≈ **ECOMMERCEPARTNERS**

THE 2026 AGENTIC COMMERCE READINESS CHECKLIST

A Merchant's Guide to the Universal Commerce Protocol (UCP)

Overview: In 2026, the primary "shopper" for your brand is no longer a human with a mouse—it is an AI Agent. If your store isn't machine-readable, you are invisible. Use this 10-point audit to ensure your brand is UCP-compliant and ready for Zero-Click transactions.

Section 1: Technical Infrastructure

☐ **1. Publish a UCP Capability Profile**

Ensure your store is publishing its capability manifest at *yourstore.com/.well-known/ucp.* This allows AI agents to instantly "negotiate" what your store can do (e.g., handles subscriptions, international shipping, etc.).

☐ **2. Activate MCP (Model Context Protocol)**

Verify that your backend allows tool-calls for real-time inventory and pricing checks. Agents need to know *now* if an item is in stock before they recommend it in a chat.

☐ **3. Enable AP2 (Agent Payments Protocol)**

Configure your payment gateway to accept cryptographic payment mandates. This allows an AI agent to authorize a transaction securely on behalf of the user without them leaving the chat interface.

Section 2: Data & Feed Engineering

☐ **4. Attribute Enrichment (The 15+ Rule)**

Standard SEO needs keywords; Agentic SEO needs attributes. Ensure every SKU has at least 15 machine-readable attributes (e.g., material density, exact dimensions, carbon footprint, voltage, etc.).

☐ **5. GTIN & UPC Universal Mapping**

AI agents cluster identical products from different sellers. If your GTINs are missing or incorrect, you will lose the "Buy Box" in the AI conversation.

☐ **6. Variant Canonicalization**

Consolidate product variants (size/color) into a single canonical record. AI agents prefer a single entry point with clear option sets rather than individual pages for every color.

Section 3: Brand & Policy "Reasoning"

☐ **7. Declarative Knowledge Base**

Write your FAQs, Shipping, and Return policies in clear, declarative sentences (e.g., "We offer free 30-day returns on all items."). Avoid complex legal jargon that confuses LLM logic.

☐ **8. Train Your Brand Voice Clone**

In the Shopify Admin (or your Agentic Plan portal), define your "Brand Reasoning." If a customer asks, "Why should I choose this over the competitor?" ensure your AI agent has 3-5 verified reasons to give.

Section 4: Operations & Attribution

☐ **9. Define Human-in-the-Loop (HITL) Triggers**

UCP allows for "escalation." Define exactly when an AI should stop and ask a human for help (e.g., custom engraving details or high-value furniture delivery windows).

☐ **10. AI-Channel Attribution Setup**

Go to your analytics dashboard and enable tracking for "Agent-Referrer" headers. You need to know if your sales are coming from ChatGPT-5, Gemini 2.0, or Perplexity Shopping.

Final Verdict: Are You Ready?

0-3 Points: *AI Invisible.* **You are likely losing sales to UCP-ready competitors right now.**

4-7 Points: *Agentic Transition.* **You are discoverable but likely seeing high "Cart Abandonment" in AI chats.**

8-10 Points: *Universal Leader.* **You are fully optimized for the 2026 commerce landscape.**

Ready to bridge the gap?
Read the full UCP breakdown at: **ecommercepartners.com/blog/universal-commerce-protocol**
Need help implementing? Contact us at: **support@ecommercepartners.net**