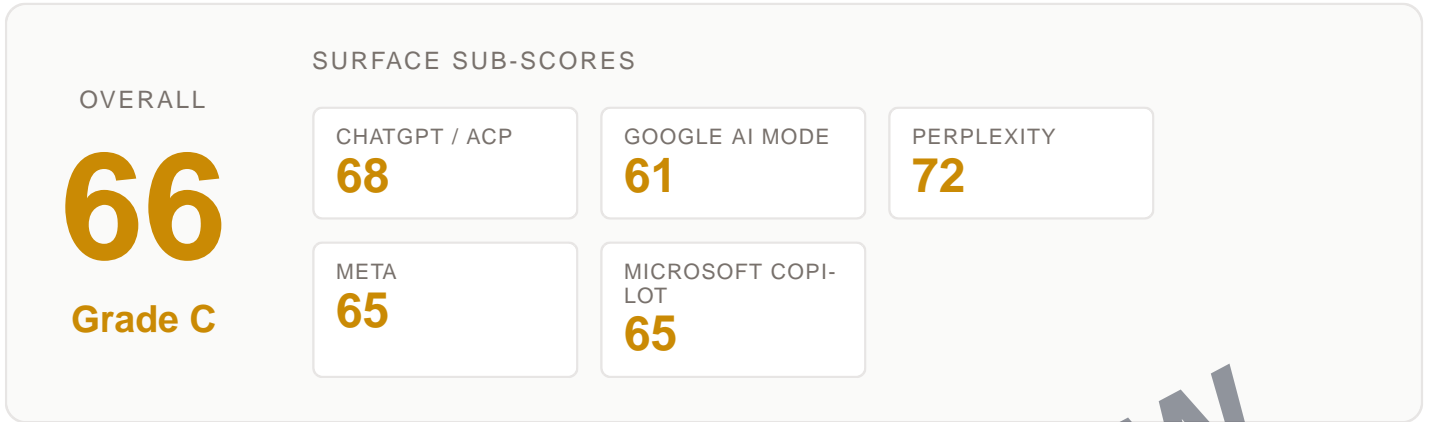


AI AGENT-READINESS REPORT

wmastore.com

Ran 60 of 81 checks



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

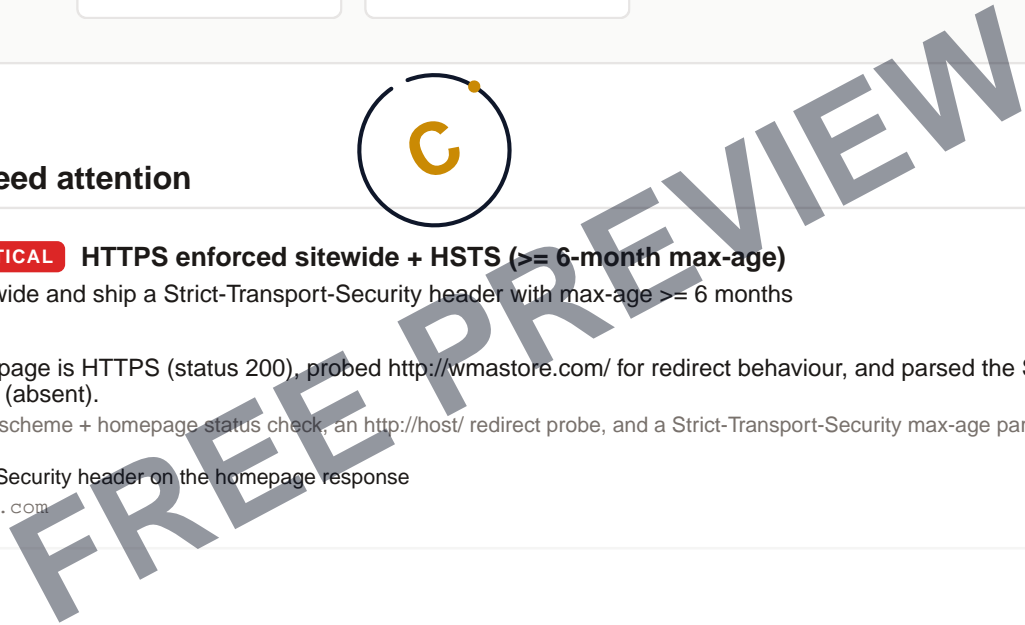
WHAT WE FOUND

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



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 12 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
- 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
- Offer is missing a numeric price or valid priceCurrency
- Offer is missing a numeric price or valid priceCurrency
- ...and 2 more PDPs with invalid offer pricing

