

AI AGENT-READINESS REPORT

bulletproof.com

Ran 37 of 81 checks

OVERALL

72

Grade C

SURFACE SUB-SCORES

CHATGPT / ACP	75	GOOGLE AI MODE	67	PERPLEXITY	77
META	71	MICROSOFT COPILOT	71		



Findings - 9 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://bulletproof.com/> for redirect behaviour, and parsed the Strict-Transport-Security header (absent).

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

- No Strict-Transport-Security header on the homepage response

Checked: bulletproof.com

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: bulletproof.com/sitemap.xml, bulletproof.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 of 40 sampled.

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: `bulletproof.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: `bulletproof.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: `bulletproof.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: `bulletproof.com/.well-known/ucp`

FAILED HIGH Every signing_keys[] entry is a valid JWK

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

WHAT WE FOUND

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

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

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

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

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: bulletproof.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: bulletproof.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 `/products/test`. The active group resolves to Allow.

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

Checked: bulletproof.com/robots.txt, `/products/test`

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 — only 0 of 40 sampled URLs carried product structured data, 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: bulletproof.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: bulletproof.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: `bulletproof.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:Care@Bulletproof.com), tel link (tel:2062034576), email (care@bulletproof.com), phone (69768133246923216631776326502).

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: `bulletproof.com/pages/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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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: bulletproof.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://shop.bulletproof.com/pages/privacy-policy> (45135 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: shop.bulletproof.com/pages/privacy-policy

NOT APPLICABLE **HIGH** Brand attribution on PDPs

Surface brand attribution on every PDP

WHAT WE FOUND

Couldn't confidently identify product pages — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 (749 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: `bulletproof.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://shop.bulletproof.com/pages/terms-conditions> (51420 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: `shop.bulletproof.com/pages/terms-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: `bulletproof.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: `bulletproof.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: `bulletproof.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: `bulletproof.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: `bulletproof.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: `bulletproof.com/.well-known/ucp`

NOT APPLICABLE **MEDIUM** **HSTS policy carries the includeSubDomains directive**

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

WHAT WE FOUND

Looked for `includeSubDomains` in the Strict-Transport-Security header, but HSTS itself is not enabled.

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

- HSTS not enabled; check `https-and-hsts-enforced` first.

Checked: bulletproof.com

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

Repair every merchantReturnLink URL

WHAT WE FOUND

Couldn't confidently identify product pages — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, so product-level checks aren't applicable.

How we checked: n/a

PASSING **MEDIUM** **Organization/OnlineStore JSON-LD with contactPoint on homepage**

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

WHAT WE FOUND

Found a homepage Organization node with a contactPoint exposing email or telephone.

How we checked: Parse homepage `



PASSING **MEDIUM** **Third-party review-platform integration detected**

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

WHAT WE FOUND

Found a third-party review-platform integration (yotpo) on 1 of 1 scanned source.

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: bulletproof.com

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://shop.bulletproof.com/pages/shipping-policy> (15846 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: shop.bulletproof.com/pages/shipping-policy

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: bulletproof.com/robots.txt, bulletproof.com/sitemap_index.xml

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

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

WHAT WE FOUND

Sampled 214 <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: bulletproof.com/sitemap_index.xml, bulletproof.com/post-sitemap.xml, bulletproof.com/post-sitemap2.xml, bulletproof.com/page-sitemap.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; 13 look like product URLs (1%).

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: bulletproof.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 1027 <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: bulletproof.com/sitemap_index.xml, bulletproof.com/post-sitemap.xml, bulletproof.com/post-sitemap2.xml, bulletproof.com/page-sitemap.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 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: bulletproof.com/sitemap_index.xml, bulletproof.com/post-sitemap.xml, bulletproof.com/post-sitemap2.xml, bulletproof.com/page-sitemap.xml

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

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

WHAT WE FOUND

No UCP profile present.

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

Checked: bulletproof.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: bulletproof.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: bulletproof.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://bulletproof.com/pages/about-us> (9737 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: bulletproof.com/pages/about-us

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 — only 0 of 40 sampled URLs carried product structured data, 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: `bulletproof.com/robots.txt`

NOT APPLICABLE **LOW** HSTS policy carries the preload directive

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

WHAT WE FOUND

Looked for the `preload` directive in the Strict-Transport-Security header, but HSTS itself is not enabled. How we checked: Parse the homepage `Strict-Transport-Security` header for the `preload` directive (hstspreload.org vendor extension to).
• HSTS not enabled; check `https-and-hsts-enforced` first.
Checked: `bulletproof.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 — only 0 of 40 sampled URLs carried product structured data, 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 >= 50,000 pixels)

WHAT WE FOUND

Couldn't confidently identify product pages — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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: bulletproof.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 — only 0 of 40 sampled URLs carried product structured data, 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 — only 0 of 40 sampled URLs carried product structured data, 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"); 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: bulletproof.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 749 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: bulletproof.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 (749 bytes); decodes as UTF-8.

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

Checked: bulletproof.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 1027 <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: bulletproof.com/sitemap_index.xml, bulletproof.com/post-sitemap.xml, bulletproof.com/post-sitemap2.xml, bulletproof.com/page-sitemap.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 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 (<= 52,428,800 B) and entry count (<= 50,000) for every resolved sitemap resource.

Checked: bulletproof.com/sitemap_index.xml, bulletproof.com/post-sitemap.xml, bulletproof.com/post-sitemap2.xml, bulletproof.com/page-sitemap.xml

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: bulletproof.com/sitemap_index.xml, bulletproof.com/post-sitemap.xml, bulletproof.com/post-sitemap2.xml, bulletproof.com/page-sitemap.xml

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

Make every declared MCP transport endpoint an absolute HTTPS URL

WHAT WE FOUND

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

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

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

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

Publish an /llms.txt manifest (optional)

WHAT WE FOUND

Reached an /llms.txt at the site root (2028 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: bulletproof.com/llms.txt