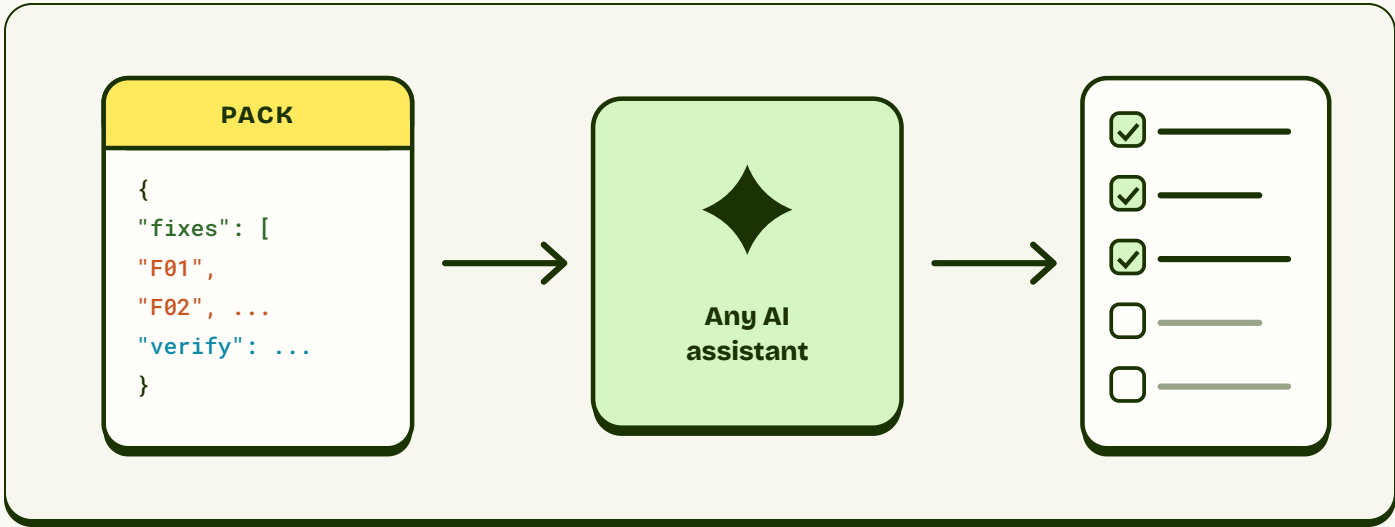


FOR AN AI ASSISTANT OR DEVELOPER

AI Implementation Pack

Brand A

CATEGORY: SUPPLEMENTS OCTOBER 2026 COMPANION TO THE AI VISIBILITY BLUEPRINT



HOW TO USE IT

Paste this pack into any AI assistant. It will explain the Blueprint and guide you or your developer through every fix.

1. Copy the prompt on page 2.
2. Paste the JSON from pages 3-5 directly below it.
3. Ask: "Where should we start?"

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STEP 1 · READY-TO-PASTE PROMPT

Copy this first.

Paste it into any AI assistant, then paste the JSON from pages 3-5 directly underneath. Works the same in a chat window or a coding assistant.

You are a careful Shopify developer and product-data specialist working for Brand A (https://brand-a.example), a Shopify store selling supplements.

Below this prompt is the Outgroww AI Visibility Blueprint for Brand A, as JSON. Use it to:

1. Explain any finding in plain English when I ask, before showing code or click paths.
2. Walk me, or my developer, through the fixes in "fixes", ordered by "priority", then "effort_hours".
3. For each fix, use its "admin_path", "field", "current_value" and "new_value" exactly.
4. Offer the templates in this pack (JSON-LD, llms.txt, robots.txt, CSV) when a fix needs them.

RULES:

- Back up first. Before any change: duplicate the live theme (Online Store > Themes > ... > Duplicate) and export all products (Products > Export > All products, CSV).
- Prefer bulk CSV edits for product data: category, barcodes, metafields.
- Show me the exact snippet, CSV row or setting, then wait for my "go" before any live change.
- Supplement copy: no claims to diagnose, treat, cure or prevent any disease, no "shown in studies" efficacy claims, and no guarantees about side effects. Use only facts on our labels and pages. Where health questions come up, say "check with your healthcare provider".
- Never invent identifiers, ratings or review counts. Anything in [square brackets] is a placeholder: ask me for the real value.
- Don't promise rankings, traffic or sales. Focus on correct, machine-readable data.
- After each fix, give me the check in "verify" and tell me what a pass looks like.

Start by summarising the Blueprint in five short bullet points, then ask which fix to begin with.

--- BLUEPRINT JSON BELOW ---

Long paste?

If your assistant accepts files, upload this PDF instead and paste only the prompt.

Placeholders

[like this] mark values only you have: GTINs, SKUs, ratings.

One fix at a time

Finish and verify each fix before starting the next.

STEP 2 · THE BLUEPRINT AS JSON

Paste this under the prompt.

