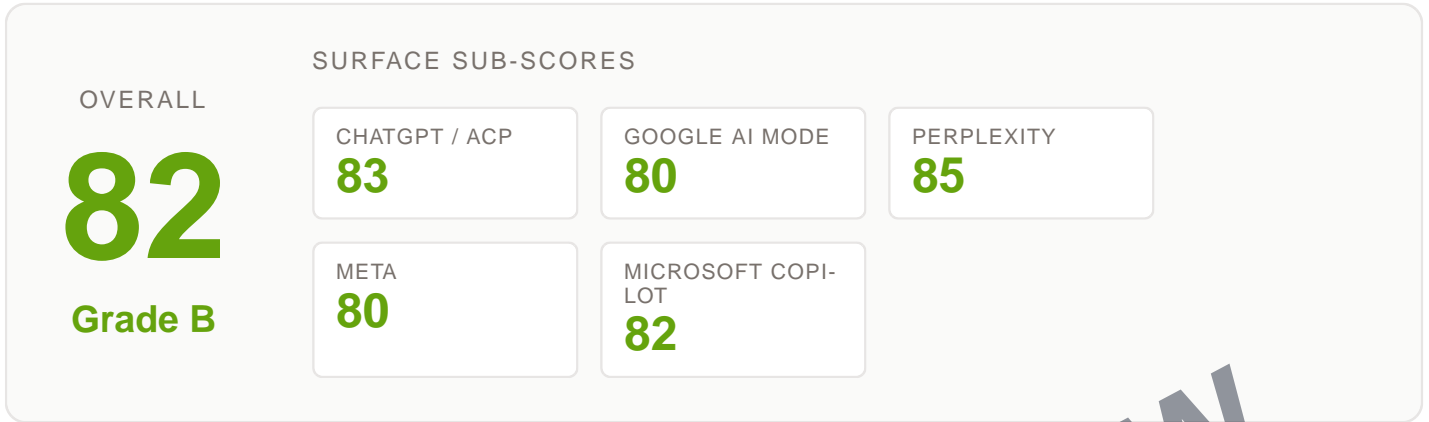


AI AGENT-READINESS REPORT

# kongcompany.com

Ran 67 of 81 checks



## Findings - 15 need attention

**FAILED HIGH MerchantReturnPolicy node present on Product or Offer**

Emit `hasMerchantReturnPolicy` on Product or Offer JSON-LD

### WHAT WE FOUND

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

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

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

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 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 20 sampled PDPs (0 present, 0%).

How we checked: On each PDP, locate the Product JSON-LD node and check for `shippingDetails` (single object or array) at Product or Offer level. Pass band &gt;= 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 10 more PDPs without shippingDetails

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 more

**FAILED 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); 2 carried multiple Product JSON-LD nodes.

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.

- PDP exposes 3 Product JSON-LD nodes
- PDP exposes 3 Product JSON-LD nodes

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 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)
- 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: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 more



**FAILED HIGH GTIN coverage on PDPs**

Populate `gtin` on every branded Product node

**WHAT WE FOUND**

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

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

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

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 more

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

Add every required top-level key to the UCP profile

**WHAT WE FOUND**

Profile is missing required key(s): signing\_keys.

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

- Required top-level key `signing\_keys` is missing

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

**FAILED HIGH Each service satisfies the transport-conditional field requirements**

Populate the conditional fields required by each service's transport

**WHAT WE FOUND**

Validated 1 services with recognised transports (0 satisfy their transport's required fields).

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

- Service is missing transport-conditional field(s)