Checked: wmastore.com/product/chupacabra-cuero-pro-utv-side-mirror-set-of-two-black, wmastore.com/product/vp-racing-t4-unleaded-racing-fuel-5-gallon-pail-6412-2, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-black, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-olive, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-red, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-green, wmastore.com/product/smittybilt-ramps-mud-snow-sand-traction-recovery-boards-pair-universal-2890, wmastore.com/product/rockford-fosgate-polaris-general-amp-wiring-kit
+4 more

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 12 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`
- Product JSON-LD missing `hasMerchantReturnPolicy`
- ...and 2 more PDPs without hasMerchantReturnPolicy

Checked: wmastore.com/product/chupacabra-cuero-pro-utv-side-mirror-set-of-two-black, wmastore.com/product/vp-racing-t4-unleaded-racing-fuel-5-gallon-pail-6412-2, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-black, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-olive, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-red, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-green, wmastore.com/product/smittybilt-ramps-mud-snow-sand-traction-recovery-boards-pair-universal-2890, wmastore.com/product/rockford-fosgate-polaris-general-amp-wiring-kit
+4 more

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 12 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`
- 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`
- ...and 2 more PDPs without shippingDetails

Checked: wmastore.com/product/chupacabra-cuero-pro-utv-side-mirror-set-of-two-black, wmastore.com/product/vp-racing-t4-unleaded-racing-fuel-5-gallon-pail-6412-2, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-black, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-olive, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-red, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-green, wmastore.com/product/smittybilt-ramps-mud-snow-sand-traction-recovery-boards-pair-universal-2890, wmastore.com/product/rockford-fosgate-polaris-general-amp-wiring-kit +4 more

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)
- 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)
- 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)
- ...and 10 more PDPs without brand attribution

Checked: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-homage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +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 (1 carry a valid GTIN, 5%).

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 9 more PDPs without GTIN

Checked: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-homage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +12 more

FAILED 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 12 sampled product pages (0 resolve at least one URL, 0%).

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.

- Product JSON-LD has no resolvable `image` URL
- Product JSON-LD has no resolvable `image` URL
- Product JSON-LD has no resolvable `image` URL
- Product JSON-LD has no resolvable `image` URL
- Product JSON-LD has no resolvable `image` URL
- Product JSON-LD has no resolvable `image` URL
- Product JSON-LD has no resolvable `image` URL
- Product JSON-LD has no resolvable `image` URL
- Product JSON-LD has no resolvable `image` URL
- Product JSON-LD has no resolvable `image` URL
- ...and 2 more PDPs with missing images

Checked: wmastore.com/product/chupacabra-cuero-pro-utv-side-mirror-set-of-two-black, wmastore.com/product/vp-racing-t4-unleaded-racing-fuel-5-gallon-pail-6412-2, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-black, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-olive, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-red, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-green, wmastore.com/product/smittybilt-ramps-mud-snow-sand-traction-recovery-boards-pair-universal-2890, wmastore.com/product/rockford-fosgate-polaris-general-amp-wiring-kit +4 more

NEEDS WORK 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 (12 found, 60%).

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.

- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP
- No Product JSON-LD on this PDP

Checked: wmastore.com/rivian-r1s-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-hommage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +12 more

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](https://wmastore.com/.well-known/ucp) is not reachable or not parseable as JSON

Checked: wmastore.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](https://wmastore.com/.well-known/ucp) profile present

Checked: wmastore.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](https://wmastore.com/.well-known/ucp) profile present

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

FAILED HIGH Every signing_keys[] entry is a valid JWK

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

- No /.well-known/ucp profile present

Checked: wmastore.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

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

How we checked: Parse homepage `

NEEDS WORK **MEDIUM** Sitemap declared in robots.txt

Add a `Sitemap:` line to robots.txt

WHAT WE FOUND

Read robots.txt and looked for a Sitemap: directive; none were declared.

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

- robots.txt has no Sitemap: directive

Checked: wmastore.com/robots.txt

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

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

WHAT WE FOUND

Parsed alt attributes across 20 sampled product pages (6 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.

- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- Most images on this product page lack alt text
- ...and 4 more

Checked: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-homage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +12 more

**FAILED** **LOW** Product `aggregateRating` present

Add an AggregateRating to Product nodes when you have real reviews

WHAT WE FOUND

Looked for a valid `aggregateRating` on Product JSON-LD across 12 sampled product pages (0 valid, 0%).

