

AI AGENT-READINESS REPORT

mypure.co.uk

Ran 77 of 81 checks

OVERALL

86

Grade B

SURFACE SUB-SCORES

CHATGPT / ACP	87	GOOGLE AI MODE	86	PERPLEXITY	88
META	85	MICROSOFT COPILOT	86		



Findings - 14 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

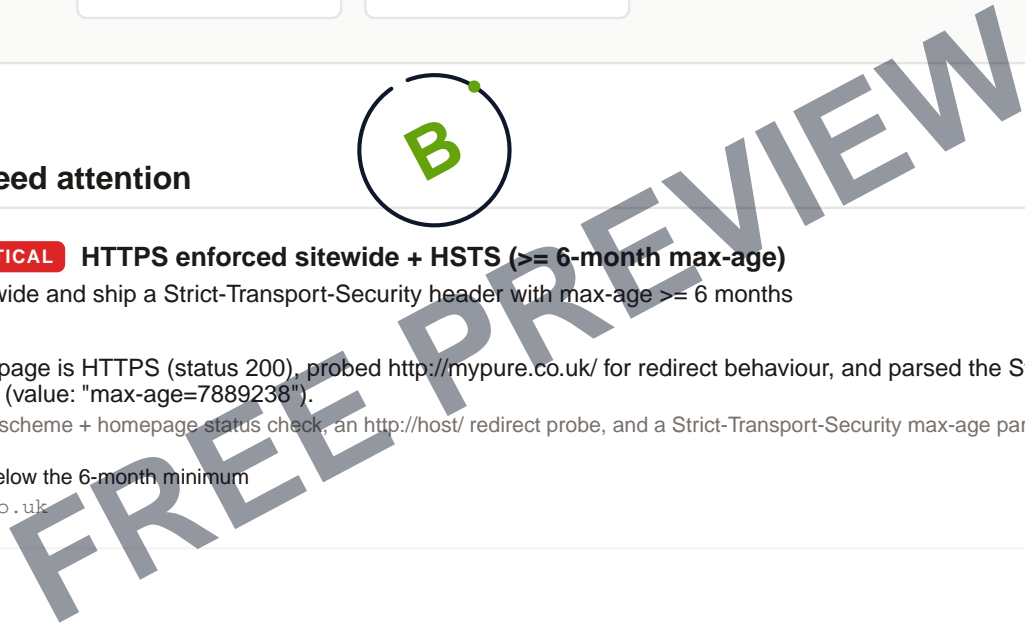
WHAT WE FOUND

Confirmed the homepage is HTTPS (status 200), probed <http://mypure.co.uk/> for redirect behaviour, and parsed the Strict-Transport-Security header (value: "max-age=7889238").

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

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

Checked: mypure.co.uk



FAILED HIGH MerchantReturnPolicy satisfies Option A (country+category) or B (returnLink)

Make every MerchantReturnPolicy node satisfy Option A or Option B

WHAT WE FOUND

Inspected 14 MerchantReturnPolicy nodes across 14 PDPs (0 satisfy Option A or B, 0%).

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.

- MerchantReturnPolicy node fails Option A and Option B
- MerchantReturnPolicy node fails Option A and Option B
- MerchantReturnPolicy node fails Option A and Option B
- MerchantReturnPolicy node fails Option A and Option B
- MerchantReturnPolicy node fails Option A and Option B
- MerchantReturnPolicy node fails Option A and Option B
- MerchantReturnPolicy node fails Option A and Option B
- MerchantReturnPolicy node fails Option A and Option B
- MerchantReturnPolicy node fails Option A and Option B
- MerchantReturnPolicy node fails Option A and Option B
- MerchantReturnPolicy node fails Option A and Option B
- MerchantReturnPolicy node fails Option A and Option B
- MerchantReturnPolicy node fails Option A and Option B
- MerchantReturnPolicy node fails Option A and Option B
- MerchantReturnPolicy node fails Option A and Option B
- ...and 4 more nodes failing Option A/B

Checked: mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/powder-to-foam-face-wash, mypure.co.uk/products/glycolic-glow-toner-copy, mypure.co.uk/products/at-titude-sunly-coconut-lip-balm-15-spf, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-watermelon, mypure.co.uk/products/mineral-sunscreen-stick-spf-50-coco-tropical, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-unscented, mypure.co.uk/products/mineral-sunscreen-stick-face-body-spf-50-unscented +6 more

NEEDS WORK 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 (14 present, 70%).