Valid JSON, pages 3-5 as one block. Every number matches the Blueprint. All 22 fixes carry the admin path, field, current and new value, products affected and a check.

```
{
  "report_meta": {"report": "AI Visibility Blueprint", "prepared_by": "Outgroww", "store": "Brand A",
    "store_url": "https://brand-a.example", "platform": "Shopify", "category": "supplements", "measured": "October 2026",
    "remeasure": "90 days after delivery", "catalog": {"products": 31, "sku_configurations": 50},
    "method": "40 questions x 3 phrasings = 120 fresh queries; one AI answer engine, same fixed method for every store",
    "note": "Sample report: store details anonymised, some figures illustrative."},
  "scores": {"overall": 30, "max": 100},
  "layers": [{"name": "Catalog readiness", "score": 15, "max": 45,
    "checks": [{"check": "Product type and category set", "score": 4, "max": 10},
      {"check": "Decision attributes in metafields", "score": 2, "max": 10},
      {"check": "GTIN / MPN identifiers", "score": 0, "max": 8},
      {"check": "Attributes kept out of titles and tags", "score": 2, "max": 5},
      {"check": "Consistent naming across variants and refills", "score": 3, "max": 5},
      {"check": "Variant images and alt text", "score": 4, "max": 7}],
    {"name": "Agent-readable infrastructure", "score": 11, "max": 30,
      "checks": [{"check": "Complete, valid Product JSON-LD", "score": 3, "max": 12},
        {"check": "llms.txt and agent files", "score": 0, "max": 5}, {"check": "Policy and FAQ coverage", "score": 4, "max": 8},
        {"check": "Crawler access in robots.txt", "score": 4, "max": 5}]},
    {"name": "Off-site citations", "score": 4, "max": 25,
      "checks": [{"check": "Presence on sources AI cites", "score": 2, "max": 15},
        {"check": "Reviews visible to AI (HTML + schema)", "score": 2, "max": 10}]}]},
  "citation_share": {"answers": 120,
    "brand_a": {"mentions": 14, "share_pct": 11.7, "wins_named_1st_or_2nd": 14, "named_1st": 11, "named_2nd": 3,
      "low_positions_3rd_to_5th": 0, "absent": 106, "absent_pct": 88.3, "avg_position_when_named": 1.2,
      "mentions_in_brand_questions": 12, "mentions_in_other_questions": 2, "category_answers_groups_ABCDF": 93,
      "category_answers_naming_brand_a": 0, "answers_in_6_category_groups_excl_mission": 105},
    "by_brand": {"Competitor 1": {"mentions": 79, "share_pct": 65.8}, "Competitor 2": {"mentions": 68, "share_pct": 56.7},
      "Competitor 3": {"mentions": 31, "share_pct": 25.8}, "Competitor 4": {"mentions": 28, "share_pct": 23.3},
      "Brand F": {"mentions": 27, "share_pct": 22.5}, "Competitor 5": {"mentions": 15, "share_pct": 12.5},
      "Brand A": {"mentions": 14, "share_pct": 11.7}, "Brand G": {"mentions": 14, "share_pct": 11.7},
      "Brand H": {"mentions": 9, "share_pct": 7.5}, "Brand I": {"mentions": 6, "share_pct": 5.0}},
    "by_group": {"columns": ["brand_a", "competitor_1", "competitor_2", "competitor_3", "competitor_4", "competitor_5"],
      "A": {"label": "Best-of", "questions": 8, "answers": 24, "mentions": [0, 19, 15, 11, 5, 3],
        "share_pct": [0.0, 79.2, 62.5, 45.8, 20.8, 12.5]},
      "B": {"label": "Problem to solution", "questions": 7, "answers": 21, "mentions": [0, 14, 13, 6, 7, 3],
        "share_pct": [0.0, 66.7, 61.9, 28.6, 33.3, 14.3]},
      "C": {"label": "Attribute-specific", "questions": 7, "answers": 21, "mentions": [0, 12, 14, 7, 2, 7],
        "share_pct": [0.0, 57.1, 66.7, 33.3, 9.5, 33.3]},
      "D": {"label": "Budget and value", "questions": 5, "answers": 15, "mentions": [0, 12, 11, 1, 4, 2],
        "share_pct": [0.0, 80.0, 73.3, 6.7, 26.7, 13.3]},
      "E": {"label": "Persona and gift", "questions": 5, "answers": 15, "mentions": [2, 10, 9, 0, 7, 0],
        "share_pct": [13.3, 66.7, 60.0, 0.0, 46.7, 0.0]},
      "F": {"label": "Comparisons", "questions": 4, "answers": 12, "mentions": [0, 9, 6, 6, 3, 0],
        "share_pct": [0.0, 75.0, 50.0, 50.0, 25.0, 0.0]},
      "G": {"label": "Brand accuracy", "questions": 4, "answers": 12, "mentions": [12, 3, 0, 0, 0, 0],
        "share_pct": [100.0, 25.0, 0.0, 0.0, 0.0, 0.0]}},
    "brand_a_by_phrasing": {"short_keyword": {"mentions": 4, "answers": 40, "share_pct": 10.0},
      "conversational": {"mentions": 5, "answers": 40, "share_pct": 12.5},
      "detailed_with_constraints": {"mentions": 5, "answers": 40, "share_pct": 12.5}},
    "question_sets": [{"set": "Best-of", "answers": 24, "brand_a_pct": 0.0, "any_competitor_pct": 95.8},
      {"set": "Problem", "answers": 21, "brand_a_pct": 0.0, "any_competitor_pct": 100.0},
      {"set": "Attribute", "answers": 21, "brand_a_pct": 0.0, "any_competitor_pct": 100.0},
      {"set": "Budget", "answers": 15, "brand_a_pct": 0.0, "any_competitor_pct": 100.0},
      {"set": "Persona (excl. mission)", "answers": 12, "brand_a_pct": 0.0, "any_competitor_pct": 100.0},
      {"set": "Mission (Q31)", "answers": 3, "brand_a_pct": 66.7, "any_competitor_pct": 0.0},
      {"set": "Compare", "answers": 12, "brand_a_pct": 0.0, "any_competitor_pct": 100.0},
      {"set": "Brand", "answers": 12, "brand_a_pct": 100.0, "any_competitor_pct": 25.0}]},
  "sources": {"total_citations": 237, "editorial_parenting_forum": 187, "editorial_parenting_forum_pct": 78.9,
    "by_type": [{"type": "Editorial health and wellness", "citations": 109, "share_pct": 46.0},
      {"type": "Parenting and pregnancy media", "citations": 52, "share_pct": 21.9},
      {"type": "Community forums", "citations": 26, "share_pct": 11.0},
      {"type": "Certification and testing", "citations": 21, "share_pct": 8.9},
      {"type": "Brand A's own site", "citations": 13, "share_pct": 5.5},
      {"type": "Other (retail, payment, research, social)", "citations": 16, "share_pct": 6.8}],
    "top_domains": [{"domain": "healthline.com", "citations": 47, "answers_also_naming_brand_a": 1},
      {"domain": "reddit.com", "citations": 26, "answers_also_naming_brand_a": 0},
      {"domain": "whattoexpect.com", "citations": 16, "answers_also_naming_brand_a": 0},
      {"domain": "verywellfamily.com", "citations": 15, "answers_also_naming_brand_a": 0},
      {"domain": "babycenter.com", "citations": 14, "answers_also_naming_brand_a": 0},
      {"domain": "Certification registry", "citations": 14, "answers_also_naming_brand_a": 5}]}
```