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

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

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

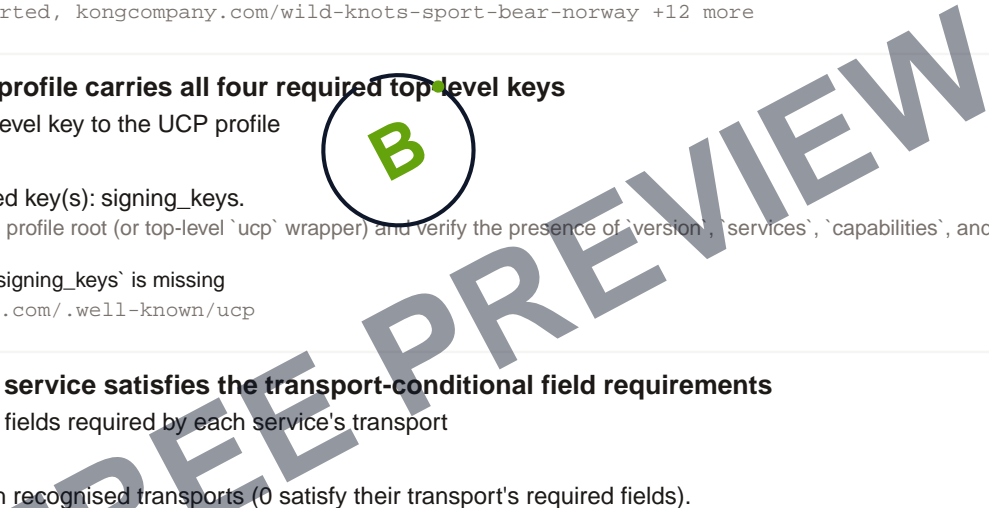
**WHAT WE FOUND**

Inspected the homepage Strict-Transport-Security header ("max-age=31536000") 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: kongcompany.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: kongcompany.com

**FAILED MEDIUM Product `brand` is a string or Brand/Organization object**

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

**WHAT WE FOUND**

Inspected the `brand` field on Product JSON-LD across 20 sampled product pages (0 valid as string or object, 0%).

How we checked: On each Product node, accept `brand` if it's a non-empty trimmed string OR an object with a non-empty `name`. Objects with `@type` Brand/Organization but no `name` are rejected.

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

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 more

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

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

**WHAT WE FOUND**

Scanned the homepage and 20 sampled PDPs for 8 review-platform asset fingerprints; none matched.

How we checked: Substring scan of homepage and sampled PDP HTML for known review-platform asset fingerprints (judge.me, yotpo, stamped.io, reviews.io, okendo, loox, trustpilot, bazaarvoice).

- No third-party review-platform integration detected

Checked: kongcompany.com, kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted +13 more

**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=31536000`") 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: kongcompany.com

**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 20 sampled product pages (0 valid, 0%).

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

- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- Product has no valid AggregateRating (ratingValue 0-5 + reviewCount/ratingCount >= 1)
- ...and 10 more PDPs without valid aggregateRating

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 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-merchantid-domain-association) across the homepage and every sampled PDP HTML

- No Apple Pay markers detected on the homepage or PDPs

Checked: kongcompany.com, kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted +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: kongcompany.com, kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted +13 more

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

Allow Googlebot on product paths

**WHAT WE FOUND**

Checked robots.txt for Googlebot at the representative product path `/snacks-peanut-butter`. The active group resolves to Allow.

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

Checked: kongcompany.com/robots.txt, /snacks-peanut-butter

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

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

**WHAT WE FOUND**

Confirmed the homepage is HTTPS (status 200), probed <http://kongcompany.com/> for redirect behaviour, and parsed the Strict-Transport-Security header (value: "max-age=31536000").

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

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

**PASSING** **CRITICAL** **Offer price + priceCurrency valid**

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

**WHAT WE FOUND**

Parsed Offer `price` and `priceCurrency` on Product JSON-LD across 20 sampled product pages (20 valid, 100%).

How we checked: Parse Offer `price` (or AggregateOffer `lowPrice`) as a parseable numeric price >= 0; require `priceCurrency` to match  `/^[A-Z]{3}$/i` .

Checked: [kongcompany.com/snacks-peanut-butter](http://kongcompany.com/snacks-peanut-butter), [kongcompany.com/zoomgroom-boysenberry](http://kongcompany.com/zoomgroom-boysenberry), [kongcompany.com/wild-knots-sport-bear-switzerland](http://kongcompany.com/wild-knots-sport-bear-switzerland), [kongcompany.com/wubba-sport-basketball](http://kongcompany.com/wubba-sport-basketball), [kongcompany.com/kong-ultimate-safety-tether-and-seat-medium](http://kongcompany.com/kong-ultimate-safety-tether-and-seat-medium), [kongcompany.com/wild-knots-bear-e7ue](http://kongcompany.com/wild-knots-bear-e7ue), [kongcompany.com/jumbler-jacks-ball-assorted](http://kongcompany.com/jumbler-jacks-ball-assorted), [kongcompany.com/wild-knots-sport-bear-norway](http://kongcompany.com/wild-knots-sport-bear-norway) +12 more

**PASSING** **CRITICAL** **OAI-SearchBot allowed**

Allow OAI-SearchBot in robots.txt

**WHAT WE FOUND**

Checked robots.txt rules for OAI-SearchBot (OpenAI's ChatGPT search/discovery crawler) at path `/`. The active group resolves to Allow.