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 >= 85% coverage, partial >= 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`

Checked: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +12 more

NEEDS WORK **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 (14 present, 70%).

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`
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Checked: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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: mypure.co.uk/.well-known/ucp

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

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

WHAT WE FOUND

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

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

- HSTS header is missing the includeSubDomains directive

Checked: mypure.co.uk

FAILED **MEDIUM** **MerchantReturnPolicy applicableCountry uses ISO 3166-1 alpha-2 codes**

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

WHAT WE FOUND

Validated applicableCountry on 14 MerchantReturnPolicy nodes (0 all-ISO, 0%).

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

- applicableCountry contains non-ISO 3166-1 alpha-2 values
- applicableCountry contains non-ISO 3166-1 alpha-2 values
- applicableCountry contains non-ISO 3166-1 alpha-2 values
- applicableCountry contains non-ISO 3166-1 alpha-2 values
- applicableCountry contains non-ISO 3166-1 alpha-2 values
- applicableCountry contains non-ISO 3166-1 alpha-2 values
- applicableCountry contains non-ISO 3166-1 alpha-2 values
- applicableCountry contains non-ISO 3166-1 alpha-2 values
- applicableCountry contains non-ISO 3166-1 alpha-2 values
- applicableCountry contains non-ISO 3166-1 alpha-2 values
- ...and 4 more nodes with non-ISO country values

Checked: mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/powder-to-foam-face-wash, mypure.co.uk/products/glycolic-glow-toner-copy, mypure.co.uk/products/latitude-sunly-coconut-lip-balm-15-spf, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-watermelon, mypure.co.uk/products/mineral-sunscreen-stick-spf-50-coco-tropical, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-unscented, mypure.co.uk/products/mineral-sunscreen-stick-face-body-spf-50-unscented +6 more

FAILED **MEDIUM** **Product `sku` populated**

Populate `sku` on every Product JSON-LD node

WHAT WE FOUND

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

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

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

Checked: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +12 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=7889238") and the preload directive is absent.

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

- HSTS header is missing the preload directive

Checked: mypure.co.uk

FAILED **LOW** **MerchantReturnPolicy enrichment enums use valid Schema.org values**

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

WHAT WE FOUND

Validated enrichment enums on 14 MerchantReturnPolicy nodes (0 all-valid, 0%).

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.

- MerchantReturnPolicy enum field uses an invalid Schema.org value
- MerchantReturnPolicy enum field uses an invalid Schema.org value
- MerchantReturnPolicy enum field uses an invalid Schema.org value
- MerchantReturnPolicy enum field uses an invalid Schema.org value
- MerchantReturnPolicy enum field uses an invalid Schema.org value
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- MerchantReturnPolicy enum field uses an invalid Schema.org value
- MerchantReturnPolicy enum field uses an invalid Schema.org value
- MerchantReturnPolicy enum field uses an invalid Schema.org value
- ...and 4 more nodes with invalid enum values

Checked: mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/powder-to-foam-face-wash, mypure.co.uk/products/glycolic-glow-toner-copy, mypure.co.uk/products/at-titude-sunly-coconut-lip-balm-15-spf, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-watermelon, mypure.co.uk/products/mineral-sunscreen-stick-spf-50-coco-tropical, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-unscented, mypure.co.uk/products/mineral-sunscreen-stick-face-body-spf-50-unscented +6 more

NEEDS WORK **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 (8 valid, 40%).

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

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

Checked: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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: mypure.co.uk, mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend +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: mypure.co.uk, mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend +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 `/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend`. The active group resolves to Allow.

