

AI AGENT-READINESS REPORT

# sleepingbaby.com

Ran 21 of 81 checks

OVERALL

# 12

Grade F

SURFACE SUB-SCORES

CHATGPT / ACP	14	GOOGLE AI MODE	10	PERPLEXITY	14
META	14	MICROSOFT COPILOT	11		



## Findings - 20 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://sleepingbaby.com/> for redirect behaviour, and parsed the Strict-Transport-Security header (value: "max-age=7889238").

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

- HSTS max-age is below the 6-month minimum

Checked: [sleepingbaby.com](http://sleepingbaby.com)

**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 4 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: [sleepingbaby.com/pages/contact](http://sleepingbaby.com/pages/contact), [sleepingbaby.com/pages/contact-us](http://sleepingbaby.com/pages/contact-us), [sleepingbaby.com/contact](http://sleepingbaby.com/contact), [sleepingbaby.com/contact-us](http://sleepingbaby.com/contact-us)

**FAILED HIGH Privacy policy page reachable**

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

**WHAT WE FOUND**

Probed 5 candidate privacy-policy paths (nav-discovered + platform-conventional) and none returned a 2xx body.

How we checked: Discover candidate URLs by scoring homepage nav/footer anchors for privacy/gdpr/cookie keywords, then append platform-conventional paths; probe each with politeFetch and pass on the first 2xx with  $\geq 200$  stripped-body chars.

- No privacy policy page reachable at any candidate URL

Checked: [sleepingbaby.com/pages/blooming-baby-privacy-policy](https://sleepingbaby.com/pages/blooming-baby-privacy-policy), [sleepingbaby.com/pages/data-sharing-opt-out](https://sleepingbaby.com/pages/data-sharing-opt-out), [sleepingbaby.com/policies/privacy-policy](https://sleepingbaby.com/policies/privacy-policy), [sleepingbaby.com/privacy](https://sleepingbaby.com/privacy), [sleepingbaby.com/privacy-policy](https://sleepingbaby.com/privacy-policy)

**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: [sleepingbaby.com/sitemap.xml](https://sleepingbaby.com/sitemap.xml), [sleepingbaby.com](https://sleepingbaby.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  $\geq$  MIN\_CONFIDENT\_PRODUCTS; content\_verified -> partial; none or under-threshold -> fail).

- No reliable way for agents to discover your products

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

**FAILED HIGH robots.txt present at root**

Publish a non-empty robots.txt at the site root

**WHAT WE FOUND**

Looked for a reachable /robots.txt at the site root. The fetcher returned no robots.txt (404, network error, or non-200 response).

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

- No /robots.txt reachable at the site root

Checked: [sleepingbaby.com/robots.txt](https://sleepingbaby.com/robots.txt)

**FAILED HIGH Terms of service page reachable**

Publish a terms of service page and link it from your site nav/footer

**WHAT WE FOUND**

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

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  $\geq 200$  stripped-body chars.

- No terms-of-service page reachable at any candidate URL

Checked: [sleepingbaby.com/pages/blooming-baby-terms-and-conditions](https://sleepingbaby.com/pages/blooming-baby-terms-and-conditions), [sleepingbaby.com/policies/terms-of-service](https://sleepingbaby.com/policies/terms-of-service), [sleepingbaby.com/terms](https://sleepingbaby.com/terms), [sleepingbaby.com/terms-of-service](https://sleepingbaby.com/terms-of-service)

**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: [sleepingbaby.com/.well-known/ucp](https://sleepingbaby.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: [sleepingbaby.com/.well-known/ucp](https://sleepingbaby.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: [sleepingbaby.com/.well-known/ucp](https://sleepingbaby.com/.well-known/ucp)

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

Make every `signing_keys[]` entry a JWK with `key` + `key-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 (`key` required) + §6 (`key-specific` required parameters). `kid` is OPTIONAL per §4.5 and not enforced here.

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

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

**FAILED MEDIUM** HSTS policy carries the `includeSubDomains` directive

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

**WHAT WE FOUND**

Inspected the homepage Strict-Transport-Security header ("`max-age=7889238`") and the `includeSubDomains` directive is absent.

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

- HSTS header is missing the `includeSubDomains` directive

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

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

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

**WHAT WE FOUND**

Found a homepage Organization node but its `contactPoint` is missing both email and telephone.