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

Checked: [kongcompany.com/robots.txt](http://kongcompany.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: [kongcompany.com/robots.txt](http://kongcompany.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: [kongcompany.com/robots.txt](http://kongcompany.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: phone (1750103892).

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: [kongcompany.com/contact](http://kongcompany.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: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +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: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +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 20 sampled product pages with an Offer (20 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: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 more

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

Open PDPs to anonymous fetches

**WHAT WE FOUND**

Sampled 20 PDP(s); none return 401 / 403.

How we checked: For each sampled PDP, evaluate the captured HTTP status code (preferred) or fall back to body-presence; 401 / 403 fails.

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +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 `` and the response headers for `X-Robots-Tag:...noindex...`.

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 more

**PASSING** **HIGH** PerplexityBot allowed

Allow PerplexityBot in robots.txt

**WHAT WE FOUND**

Checked robots.txt rules for PerplexityBot (Perplexity's shopping index crawler) at path /. The active group resolves to Allow.

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

Checked: kongcompany.com/robots.txt

**PASSING** **HIGH** Privacy policy page reachable

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

**WHAT WE FOUND**

Found a privacy policy page at <https://kongcompany.com/privacy-policy/> (9969 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: kongcompany.com/privacy-policy

**PASSING** **HIGH** Product `image` populated

Add a resolvable image URL to every Product node

**WHAT WE FOUND**

Read the `image` field on Product JSON-LD across 20 sampled product pages (20 resolve at least one URL, 100%).

How we checked: Resolve `image` on each Product node into a list of URL strings (string, array, or ImageObject.url/contentUrl); require at least one non-empty URL.

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 more

**PASSING** **HIGH** Product JSON-LD present on PDPs

Publish a Product JSON-LD block on every PDP

**WHAT WE FOUND**

Parsed JSON-LD on 20 sampled product pages for a Product node (20 found, 100%).

How we checked: Walk each sampled PDP's parsed `jsonLdBlocks`, flatten `@graph` containers, and count the page as passing if any node has `@type` Product / ProductGroup / IndividualProduct / ProductModel.

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 more

**PASSING** **HIGH** Product `name` populated

Populate `name` on every Product JSON-LD node

**WHAT WE FOUND**

Read the `name` field on Product JSON-LD across 20 sampled product pages (20 populated, 100%).

How we checked: On each PDP with a Product JSON-LD node, require `name` to be a string of length > 0 after trimming.

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 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 20 sampled product pages (20 carry one, 100%).

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

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 more

**PASSING HIGH Product pages discoverable without JavaScript**

Make product pages discoverable without JavaScript

**WHAT WE FOUND**

Counted product pages discovered by the non-JavaScript crawl (20 found).

How we checked: Count the product pages a non-JavaScript crawl could discover via the sitemap or initial HTML (no JS execution). The fetcher already attempted discovery; we read ctx.pdpSample.

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +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 `sitemap\_typed` (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: kongcompany.com

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

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

**WHAT WE FOUND**

Reached a non-empty /robots.txt at the site root (1701 bytes, 1 declared Sitemap line).

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

Checked: kongcompany.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://www.kongcompany.com/legal/ (1559 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: kongcompany.com/legal

**PASSING HIGH UCP profile Cache-Control is shared-cacheable with max-age >= 60s**

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

**WHAT WE FOUND**

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

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

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

**PASSING** **HIGH** **/.well-known/ucp response Content-Type is application/json**

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

**WHAT WE FOUND**

UCP profile Content-Type is "application/json; charset=utf-8".