How we checked: group match on `User-agent: Googlebot` rules at the representative product path `/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend` (via the parsed robots.txt isAllowed predicate).

Checked: mypure.co.uk/robots.txt, /products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend

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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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: mypure.co.uk/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: mypure.co.uk/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: mypure.co.uk/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: email (enquiries@mypure.co.uk), phone (11251336994431302099). 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: mypure.co.uk/pages/contact

PASSING **HIGH** MerchantReturnPolicy finite-window has positive merchantReturnDays

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

WHAT WE FOUND

Inspected 14 finite-window MerchantReturnPolicy nodes (14 carry a positive merchantReturnDays, 100%). 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: mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/pow-der-to-foam-face-wash, mypure.co.uk/products/glycolic-glow-toner-copy, mypure.co.uk/products/at-titude-sunly-coconut-lip-balm-15-spf, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-watermelon, mypure.co.uk/products/mineral-sunscreen-stick-spf-50-coco-tropical, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-unscented, mypure.co.uk/products/mineral-sunscreen-stick-face-body-spf-50-unscented +6 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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +12 more

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

Remove the noindex directive from every PDP

WHAT WE FOUND

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

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

Checked: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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: `mypure.co.uk/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://mypure.co.uk/pages/privacy> (10125 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: `mypure.co.uk/pages/privacy`

PASSING **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 (20 attributed, 100%).

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`).

Checked: `mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend`, `mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy`, `mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend`, `mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend`, `mypure.co.uk/products/nourishing-hand-body-cream-1`, `mypure.co.uk/products/dewy-hydra-caffeine-serum-stick`, `mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend`, `mypure.co.uk/products/powder-to-foam-face-wash` +12 more

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: `mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend`, `mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy`, `mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend`, `mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend`, `mypure.co.uk/products/nourishing-hand-body-cream-1`, `mypure.co.uk/products/dewy-hydra-caffeine-serum-stick`, `mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend`, `mypure.co.uk/products/powder-to-foam-face-wash` +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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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 `platform_api` (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: `mypure.co.uk`

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 (3629 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: `mypure.co.uk/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://mypure.co.uk/pages/conditions` (27556 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: `mypure.co.uk/pages/conditions`

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

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

WHAT WE FOUND

Wanted to inspect the UCP profile's `Cache-Control` header, but the runner did not surface transport metadata.

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`.

- Transport metadata not available — runner update pending

Checked: `mypure.co.uk/.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: `mypure.co.uk/.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: `mypure.co.uk/.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: `mypure.co.uk/.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: `mypure.co.uk/.well-known/ucp`

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

Populate the conditional fields required by each service's transport

WHAT WE FOUND

Validated 2 services with recognised transports (2 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`.

Checked: `mypure.co.uk/.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 2 service transports (2 match the UCP enum).

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

Checked: `mypure.co.uk/.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: `mypure.co.uk/.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: `mypure.co.uk/.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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +12 more

PASSING **MEDIUM** MerchantReturnPolicy returnPolicyCategory uses valid Schema.org enum

Use a valid Schema.org returnPolicyCategory enum value

WHAT WE FOUND

Validated returnPolicyCategory on 14 MerchantReturnPolicy nodes (14 valid Schema.org enum, 100%).

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: mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/powder-to-foam-face-wash, mypure.co.uk/products/glycolic-glow-toner-copy, mypure.co.uk/products/attitude-sunly-coconut-lip-balm-15-spf, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-watermelon, mypure.co.uk/products/mineral-sunscreen-stick-spf-50-coco-tropical, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-unscented, mypure.co.uk/products/mineral-sunscreen-stick-face-body-spf-50-unscented +6 more

PASSING **MEDIUM** OfferShippingDetails shippingDestination is a valid DefinedRegion

Emit shippingDestination as a DefinedRegion with ISO addressCountry

WHAT WE FOUND

Validated shippingDestination on 28 OfferShippingDetails nodes (28 valid DefinedRegion, 100%).