THE BLUEPRINT AS JSON, CONTINUED

part 2 of 3

```
{
  "domain": "parents.com", "citations": 14, "answers_also_naming_brand_a": 0,
  "domain": "brand-a.example", "citations": 13, "answers_also_naming_brand_a": 13}],
  "brand_accuracy": { "checked": 12, "true": 9, "false": 2, "misleading": 1,
    "statements": [
      { "status": "FALSE", "question": "Q39a", "ai_said": "Prenatal (Product 1) contains iron.",
        "truth": "Product 1 is iron-free. Iron is sold separately as Product 7.", "fix": "F07"},
      { "status": "FALSE", "question": "Q37c", "ai_said": "Brand A makes its supplements overseas and repackages them in the US.",
        "truth": "Brand A manufactures in a US-based facility.", "fix": "F08"},
      { "status": "MISLEADING", "question": "Q39b", "ai_said": "Brand A donates 10% of profits to charity.",
        "truth": "Brand A donates 10% of gross revenue to a charitable cause, not 10% of profit.", "fix": "F16"},
      { "status": "TRUE", "question": "Q37b", "ai_said": "Brand A holds an independent purity certification.",
        "truth": "Correct. Linking the badge to the registry lets AI confirm it.", "fix": "F14"}] },
  "root_causes": [
    { "rank": 1, "title": "Facts trapped in pictures", "fixed_by": ["F05", "F07", "F12"],
      "evidence": "Supplement facts only as images on 28 of 31 products"},
    { "rank": 2, "title": "Reviews hidden in a widget", "fixed_by": ["F01"],
      "evidence": "Raw HTML shows an empty reviews container; no aggregateRating in Product JSON-LD"},
    { "rank": 3, "title": "Missing from the sites AI trusts", "fixed_by": ["F14", "F18", "F19"],
      "evidence": "187 of 237 citations from editorial, parenting and forum sites; Brand A named alongside them once"} ],
  "product_gaps": { "scale": "0-10, higher = less readable by AI",
    "top_15": [
      { "product": "Prenatal (Product 1)", "gap": 9.5 }, { "product": "Magnesium (Product 2)", "gap": 9.2 },
      { "product": "Omega-3 (Product 3)", "gap": 9.0 }, { "product": "Cycle Support (Product 4)", "gap": 8.8 },
      { "product": "Women's 40+ Multi (Product 5)", "gap": 8.5 }, { "product": "Postnatal (Product 6)", "gap": 8.4 },
      { "product": "Iron (Product 7)", "gap": 8.2 }, { "product": "Men's Multi (Product 8)", "gap": 8.0 },
      { "product": "Probiotic (Product 9)", "gap": 7.8 }, { "product": "Bone Support (Product 10)", "gap": 7.6 },
      { "product": "Immune Support (Product 11)", "gap": 7.5 }, { "product": "Women's Multi (Product 12)", "gap": 7.4 },
      { "product": "Prenatal Bundle (Product 13)", "gap": 7.2 }, { "product": "Preconception Bundle (Product 14)", "gap": 7.2 },
      { "product": "Postnatal Bundle (Product 15)", "gap": 7.1 } ], "top_4_points": 36.5, "top_15_points": 121.4,
    "top_4_share_pct": 30.1 },
  "fixes": [
    { "id": "F01", "title": "Server-render reviews and rating schema", "badge": "BIGGEST WIN", "effort_hours": 2.5,
      "impact": "High", "priority": 1, "owner": "Developer",
      "admin_path": "Online Store > Themes > Edit code > snippets/product-reviews-jsonld.liquid",
      "field": "Review HTML + Product JSON-LD aggregateRating",
      "current_value": "Reviews load in a client-side widget; raw HTML shows an empty container; no aggregateRating",
      "new_value": "Rating and review count in server HTML (your reviews app's server-side or metafield option) + aggregateRating",
      "products_affected": "All 31 products",
      "verify": "View source with JavaScript off: rating and count visible; validator shows AggregateRating"},
    { "id": "F02", "title": "Publish /llms.txt", "badge": "QUICK FIX", "effort_hours": 1.0, "impact": "High", "priority": 1,
      "owner": "Developer",
      "admin_path": "Content > Files (upload) + Online Store > Navigation > URL redirects (/llms.txt -> file)",
      "field": "/llms.txt", "current_value": "HTTP 404",
      "new_value": "HTTP 200, Markdown index of products, policies and certification", "products_affected": "Whole store",
      "verify": "Open brand-a.example/llms.txt: HTTP 200 and readable Markdown"},