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

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

**PASSING** **HIGH** **/.well-known/ucp is publicly fetchable with no auth**

Allow unauthenticated access to /.well-known/ucp

**WHAT WE FOUND**

Unauthenticated GET /.well-known/ucp returned 200.

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

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

**PASSING** **HIGH** **/.well-known/ucp returns 200 directly with no redirects**

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

**WHAT WE FOUND**

GET /.well-known/ucp returned 200 directly with no redirect chain.

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

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

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

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

**WHAT WE FOUND**

Found /.well-known/ucp with version "2026-04-08".

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

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

**PASSING** **HIGH** **Each service `transport` is rest, mcp, a2a, or embedded**

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

**WHAT WE FOUND**

Validated 1 service transport (1 match the UCP enum).

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

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

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

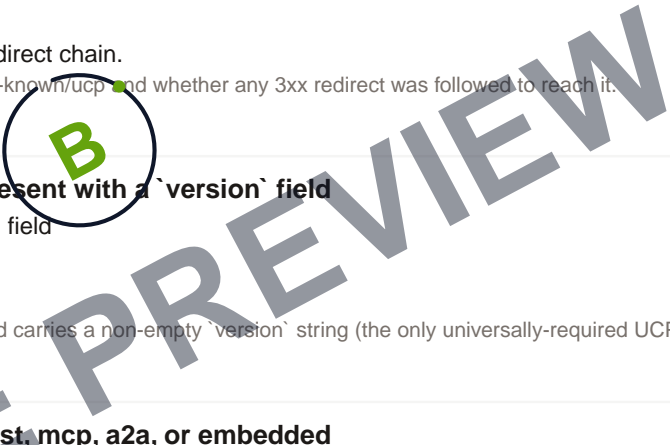
Declare a shopping service entry with a recognised transport and an HTTPS endpoint

**WHAT WE FOUND**

Found 1 valid shopping service entry (transport + HTTPS endpoint).

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

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



**NOT APPLICABLE** **HIGH** Every signing\_keys[] entry is a valid JWK

Make every signing\_keys[] entry a JWK with kty + kty-specific params

**WHAT WE FOUND**

Profile declares no signing\_keys; JWK validation has no entries to evaluate.

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

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

**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: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +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: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +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: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +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: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +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: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 more

**PASSING** **MEDIUM** Product `description` present

Populate `description` on every Product JSON-LD node

**WHAT WE FOUND**

Read `description` on Product JSON-LD across 20 sampled product pages (20 non-empty after HTML strip, 100%).

How we checked: Read `description` on each Product node; strip HTML tags and collapse whitespace; require length > 0.

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 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 20 sampled product pages (20 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: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 more

**PASSING** **MEDIUM** Product title not a placeholder

Replace placeholder and slug-shape titles with real product names

**WHAT WE FOUND**

Inspected 20 Product JSON-LD titles for placeholders or slug shapes (20 human-meaningful, 100%).

How we checked: Read `name` on the first Product JSON-LD node. Fail if empty, matches a known placeholder list (Default Title / Untitled / Product N / sample / test / draft / placeholder), or matches slug shape (lower-case alnum + at least one hyphen).

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 more

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

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

**WHAT WE FOUND**

Found a returns/refund policy page at <https://kongcompany.com/shipping-returns/> (3243 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: kongcompany.com/shipping-returns



**PASSING** **MEDIUM** Shipping policy page reachable

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

**WHAT WE FOUND**

Found a shipping policy page at <https://kongcompany.com/shipping-returns/> (3243 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: [kongcompany.com/shipping-returns](https://kongcompany.com/shipping-returns)

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

Add a `Sitemap:` line to robots.txt

**WHAT WE FOUND**

Read robots.txt and counted 1 declared Sitemap line.

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

Checked: [kongcompany.com/robots.txt](https://kongcompany.com/robots.txt), [kongcompany.com/xmlsitemap.php](https://kongcompany.com/xmlsitemap.php)

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

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

**WHAT WE FOUND**

Sampled 105 <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](https://sitemaps.org/) entity escaping rules).

