every declared MCP transport endpoint an absolute HTTPS URL

WHAT WE FOUND

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

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

Checked: `mkm.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: `mkm.com/llms.txt`



FREE PREVIEW