    { "id": "F03", "title": "Assign the standard product category", "badge": "QUICK FIX", "effort_hours": 0.5, "impact": "High",
      "priority": 1, "owner": "Store owner", "admin_path": "Products > select all > Bulk edit > Product category",
      "field": "Product category", "current_value": "Unassigned on 31 of 31 products",
      "new_value": "Health & Beauty > Health Care > Fitness & Nutrition > Vitamins & Supplements",
      "products_affected": "All 31 products", "verify": "Products list filtered by category returns all 31"},
    { "id": "F04", "title": "Add GTINs to every variant", "badge": "STANDARD", "effort_hours": 1.5, "impact": "High", "priority": 1,
      "owner": "Store owner", "admin_path": "Products > [product] > Variants > Barcode (or CSV column Variant Barcode)",
      "field": "Variant barcode -> offers.gtin12", "current_value": "Empty on all 50 SKUs; no gtin in JSON-LD",
      "new_value": "[GTIN-12 from your packaging] on every variant; JSON-LD outputs gtin12", "products_affected": "All 50 SKUs",
      "verify": "Page source: 'gtin12' populated on each Offer"},
    { "id": "F05", "title": "Create supplement metafields", "badge": "STANDARD", "effort_hours": 2.0, "impact": "High",
      "priority": 1, "owner": "Developer + owner", "admin_path": "Settings > Custom data > Products > Add definition",
      "field": "custom.active_ingredients, dosage_form, serving_size, certifications, contains_iron, dietary_exclusions",
      "current_value": "No definitions; attributes live in prose and images",
      "new_value": "6 definitions created and filled for every product", "products_affected": "All 31 products",
      "verify": "Each product page in admin shows the 6 fields, filled"},
    { "id": "F06", "title": "Add FAQ schema to product pages", "badge": "STANDARD", "effort_hours": 1.5, "impact": "High",
      "priority": 1, "owner": "Developer", "admin_path": "Online Store > Themes > Edit code > sections/main-product.liquid",
      "field": "FAQPage JSON-LD", "current_value": "Visual accordion only",
      "new_value": "FAQPage JSON-LD built from the same Q&A text", "products_affected": "Top 12 single-formula products",
      "verify": "Schema validator detects FAQPage on each URL"},
    { "id": "F07", "title": "Flag iron-free products as data", "badge": "QUICK FIX", "effort_hours": 0.5, "impact": "High",
      "priority": 1, "owner": "Store owner", "admin_path": "Products > Prenatal (Product 1) > Metafields > Contains iron",
      "field": "custom.contains_iron", "current_value": "Not set (an AI answer said Product 1 contains iron)",
      "new_value": "false, and 'Iron-free' in the first line of the description", "products_affected": "Products 1 and 5",
      "verify": "Page source shows 'Contains iron' = 'No'"},
    { "id": "F08", "title": "Complete the Organization schema", "badge": "STANDARD", "effort_hours": 1.0, "impact": "Medium",
      "priority": 1, "owner": "Developer", "admin_path": "Online Store > Themes > Edit code > layout/theme.liquid",
      "field": "Organization JSON-LD", "current_value": "name and url only",
      "new_value": "+ logo, sameAs, US-based facility, certification, contactPoint, mission line", "products_affected": "Sitewide",
      "verify": "Schema validator: Organization with no errors"},
    { "id": "F09", "title": "Set crawler rules in robots.txt", "badge": "QUICK FIX", "effort_hours": 0.5, "impact": "Medium",
      "priority": 1, "owner": "Developer", "admin_path": "Online Store > Themes > Edit code > Add template > robots.txt",
      "field": "robots.txt.liquid", "current_value": "Shopify defaults only; no rules for AI crawlers",
      "new_value": "Defaults kept + Allow rules for the AI and search crawlers you choose + Sitemap line",
      "products_affected": "Whole store", "verify": "Open brand-a.example/robots.txt: your crawler groups are listed"},
    { "id": "F10", "title": "Merge refill pouches into variants", "badge": "STANDARD", "effort_hours": 3.0, "impact": "Medium",
```