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: mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/powder-to-foam-face-wash, mypure.co.uk/products/glycolic-glow-toner-copy, mypure.co.uk/products/attitude-sunly-coconut-lip-balm-15-spf, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-watermelon, mypure.co.uk/products/mineral-sunscreen-stick-spf-50-coco-tropical, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-unscented, mypure.co.uk/products/mineral-sunscreen-stick-face-body-spf-50-unscented +6 more

PASSING **MEDIUM** OfferShippingDetails shippingRate is a valid MonetaryAmount

Emit shippingRate as a valid MonetaryAmount

WHAT WE FOUND

Validated shippingRate on 28 OfferShippingDetails nodes (28 valid MonetaryAmount, 100%).

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: mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/powder-to-foam-face-wash, mypure.co.uk/products/glycolic-glow-toner-copy, mypure.co.uk/products/attitude-sunly-coconut-lip-balm-15-spf, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-watermelon, mypure.co.uk/products/mineral-sunscreen-stick-spf-50-coco-tropical, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-unscented, mypure.co.uk/products/mineral-sunscreen-stick-face-body-spf-50-unscented +6 more

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

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

WHAT WE FOUND

Found a homepage OnlineStore node with a contactPoint exposing email or 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`.

Checked: mypure.co.uk

PASSING **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 (20 valid as string or object, 100%).

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.

Checked: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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://www.mypure.co.uk/pages/returns-1> (4535 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: [mypure.co.uk/pages/returns-1](https://www.mypure.co.uk/pages/returns-1)

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

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

WHAT WE FOUND

Found a third-party review-platform integration (reviews.io) on 21 of 21 scanned sources.

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

Checked: [mypure.co.uk](https://www.mypure.co.uk), [mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sun-screen-spf-30-travel-size-free-with-60-spend](https://www.mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sun-screen-spf-30-travel-size-free-with-60-spend), [mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy](https://www.mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy), [mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sun-screen-spf-50-free-with-60-spend](https://www.mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sun-screen-spf-50-free-with-60-spend), [mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend](https://www.mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend), [mypure.co.uk/products/nourishing-hand-body-cream-1](https://www.mypure.co.uk/products/nourishing-hand-body-cream-1), [mypure.co.uk/products/dewy-hydra-caffeine-serum-stick](https://www.mypure.co.uk/products/dewy-hydra-caffeine-serum-stick), [mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend](https://www.mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend) +13 more

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://mypure.co.uk/pages/delivery> (5542 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: mypure.co.uk/pages/delivery

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

Add a `Sitemap:` line to robots.txt

WHAT WE FOUND

Read robots.txt and counted 1 declared Sitemap line.

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

Checked: [mypure.co.uk/robots.txt](https://www.mypure.co.uk/robots.txt), [mypure.co.uk/sitemap.xml](https://www.mypure.co.uk/sitemap.xml)

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

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

WHAT WE FOUND

Sampled 105 <loc> entries across 3 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: [mypure.co.uk/sitemap.xml](https://www.mypure.co.uk/sitemap.xml), [mypure.co.uk/sitemap_agentic_discovery.xml](https://www.mypure.co.uk/sitemap_agentic_discovery.xml), [mypure.co.uk/sitemap_products_1.xml?from=4672845971588&to=15880922726773](https://www.mypure.co.uk/sitemap_products_1.xml?from=4672845971588&to=15880922726773)

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

Publish a sitemap containing product URLs

WHAT WE FOUND

Resolved an XML sitemap with 1000 <loc> entries; 998 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: [mypure.co.uk/sitemap.xml](https://www.mypure.co.uk/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 1980 <loc> entries against their sitemap host across 3 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: mypure.co.uk/sitemap.xml, mypure.co.uk/sitemap_agentic_discovery.xml, mypure.co.uk/sitemap_products_1.xml?from=4672845971588&to=15880922726773

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 3 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: mypure.co.uk/sitemap.xml, mypure.co.uk/sitemap_agentic_discovery.xml, mypure.co.uk/sitemap_products_1.xml?from=4672845971588&to=15880922726773

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: mypure.co.uk/.well-known/ucp



PASSING **MEDIUM** Each service's `spec` URL origin matches its namespace authority

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

WHAT WE FOUND

Validated 2 service spec URLs (2 match the namespace authority).