How we checked: Parse homepage `<script type="application/ld+json">` blocks, flatten `@graph`, and look for an Organization/OnlineStore/Store node with a `contactPoint` carrying `email` or `telephone`.

- Homepage Organization node has no `contactPoint` with email or telephone

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

**FAILED** **MEDIUM** Returns/refund policy page reachable

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

**WHAT WE FOUND**

Probed 6 candidate returns-policy paths (nav-discovered + platform-conventional) and none returned a 2xx body.

How we checked: Discover candidate URLs by scoring homepage nav/footer anchors for return/refund/exchange keywords, then append platform-conventional paths; probe each with politeFetch and pass on the first 2xx with  $\geq 200$  stripped-body chars.

- No returns/refund policy page reachable at any candidate URL

Checked: `sleepingbaby.com/pages/blooming-baby-return-and-refund-policy`, `sleepingbaby.com/policies/refund-policy`, `sleepingbaby.com/policies/return-policy`, `sleepingbaby.com/returns`, `sleepingbaby.com/refund-policy`, `sleepingbaby.com/return-policy`

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

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

**WHAT WE FOUND**

Probed 9 candidate shipping-policy paths (nav-discovered + platform-conventional) and none returned a 2xx body.

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

- No shipping policy page reachable at any candidate URL

Checked: `sleepingbaby.com/pages/blooming-baby-shipping-policy`, `sleepingbaby.com/collections/sleeping-baby/products/eversoft-bamboo-zipadee-zip-swaddle-transition-sky-blue`, `sleepingbaby.com/collections/sleeping-baby/products/eversoft-bamboo-zipadee-zip-swaddle-transition-sea-glass`, `sleepingbaby.com/collections/sleeping-baby/products/eversoft-bamboo-zipadee-zip-swaddle-transition-sunshine`, `sleepingbaby.com/collections/sleeping-baby/products/sleeping-baby-eversoft-bamboo-zipadee-zip-swaddle-transition-clementine`, `sleepingbaby.com/policies/shipping-policy`, `sleepingbaby.com/shipping`, `sleepingbaby.com/shipping-policy +1 more`

**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: `sleepingbaby.com/sitemap.xml`

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

Publish a substantive About page at a standard URL

**WHAT WE FOUND**

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

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

- No About page reachable at any standard URL

Checked: `sleepingbaby.com/pages/about`, `sleepingbaby.com/pages/about-us`, `sleepingbaby.com/about`, `sleepingbaby.com/about-us`

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

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

**WHAT WE FOUND**

Inspected the homepage Strict-Transport-Security header ("`max-age=7889238`") and the preload directive is absent.

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

- HSTS header is missing the preload directive

Checked: `sleepingbaby.com`

**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: sleepingbaby.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: sleepingbaby.com

**NOT APPLICABLE** **CRITICAL** **Googlebot allowed on product paths**

Allow Googlebot on product paths

**WHAT WE FOUND**

Wanted to check whether Googlebot is allowed at /products/test, but no /robots.txt was reachable.

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: sleepingbaby.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 (found 0), so product-level checks aren't applicable.

How we checked: n/a

**NOT APPLICABLE** **CRITICAL** **OAI-SearchBot allowed**

Allow OAI-SearchBot in robots.txt

**WHAT WE FOUND**

Wanted to evaluate whether OAI-SearchBot (OpenAI's ChatGPT search/discovery crawler) is allowed at /, but no /robots.txt was reachable so per-UA rules cannot be evaluated.

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

Checked: sleepingbaby.com/robots.txt

**NOT APPLICABLE** **CRITICAL** **No global wildcard root disallow**

Remove the wildcard `Disallow: /` from robots.txt

**WHAT WE FOUND**

Wanted to scan the wildcard group for a root Disallow, but no /robots.txt was reachable.

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: sleepingbaby.com/robots.txt

**NOT APPLICABLE** **HIGH** **Bingbot allowed**

Allow Bingbot in robots.txt

**WHAT WE FOUND**

Wanted to evaluate whether Bingbot (Microsoft's web crawler — also the source for Copilot Shopping's index) is allowed at /, but no /robots.txt was reachable so per-UA rules cannot be evaluated.