THE BLUEPRINT AS JSON, CONTINUED

part 3 of 3

```

    "priority": 2, "owner": "Store owner", "admin_path": "Products > [formula] > Variants > Add option 'Packaging'",
    "field": "Variant option: Packaging", "current_value": "10 refill pouches listed as separate products",
    "new_value": "Bottle / Refill pouch as variants of one product; old refill URLs redirected",
    "products_affected": "10 formulas with refills", "verify": "One page, both options, one review count; old URLs 301",
  },
  {
    "id": "F11", "title": "Write descriptive image alt text", "badge": "STANDARD", "effort_hours": 1.5, "impact": "Medium",
    "priority": 2, "owner": "Store owner", "admin_path": "Products > [product] > Media > Add alt text", "field": "Image alt",
    "current_value": "Product name repeated on every image",
    "new_value": "e.g. 'Prenatal supplement facts: L-methylfolate, choline, vitamin D3'", "products_affected": "Top 12 products",
    "verify": "Page source: alt text describes each image",
  },
  {
    "id": "F12", "title": "Add HTML supplement facts tables", "badge": "STANDARD", "effort_hours": 2.5, "impact": "High",
    "priority": 1, "owner": "Store owner",
    "admin_path": "Products > [product] > Description (HTML) or a metafield-driven section", "field": "Supplement facts",
    "current_value": "Image only (28 of 31 products)", "new_value": "HTML table: ingredient, form, amount, % daily value",
    "products_affected": "Top 12 products", "verify": "Text-only view of the page shows the table",
  },
  {
    "id": "F13", "title": "Publish a quality and testing page", "badge": "STANDARD", "effort_hours": 2.0, "impact": "High",
    "priority": 2, "owner": "Store owner", "admin_path": "Online Store > Pages > Add page 'Quality & testing'",
    "field": "Testing page", "current_value": "No public page for batch test results",
    "new_value": "Page linking third-party certificates of analysis by product", "products_affected": "All products",
    "verify": "Page live; each certificate link opens",
  },
  {
    "id": "F14", "title": "Link the certification badge to its registry", "badge": "STANDARD", "effort_hours": 0.5,
    "impact": "Medium", "priority": 2, "owner": "Store owner",
    "admin_path": "Online Store > Themes > Edit code > sections/footer.liquid", "field": "Certification badge link",
    "current_value": "Badge image, no link to the registry",
    "new_value": "Badge links to your listing in the certification registry; same URL in sameAs", "products_affected": "Sitewide",
    "verify": "Click badge: registry listing opens",
  },
  {
    "id": "F15", "title": "State HSA/FSA eligibility on product pages", "badge": "QUICK FIX", "effort_hours": 1.0,
    "impact": "Medium", "priority": 2, "owner": "Developer",
    "admin_path": "Online Store > Themes > Edit code > snippets/hsa-fsa-note.liquid", "field": "Eligibility note",
    "current_value": "Eligibility shown only on the payment partner's site",
    "new_value": "'HSA/FSA eligible via an HSA/FSA payment partner' on product pages and in llms.txt",
    "products_affected": "All 31 products", "verify": "Note visible in page source of each product",
  },
  {
    "id": "F16", "title": "Clarify the giving statement", "badge": "STANDARD", "effort_hours": 0.5, "impact": "Low", "priority": 2,
    "owner": "Store owner", "admin_path": "Online Store > Pages > About + Theme settings > Footer", "field": "Mission copy",
    "current_value": "'We give 10%' (basis not stated)", "new_value": "'We donate 10% of gross revenue to a charitable cause.'",
    "products_affected": "Sitewide", "verify": "Site search for 'profit' returns no mission copy",
  },
  {
    "id": "F17", "title": "Mark up bundle contents", "badge": "STANDARD", "effort_hours": 2.0, "impact": "Medium", "priority": 2,
    "owner": "Developer", "admin_path": "Online Store > Themes > Edit code > snippets/bundle-jsonld.liquid",
    "field": "isRelatedTo + 'What's inside' list", "current_value": "Bundles not linked to their component products",
    "new_value": "Visible contents list with links + isRelatedTo for each component", "products_affected": "9 bundles",
    "verify": "Validator shows the related products on each bundle",
  },
  {
    "id": "F18", "title": "Start a community presence on Reddit", "badge": "STANDARD", "effort_hours": 4.0, "impact": "High",
    "priority": 2, "owner": "Store owner", "admin_path": "Off-site: reddit.com (verified brand account)",
    "field": "Community presence", "current_value": "reddit.com cited in 26 answers; Brand A named in 0 of them",
    "new_value": "Verified account; founder Q&A on testing and iron-free formulation (4 hours per month)",
    "products_affected": "Brand", "verify": "Track brand mentions in relevant communities for 90 days",
  },
  {
    "id": "F19", "title": "Send samples to editorial reviewers", "badge": "STANDARD", "effort_hours": 6.0, "impact": "High",
    "priority": 3, "owner": "Owner or PR", "admin_path": "Off-site: editorial and parenting publications",
    "field": "Editorial coverage",
    "current_value": "Brand A named in 0 answers citing editorial or parenting sites, outside one branded question",
    "new_value": "Samples + test certificates sent to reviewers of prenatal and magnesium roundups",
    "products_affected": "Products 1 and 2", "verify": "Log replies, reviews and new links",
  },
  {
    "id": "F20", "title": "Add an expert review page", "badge": "STANDARD", "effort_hours": 2.5, "impact": "Medium", "priority": 3,
    "owner": "Developer + owner", "admin_path": "Online Store > Pages > Add page 'Expert review'",
    "field": "Person schema + reviewedBy", "current_value": "No named reviewers on product content",
    "new_value": "Page listing your qualified reviewers; product pages declare reviewedBy (only if you have them)",
    "products_affected": "All products", "verify": "Validator shows reviewedBy linking to the page",
  },
  {
    "id": "F21", "title": "Rewrite product page titles", "badge": "STANDARD", "effort_hours": 1.0, "impact": "Medium",
    "priority": 1, "owner": "Store owner", "admin_path": "Products > [product] > Search engine listing > Page title",
    "field": "SEO title", "current_value": "Product name + slogan",
    "new_value": "e.g. 'Prenatal Vitamin (Iron-Free, Methylfolate) | Brand A'", "products_affected": "Top 12 products",
    "verify": "Page source <title> matches",
  },
  {
    "id": "F22", "title": "Add return and shipping policy markup", "badge": "STANDARD", "effort_hours": 1.0, "impact": "Medium",
    "priority": 2, "owner": "Developer", "admin_path": "Online Store > Themes > Edit code > snippets/product-jsonld.liquid",
    "field": "hasMerchantReturnPolicy + shippingDetails", "current_value": "Policies only in prose pages",
    "new_value": "Return window and shipping details in each Offer", "products_affected": "All products",
    "verify": "Validator shows the return policy on each Offer"
  },
  "effort": {
    "top_10_hours": 13.5, "all_one_time_fixes_hours": 34.5, "community_hours_per_month": 4.0,
    "developer_schedule": {
      "tasks": 16, "total_hours": 23.5, "critical_path_hours": 11.5, "support": {
        "email_support_days": 14,
        "when": "90 days after delivery", "rerun": "same 120 questions, same AI answer engine, same method",
        "compare": [
          "citation share overall, by group, by phrasing",
          "wins, low positions, absences",
          "the 12 brand-accuracy statements",
          "readiness score, re-scored"
        ],
        "promise": "none; we report the before and after numbers, whatever they show"
      }
    }
  }
}