How we checked: On each Product node, parse `aggregateRating` (or the first element if it's an array) and require ratingValue in [0,5] AND reviewCount or ratingCount >= 1.

- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- ...and 2 more PDPs without valid aggregateRating

Checked: wmastore.com/product/chupacabra-cuero-pro-utv-side-mirror-set-of-two-black, wmastore.com/product/vp-racing-t4-unleaded-racing-fuel-5-gallon-pail-6412-2, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-black, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-olive, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-red, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-green, wmastore.com/product/smittybilt-ramps-mud-snow-sand-traction-recovery-boards-pair-universal-2890, wmastore.com/product/rockford-fosgate-polaris-general-amp-wiring-kit +4 more

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

Enable Apple Pay through your payment processor (informational only)

WHAT WE FOUND

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

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

- No Apple Pay markers detected on the homepage or PDPs

Checked: wmastore.com, wmastore.com/rivian-r1s-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-homage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs +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: wmastore.com, wmastore.com/rivian-r1s-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-homage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs +13 more

PASSING **CRITICAL** **Googlebot allowed on product paths**

Allow Googlebot on product paths

WHAT WE FOUNDChecked robots.txt for Googlebot at the representative product path ``/rivian-r1s-first-drive-review-the-suv-finally-arrives-sort-of``. The active group resolves to Allow.How we checked: group match on ``User-agent: Googlebot`` rules at the representative product path ``/rivian-r1s-first-drive-review-the-suv-finally-arrives-sort-of`` (via the parsed robots.txt isAllowed predicate).Checked: wmastore.com/robots.txt, ``/rivian-r1s-first-drive-review-the-suv-finally-arrives-sort-of``**PASSING** **CRITICAL** **OAI-SearchBot allowed**

Allow OAI-SearchBot in robots.txt

WHAT WE FOUNDChecked 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: wmastore.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: wmastore.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: wmastore.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:info@wmastore.com), tel link (tel:800-503-1874), email (info@wmastore.com).

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: wmastore.com/contact

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: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-homage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +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: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-homage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +12 more

PASSING **HIGH** Offer `availability` is a Schema.org URL

Use a canonical Schema.org availability IRI on every Offer

WHAT WE FOUND

Checked Offer `availability` on 12 sampled product pages with an Offer (12 use a canonical Schema.org URL, 100%).

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: wmastore.com/product/chupacabra-cuero-pro-utv-side-mirror-set-of-two-black, wmastore.com/product/vp-racing-t4-unleaded-racing-fuel-5-gallon-pail-6412-2, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-black, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-olive, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-red, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-green, wmastore.com/product/smittybilt-ramps-mud-snow-sand-traction-recovery-boards-pair-universal-2890, wmastore.com/product/rockford-fosgate-polaris-general-amp-wiring-kit +4 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: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-hommage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +12 more**PASSING HIGH** No sampled PDP returns a noindex directive

Remove the noindex directive from every PDP

WHAT WE FOUND

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

How we checked: For each sampled PDP, inspect the HTML for ``<meta name="robots" content="...noindex...">`` and the response headers for `X-Robots-Tag:...noindex...`.Checked: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-hommage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +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: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-hommage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +12 more**PASSING HIGH** PerplexityBot allowed

Allow PerplexityBot in robots.txt

WHAT WE FOUNDChecked 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: wmastore.com/robots.txt**PASSING HIGH** Privacy policy page reachable

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

WHAT WE FOUNDFound a privacy policy page at <https://wmastore.com/privacy-policy/> (15406 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: wmastore.com/privacy-policy

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 12 sampled product pages (12 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: wmastore.com/product/chupacabra-cuero-pro-utv-side-mirror-set-of-two-black, wmastore.com/product/vp-racing-t4-unleaded-racing-fuel-5-gallon-pail-6412-2, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-black, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-olive, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-red, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-green, wmastore.com/product/smittybilt-ramps-mud-snow-sand-traction-recovery-boards-pair-universal-2890, wmastore.com/product/rockford-foggate-polaris-general-amp-wiring-kit +4 more

PASSING **HIGH** Product JSON-LD includes `offers`

Add an `offers` object to every Product node

WHAT WE FOUND

Looked for an `offers` (or AggregateOffer) block on Product JSON-LD across 12 sampled product pages (12 carry one, 100%).