Checked: [kongcompany.com/xmlsitemap.php](https://kongcompany.com/xmlsitemap.php), [kongcompany.com/xmlsitemap.php?type=products&page=1](https://kongcompany.com/xmlsitemap.php?type=products&page=1)

**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 245 <loc> entries; 239 look like product URLs (98%).

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: [kongcompany.com/sitemap.xml](https://kongcompany.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 250 <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: [kongcompany.com/xmlsitemap.php](https://kongcompany.com/xmlsitemap.php), [kongcompany.com/xmlsitemap.php?type=products&page=1](https://kongcompany.com/xmlsitemap.php?type=products&page=1)

**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: [kongcompany.com/xmlsitemap.php](https://kongcompany.com/xmlsitemap.php), [kongcompany.com/xmlsitemap.php?type=products&page=1](https://kongcompany.com/xmlsitemap.php?type=products&page=1)

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

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

**WHAT WE FOUND**

Profile declares no capabilities; required-field checks have nothing to evaluate.

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

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

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

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

**WHAT WE FOUND**

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

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

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

**PASSING** **MEDIUM** Every service `version` matches YYYY-MM-DD

Use ISO-date `version` strings on every service

**WHAT WE FOUND**

Validated 1 service version string (1 match YYYY-MM-DD).

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

Checked: kongcompany.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://kongcompany.com/about-us/> (4302 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: kongcompany.com/about-us

**PASSING** **LOW** BreadcrumbList present on PDPs

Add a BreadcrumbList JSON-LD block to every PDP

**WHAT WE FOUND**

Searched JSON-LD on 20 sampled product pages for a BreadcrumbList (20 found, 100%).

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

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 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: kongcompany.com/robots.txt

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

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

**WHAT WE FOUND**

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

How we checked: Per PDP, count `<img>` 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 `<img>` at all OR  $\geq 80\%$  of its `<img>` tags have non-empty alt.

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 more

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

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

**WHAT WE FOUND**

Inspected `<img width=... height=...>` 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 `<img>` 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 `<img>` are marked indeterminate (this check does not HEAD image URLs).

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +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: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +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 20 sampled product pages with an `Offer` (20 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: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 more

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

Emit a `ShippingDeliveryTime` with `handlingTime` and/or `transitTime` populated

**WHAT WE FOUND**

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

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

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +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: kongcompany.com/robots.txt

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

Use sentence-case product titles

**WHAT WE FOUND**

Inspected the Product JSON-LD title on 20 sampled product pages (20 non-empty and not all-caps, 100%).

How we checked: Read `name` on the first Product JSON-LD node. Fail if missing/empty after trimming OR if the string contains letters and they're all upper-case.

Checked: kongcompany.com/snacks-peanut-butter, kongcompany.com/zoomgroom-boysenberry, kongcompany.com/wild-knots-sport-bear-switzerland, kongcompany.com/wubba-sport-basketball, kongcompany.com/kong-ultimate-safety-tether-and-seat-medium, kongcompany.com/wild-knots-bear-e7ue, kongcompany.com/jumbler-jacks-ball-assorted, kongcompany.com/wild-knots-sport-bear-norway +12 more

**PASSING** **LOW** **/robots.txt is served as text/plain**

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

**WHAT WE FOUND**

Inspected /robots.txt Content-Type ("text/plain; charset=UTF-8"); recognised as text/plain.

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

Checked: kongcompany.com/robots.txt

**PASSING** **LOW** **/robots.txt is under 500 KiB (RFC 9309 §2.5 parser cap)**

Trim /robots.txt below 500 KiB

**WHAT WE FOUND**

Measured /robots.txt at 1,702 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 ( $\geq 500$  KiB).

Checked: kongcompany.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 (1702 bytes); decodes as UTF-8.

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

Checked: kongcompany.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 250 <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: kongcompany.com/xmlsitemap.php, kongcompany.com/xmlsitemap.php?type=products&page=1

**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: kongcompany.com/xmlsitemap.php, kongcompany.com/xmlsitemap.php?type=products&page=1

**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: kongcompany.com/xmlsitemap.php, kongcompany.com/xmlsitemap.php?type=products&page=1

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

Make every declared MCP transport endpoint an absolute HTTPS URL

**WHAT WE FOUND**

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

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

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

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

Publish an /lms.txt manifest (optional)

**WHAT WE FOUND**

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

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

Checked: kongcompany.com/lms.txt