```

PRODUCT REWRITES · TOP 5 BY GAP SCORE

New fields and copy, ready to paste.

From Brand A's own labels and pages. **[amount]** = copy the number from your label.

Prenatal (Product 1)

Gap 9.5 · Type: Prenatal multivitamin

CLEAN TITLE **Prenatal Vitamin (Iron-Free, Methylated Folate & Choline)**

METAFIELDS

```
custom.dosage_form = "Vegetarian capsule"
custom.serving_size = "2 capsules"
custom.folate_form = "L-methylfolate (L-5-MTHF), [amount] mcg"
custom.contains_iron = false
custom.certifications = ["Independent purity certification", "Third-party tested"]
```

OPENING PARAGRAPH (COMPLIANT)

A two-capsule daily prenatal multivitamin for preconception, pregnancy and breastfeeding. Folate comes as L-methylfolate, alongside choline and vitamin D3. It is made without iron and designed to be gentle on the stomach, so you and your healthcare provider can decide on iron separately. Every batch is third-party tested and holds an independent purity certification.

Q: Why is there no iron?

A: We left iron out so the formula can be gentle on the stomach and so iron can be taken separately if your healthcare provider recommends it. Iron (Product 7) is available on its own.

Q: Can I take it before I am pregnant?

A: Many people start a prenatal before trying to conceive. Check with your healthcare provider about timing.

Magnesium (Product 2)

Gap 9.2 · Type: Magnesium supplement

CLEAN TITLE **Magnesium Glycinate (Bisglycinate Chelate, 60 Capsules)**

METAFIELDS

```
custom.dosage_form = "Vegetarian capsule"
custom.mineral_form = "Magnesium bisglycinate chelate"
custom.contains_magnesium_oxide = false
custom.elemental_magnesium = "[amount] mg per serving"
custom.certifications = ["Independent purity certification", "Third-party tested"]
```

OPENING PARAGRAPH (COMPLIANT)

Magnesium as fully chelated magnesium bisglycinate, with no magnesium oxide blended in. It is designed to be gentle on the stomach, and many customers take it in the evening as part of their routine. Every batch is third-party tested and holds an independent purity certification. Refill pouches are available for the reusable bottle.