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

Checked: wmastore.com/product/chupacabra-cuero-pro-utv-side-mirror-set-of-two-black, wmastore.com/product/vp-racing-t4-unleaded-racing-fuel-5-gallon-pail-6412-2, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-black, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-olive, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-red, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-green, wmastore.com/product/smittybilt-ramps-mud-snow-sand-traction-recovery-boards-pair-universal-2890, wmastore.com/product/rockford-foggate-polaris-general-amp-wiring-kit +4 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: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-homage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +2 more

PASSING **HIGH** Products are machine-discoverable

Publish a product feed or a crawlable product sitemap

WHAT WE FOUND

Confirmed agents can discover your products via `feed` (20 product pages verified).

How we checked: Read the product-discovery cascade result from `ctx.discovery`. Score by discovery method (`feed / platform_api / sitemap_typed` -> pass when `verifiedProductCount >= MIN_CONFIDENT_PRODUCTS`; `content_verified` -> partial; none or under-threshold -> fail).Checked: wmastore.com/feed**PASSING** **HIGH** robots.txt present at root

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

WHAT WE FOUNDReached a non-empty `/robots.txt` at the site root (165 bytes, 0 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: wmastore.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://wmastore.com/terms-and-conditions/> (15074 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: wmastore.com/terms-and-conditions

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

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: wmastore.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: wmastore.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: wmastore.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: wmastore.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: wmastore.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: wmastore.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: wmastore.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: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-hommage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +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: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-hommage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +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: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-hommage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +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: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-hommage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +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: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-hommage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +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 12 sampled product pages (12 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: wmastore.com/product/chupacabra-cuero-pro-utv-side-mirror-set-of-two-black, wmastore.com/product/vp-racing-t4-unleaded-racing-fuel-5-gallon-pail-6412-2, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-black, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-olive, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-red, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-green, wmastore.com/product/smittybilt-ramps-mud-snow-sand-traction-recovery-boards-pair-universal-2890, wmastore.com/product/rockford-fosgate-polaris-general-amp-wiring-kit +4 more**PASSING** **MEDIUM** Product `sku` populated

Populate `sku` on every Product JSON-LD node

WHAT WE FOUND

Read the `sku` field on Product JSON-LD across 12 sampled product pages (12 populated, 100%).

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

Checked: wmastore.com/product/chupacabra-cuero-pro-utv-side-mirror-set-of-two-black, wmastore.com/product/vp-racing-t4-unleaded-racing-fuel-5-gallon-pail-6412-2, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-black, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-olive, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-red, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-green, wmastore.com/product/smittybilt-ramps-mud-snow-sand-traction-recovery-boards-pair-universal-2890, wmastore.com/product/rockford-fosgate-polaris-general-amp-wiring-kit +4 more



PASSING **MEDIUM** Product title not a placeholder

Replace placeholder and slug-shape titles with real product names

WHAT WE FOUND

Inspected 12 Product JSON-LD titles for placeholders or slug shapes (12 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: wmastore.com/product/chupacabra-cuero-pro-utv-side-mirror-set-of-two-black, wmastore.com/product/vp-racing-t4-unleaded-racing-fuel-5-gallon-pail-6412-2, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-black, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-olive, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-red, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-green, wmastore.com/product/smittybilt-ramps-mud-snow-sand-traction-recovery-boards-pair-universal-2890, wmastore.com/product/rockford-foggate-polaris-general-amp-wiring-kit
+4 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://wmastore.com/returns-refunds-and-exchanges/> (16604 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: wmastore.com/returns-refunds-and-exchanges

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://wmastore.com/shipping-policy/> (11955 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: wmastore.com/shipping-policy

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

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

WHAT WE FOUND

Sampled 132 <loc> entries across 2 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: wmastore.com/sitemap.xml, wmastore.com/product-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 668 <loc> entries; 668 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: wmastore.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 700 <loc> entries against their sitemap host across 2 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: wmastore.com/sitemap.xml, wmastore.com/product-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 2 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: wmastore.com/sitemap.xml, wmastore.com/product-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: wmastore.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: wmastore.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: wmastore.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://wmastore.com/about/> (11962 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: wmastore.com/about

PASSING **LOW** BreadcrumbList present on PDPs

Add a BreadcrumbList JSON-LD block to every PDP

WHAT WE FOUND

Searched JSON-LD on 12 sampled product pages for a BreadcrumbList (12 found, 100%).