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

Checked: `sleepingbaby.com/robots.txt`

**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

**NOT APPLICABLE** **HIGH** PerplexityBot allowed

Allow PerplexityBot in robots.txt

**WHAT WE FOUND**

Wanted to evaluate whether PerplexityBot (Perplexity's shopping index crawler) is allowed at /, but no /robots.txt was reachable so per-UA rules cannot be evaluated.

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

Checked: `sleepingbaby.com/robots.txt`

**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

**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: `sleepingbaby.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: `sleepingbaby.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: `sleepingbaby.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: `sleepingbaby.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: `sleepingbaby.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: [sleepingbaby.com/.well-known/ucp](https://sleepingbaby.com/.well-known/ucp)

**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** 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 (judge.me, 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: sleepingbaby.com

**NOT APPLICABLE** **MEDIUM** Sitemap declared in robots.txt

Add a `Sitemap:` line to robots.txt

**WHAT WE FOUND**

Wanted to read Sitemap: directives from /robots.txt, but no robots.txt was reachable.

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

Checked: sleepingbaby.com/robots.txt

**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: sleepingbaby.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: sleepingbaby.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: [sleepingbaby.com/sitemap.xml](https://sleepingbaby.com/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: [sleepingbaby.com/.well-known/ucp](https://sleepingbaby.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: [sleepingbaby.com/.well-known/ucp](https://sleepingbaby.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: [sleepingbaby.com/.well-known/ucp](https://sleepingbaby.com/.well-known/ucp)

**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

**NOT APPLICABLE** **LOW** ChatGPT-User allowed

Allow ChatGPT-User in robots.txt (advisory)

**WHAT WE FOUND**

Wanted to evaluate whether ChatGPT-User (OpenAI's user-initiated live fetcher (advisory)) is allowed at /, but no /robots.txt was reachable so per-UA rules cannot be evaluated.  
How we checked: group match on `User-agent: ChatGPT-User` rules at path `/` (via the parsed robots.txt isAllowed predicate).  
Checked: [sleepingbaby.com/robots.txt](https://sleepingbaby.com/robots.txt)

**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 >= 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

**NOT APPLICABLE** **LOW** **Perplexity-User allowed**

Allow Perplexity-User in robots.txt (advisory)

**WHAT WE FOUND**

Wanted to evaluate whether Perplexity-User (Perplexity's live user-initiated fetcher (advisory)) is allowed at /, but no /robots.txt was reachable so per-UA rules cannot be evaluated.

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

Checked: `sleepingbaby.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

**NOT APPLICABLE** **LOW** /robots.txt is served as text/plain

Send Content-Type: text/plain on /robots.txt

**WHAT WE FOUND**

No /robots.txt was reachable, so the content-type check has nothing to evaluate.

How we checked: Inspect the /robots.txt response `Content-Type` header for a `text/plain` media type per §2.3.

- No /robots.txt reachable — content-type check skipped

Checked: [sleepingbaby.com/robots.txt](http://sleepingbaby.com/robots.txt)

**NOT APPLICABLE** **LOW** /robots.txt is under 500 KiB (RFC 9309 §2.5 parser cap)

Trim /robots.txt below 500 KiB

**WHAT WE FOUND**

No /robots.txt was reachable, so the size check has nothing to evaluate.

How we checked: Measure the raw byte size of the /robots.txt body and compare against the §2.5 parser cap ( $\geq 500$  KiB).

- No /robots.txt reachable — size check skipped

Checked: [sleepingbaby.com/robots.txt](http://sleepingbaby.com/robots.txt)

**NOT APPLICABLE** **LOW** /robots.txt is served as UTF-8

Serve /robots.txt as UTF-8

**WHAT WE FOUND**

No /robots.txt was reachable, so the encoding check has nothing to evaluate (see robots-txt-present).

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

- No /robots.txt reachable — encoding check skipped

Checked: [sleepingbaby.com/robots.txt](http://sleepingbaby.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: [sleepingbaby.com/sitemap.xml](http://sleepingbaby.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: [sleepingbaby.com/sitemap.xml](http://sleepingbaby.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: [sleepingbaby.com/sitemap.xml](http://sleepingbaby.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**

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: `sleepingbaby.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: `sleepingbaby.com/llms.txt`



**FREE PREVIEW**