Q: Is it gentle on the stomach?

A: It is designed to be: it uses chelated magnesium bisglycinate rather than magnesium oxide. Everyone is different; if you have concerns, check with your healthcare provider.

Q: Can I take it during pregnancy?

A: Please check with your healthcare provider before taking any supplement during pregnancy.

Omega-3 (Product 3)

Gap 9.0 · Type: Omega-3 fish oil

CLEAN TITLE **Omega-3 Fish Oil (DHA + EPA, Third-Party Tested)**

METAFIELDS

```
custom.dosage_form = "Softgel"
custom.dha_per_serving = "[amount] mg"
custom.epa_per_serving = "[amount] mg"
custom.fish_source = "Small wild-caught cold-water fish"
custom.purification = "Molecularly distilled"
```

OPENING PARAGRAPH (COMPLIANT)

A fish oil softgel providing DHA and EPA from small, wild-caught cold-water fish. The oil is molecularly distilled and deodorised, and every batch is tested by an independent lab for mercury, other heavy metals and PCBs. DHA and EPA amounts per serving are listed on the label and in the supplement facts table below.

Q: Does it have a fishy aftertaste?

A: The oil is purified and deodorised to keep any aftertaste mild.

Q: How is it tested?

A: Each batch is tested by an independent lab for mercury, other heavy metals and PCBs. Results are on our Quality & testing page.

PRODUCT REWRITES, CONTINUED

Cycle Support (Product 4)

Gap 8.8 · Type: Botanical supplement

CLEAN TITLE **Cycle Support (Saffron Extract, Curcumin & Ginger)**

METAFIELDS

```
custom.dosage_form = "Vegetarian capsule"
custom.key_botanicals = ["Branded saffron extract",
"Curcumin", "Ginger"]
custom.key_nutrients = ["Zinc", "Vitamin B1"]
custom.hormone_free = true
```

OPENING PARAGRAPH (COMPLIANT)

A daily capsule combining a branded saffron extract, curcumin and ginger with zinc and vitamin B1. It is designed for women who want non-hormonal botanical support through their monthly cycle. Every batch is third-party tested and holds an independent purity certification.

Q: Does it contain hormones?

A: No. It contains botanical extracts, vitamins and minerals only.

Q: Can I take it while breastfeeding?

A: Please review the full ingredient list with your healthcare provider or lactation consultant first.

Women's 40+ Multi (Product 5)

Gap 8.5 · Type: Women's 40+ multivitamin

CLEAN TITLE **Women's 40+ Multivitamin (Iron-Free, Bone Nutrients)**

METAFIELDS

```
custom.dosage_form = "Vegetarian capsule"
custom.life_stage = "Women 40+"
custom.contains_iron = false
custom.bone_nutrients = ["Calcium (red algae)", "Vitamin
D3", "Vitamin K2"]
```

OPENING PARAGRAPH (COMPLIANT)

A two-capsule daily multivitamin formulated for women 40 and over, through perimenopause and beyond. It is made without iron and includes calcium from red algae with vitamins D3 and K2, plus methylated B vitamins. Every batch is third-party tested and holds an independent purity certification.

Q: Why no iron?

A: Iron needs often change after menopause, so we left it out. If your healthcare provider recommends iron, you can take it separately.

Q: Where does the calcium come from?

A: From red algae, paired with vitamins D3 and K2.

Copy rules your assistant should keep: describe what is in the product and how it is made; say "designed to" rather than promising an outcome; never name a disease or condition the product treats; send health questions to "check with your healthcare provider"; put every number from the label, never an estimate.

Where these go: clean title in Products > Title (keep the old URL handle); type in Product type; metafields in the product's Metafields panel (or the CSV on page 10); paragraph as the first lines of the description; FAQ in your FAQ section, mirrored in FAQPage JSON-LD (fix F06).

TEMPLATES · STRUCTURED DATA

Product and Organization JSON-LD.

Valid JSON-LD with placeholders. Your developer maps each placeholder to a Liquid variable or metafield. Fixes F01, F04, F05, F07, F08, F22.