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: mypure.co.uk/.well-known/ucp

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

Use ISO-date `version` strings on every service

WHAT WE FOUND

Validated 2 service version strings (2 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: mypure.co.uk/.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://mypure.co.uk/pages/about> (8096 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: mypure.co.uk/pages/about

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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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: mypure.co.uk/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 alt attributes across 20 sampled product pages (18 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 $\geq 80\%$ of its tags have non-empty alt.

Checked: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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 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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +12 more

PASSING **LOW** OfferShippingDetails deliveryTime is a valid ShippingDeliveryTime

Emit a ShippingDeliveryTime with handlingTime and/or transitTime populated

WHAT WE FOUND

Validated deliveryTime on 28 OfferShippingDetails nodes (28 valid ShippingDeliveryTime, 100%).

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: mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/powder-to-foam-face-wash, mypure.co.uk/products/glycolic-acid-toner-copy, mypure.co.uk/products/attitude-sunly-coconut-lip-balm-15-spf, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-watermelon, mypure.co.uk/products/mineral-sunscreen-stick-spf-50-coco-tropical, mypure.co.uk/products/mineral-sunscreen-stick-kids-spf-50-unscented, mypure.co.uk/products/mineral-sunscreen-stick-face-body-spf-50-unscented +6 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: mypure.co.uk/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: mypure.co.uk/products/madara-plant-stem-cell-age-defying-face-sunscreen-spf-30-travel-size-free-with-60-spend, mypure.co.uk/products/spf-25-mineral-sunscreen-with-broad-spectrum-uva-uvb-free-with-60-spend-copy, mypure.co.uk/products/baie-botanique-organic-mineral-face-body-sunscreen-spf-50-free-with-60-spend, mypure.co.uk/products/living-nature-rewind-repair-serum-free-with-60-spend, mypure.co.uk/products/nourishing-hand-body-cream-1, mypure.co.uk/products/dewy-hydra-caffeine-serum-stick, mypure.co.uk/products/gree-people-age-defy-daily-moisturiser-facial-spf30-free-with-60-spend, mypure.co.uk/products/powder-to-foam-face-wash +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: mypure.co.uk/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 3,632 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: `mypure.co.uk/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 (3632 bytes); decodes as UTF-8.

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

Checked: `mypure.co.uk/robots.txt`

PASSING **LOW** Every sitemap <loc> URL is under 2048 characters

Keep every <loc> URL under 2,048 characters

WHAT WE FOUND

Inspected 1980 <loc> entries across 3 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: `mypure.co.uk/sitemap.xml`, `mypure.co.uk/sitemap_agentic_discovery.xml`, `mypure.co.uk/sitemap_products_1.xml?from=4672845971588&to=15880922726773`

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

Split over-cap sitemaps into a sitemap index

WHAT WE FOUND

Checked 3 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: `mypure.co.uk/sitemap.xml`, `mypure.co.uk/sitemap_agentic_discovery.xml`, `mypure.co.uk/sitemap_products_1.xml?from=4672845971588&to=15880922726773`

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

Serve every sitemap document as UTF-8

WHAT WE FOUND

Inspected 3 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: `mypure.co.uk/sitemap.xml`, `mypure.co.uk/sitemap_agentic_discovery.xml`, `mypure.co.uk/sitemap_products_1.xml?from=4672845971588&to=15880922726773`

PASSING **LOW** UCP MCP-transport entries have valid HTTPS endpoints

Make every declared MCP transport endpoint an absolute HTTPS URL

WHAT WE FOUND

Validated 1 MCP transport entry; all carry absolute `https://` endpoints.

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

Checked: `mypure.co.uk/.well-known/ucp`



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

Publish an /llms.txt manifest (optional)

WHAT WE FOUND

Reached an /llms.txt at the site root (49036 bytes).

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

Checked: `mypure.co.uk/llms.txt`



FREE PREVIEW