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

Checked: wmastore.com/product/chupacabra-cuero-pro-utv-side-mirror-set-of-two-black, wmastore.com/product/vp-racing-t4-unleaded-racing-fuel-5-gallon-pail-6412-2, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-black, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-olive, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-red, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-green, wmastore.com/product/smittybilt-ramps-mud-snow-sand-traction-recovery-boards-pair-universal-2890, wmastore.com/product/rockford-fosgate-polaris-general-amp-wiring-kit
+4 more

PASSING **LOW** ChatGPT-User allowed

Allow ChatGPT-User in robots.txt (advisory)

WHAT WE FOUND

Checked robots.txt rules for ChatGPT-User (OpenAI's user-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: wmastore.com/robots.txt

NOT APPLICABLE **LOW** HSTS policy carries the preload directiveAdd `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: wmastore.com

PASSING **LOW** Product images meet Google's 50,000-pixel area thresholdUpload higher-resolution product images (area \geq 50,000 pixels)**WHAT WE FOUND**

Inspected `` attributes on 20 sampled product pages (20 have at least one image with area \geq 50,000 px; dimensions absent from HTML are not HEAD-probed and count as indeterminate). How we checked: For every sampled PDP, parse `` tags and read explicit `width` and `height` attributes; a PDP passes when at least one image has width x height \geq 50,000. PDPs without any explicit-dimension `` are marked indeterminate (this check does not HEAD image URLs).
Checked: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-hommage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +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: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-hommage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +12 more

PASSING **LOW** Offer `itemCondition` is canonical when present

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

WHAT WE FOUND

Checked Offer `itemCondition` on 12 sampled product pages with an Offer (12 either omit or use a canonical Schema.org URL, 100%). How we checked: On each Offer: if `itemCondition` is omitted, count as pass (Google defaults to NewCondition). If present, accept only when it matches a canonical Schema.org ItemCondition IRI.
Checked: wmastore.com/product/chupacabra-cuero-pro-utv-side-mirror-set-of-two-black, wmastore.com/product/vp-racing-t4-unleaded-racing-fuel-5-gallon-pail-6412-2, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-black, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-olive, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-red, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-green, wmastore.com/product/smittybilt-ramps-mud-snow-sand-traction-recovery-boards-pair-universal-2890, wmastore.com/product/rockford-foggate-polaris-general-amp-wiring-kit +4 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: wmastore.com/rivian-rls-first-drive-review-the-suv-finally-arrives-sort-of, wmastore.com/which-countries-use-vehicles-with-a-right-hand-steering-wheel, wmastore.com/limited-edition-bmw-3-0-csl-hommage-officially-teased, wmastore.com/post-format-gallery-blogs, wmastore.com/porsche-911-turbo-s-road-test-cleaving-off-razor-thin-slices-of-911-pie, wmastore.com/post-format-quote-blogs, wmastore.com/post-format-video-blogs, wmastore.com/post-format-audio-blogs +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: wmastore.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 12 sampled product pages (12 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: wmastore.com/product/chupacabra-cuero-pro-utv-side-mirror-set-of-two-black, wmastore.com/product/vp-racing-t4-unleaded-racing-fuel-5-gallon-pail-6412-2, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-black, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-olive, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-red, wmastore.com/product/dv8-offroad-recovery-traction-boards-w-carry-bag-green, wmastore.com/product/smittybilt-ramps-mud-snow-sand-traction-recovery-boards-pair-universal-2890, wmastore.com/product/rockford-foggate-polaris-general-amp-wiring-kit +4 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: wmastore.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 165 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: wmastore.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 (165 bytes); decodes as UTF-8.

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

Checked: `wmastore.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 700 <loc> entries across 2 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: `wmastore.com/sitemap.xml`, `wmastore.com/product-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 2 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: `wmastore.com/sitemap.xml`, `wmastore.com/product-sitemap.xml`

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

Serve every sitemap document as UTF-8

WHAT WE FOUND

Inspected 2 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: `wmastore.com/sitemap.xml`, `wmastore.com/product-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: `wmastore.com/.well-known/ucp`

PASSING **INFO** l1ms.txt present (informational)

Publish an /l1ms.txt manifest (optional)

WHAT WE FOUND

Reached an /l1ms.txt at the site root (376860 bytes).

How we checked: Check whether the fetcher reached an /l1ms.txt at the site root. Informational only — no failure path per l1mstxt.org being a voluntary community convention.

Checked: `wmastore.com/l1ms.txt`