PRODUCT · SNIPPETS/PRODUCT-JSONLD.LIQUID

ONE PER PRODUCT PAGE

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Product",
  "@id": "https://brand-a.example/products/prenatal#product",
  "name": "Prenatal Vitamin (Iron-Free, Methylated Folate & Choline)",
  "description": "[first paragraph of the product page]",
  "sku": "[your SKU]",
  "gtin12": "[GTIN-12 from your packaging]",
  "brand": {"@type": "Brand", "name": "Brand A"},
  "image": ["https://brand-a.example/[image-file].jpg"],
  "category": "Health & Beauty > Health Care > Fitness & Nutrition > Vitamins & Supplements",
  "additionalProperty": [
    {"@type": "PropertyValue", "name": "Folate form", "value": "L-methylfolate"},
    {"@type": "PropertyValue", "name": "Contains iron", "value": "No"},
    {"@type": "PropertyValue", "name": "Dosage form", "value": "Vegetarian capsule"}
  ],
  "offers": {
    "@type": "Offer",
    "url": "https://brand-a.example/products/prenatal",
    "priceCurrency": "USD",
    "price": "46.95",
    "availability": "https://schema.org/InStock",
    "hasMerchantReturnPolicy": {
      "@type": "MerchantReturnPolicy",
      "applicableCountry": "US",
      "returnPolicyCategory": "https://schema.org/MerchantReturnFiniteReturnWindow",
      "merchantReturnDays": "[your return window in days]"
    }
  },
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "[average rating from your reviews app]",
    "reviewCount": "[review count from your reviews app]"
  }
}
</script>
```

ORGANIZATION · LAYOUT/THEME.LIQUID

ONCE, SITEWIDE

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "@id": "https://brand-a.example/#organization",
  "name": "Brand A",
  "url": "https://brand-a.example",
  "logo": "https://brand-a.example/[logo-file].png",
  "description": "Family-owned supplement brand. Every batch is third-party tested.",
  "slogan": "10% of gross revenue donated to a charitable cause.",
  "address": {"@type": "PostalAddress", "addressCountry": "US"},
  "award": "[name of your purity certification]",
  "contactPoint": {"@type": "ContactPoint", "contactType": "customer support", "email": "[support email]"},
  "sameAs": ["[your social profile URLs]", "[your listing in the certification registry]"]
}
</script>
```

Only output aggregateRating when your reviews app supplies real values. Prices shown are illustrative.

TEMPLATES · AGENT FILES

llms.txt and robots.txt.

llms.txt gives AI systems a plain-Markdown map of the store (fix F02). robots.txt decides which crawlers may read it (fix F09).

/LLMS.TXT

MARKDOWN

```
# Brand A
> Family-owned supplement brand. Every batch is third-party
> tested. 10% of gross revenue is donated to a charitable
cause.

## Quality and policies
- Made in a US-based facility (cGMP).
- Purity certification: [registry listing URL]
- Test results: https://brand-a.example/pages/testing
- Returns: [your return window] days.
- HSA/FSA: eligible via an HSA/FSA payment partner.

## Products
- [Prenatal](https://brand-a.example/products/prenatal):
  $46.95, 30 servings. L-methylfolate, choline,
  vitamin D3. Iron-free.
- [Magnesium](https://brand-a.example/products/magnesium):
  $31.50, 30 servings. Magnesium bisglycinate chelate,
  no magnesium oxide.
- [Omega-3](https://brand-a.example/products/omega-3):
  $32.50, 30 servings. DHA and EPA from small
  wild-caught fish. Molecularly distilled.
- [Cycle Support](https://brand-a.example/products/cycle):
  $41.95, 30 servings. Branded saffron extract,
  curcumin, ginger. Non-hormonal.
- [Women's 40+ Multi](https://brand-a.example/products/w40):
  $43.50, 30 servings. Iron-free. Calcium from
  red algae, vitamins D3 and K2.

## Optional
- [All products](https://brand-a.example/collections/all)
- [FAQ](https://brand-a.example/pages/faq)
```

ROBOTS.TXT.LIQUID

LIQUID

```
{% comment %} robots.txt.liquid {% endcomment %}
{% for group in robots.default_groups %}
  {{- group.user_agent }}
  {%- for rule in group.rules %}
    {{ rule }}
  {%- endfor %}
  {%- if group.sitemap != blank %}
    {{ group.sitemap }}
  {%- endif %}
{% endfor %}

# Allow the AI and search crawlers you want
# indexing your store. Repeat this block once
# per crawler, using the exact name its
# operator publishes.
User-agent: [AI crawler name]
Allow: /products/
Allow: /collections/
Allow: /pages/
Allow: /llms.txt
Disallow: /cart
Disallow: /checkout
Disallow: /account

Sitemap: https://brand-a.example/sitemap.xml
```

GUIDANCE

- Keep Shopify's default rules: the loop at the top outputs them unchanged.
- A crawler that matches its own group ignores the * group, so repeat the Disallow lines in each block.
- Look up each crawler's user-agent name in its operator's documentation. Don't guess.
- Opting out is also a choice: a group with "Disallow: /" blocks that crawler entirely.

Shopify can't host a file at the site root directly: upload llms.txt in Content > Files, then add a URL redirect from /llms.txt to the file's URL. Prices are illustrative.

TEMPLATES · BULK EDIT

CSV columns and metafields.

Create the metafield definitions first (F05). Then export products, add these columns, and re-import with "Overwrite existing products" ticked.

HEADER ROW (ONE LINE IN YOUR FILE; WRAPPED HERE TO FIT)

CSV

```
Handle,Title,Type,Product Category,Variant Barcode,Variant SKU,SEO Title,"Contains iron
(product.metafields.custom.contains_iron)","Dosage form (product.metafields.custom.dosage_form)","Active ingredients
(product.metafields.custom.active_ingredients)","Certifications (product.metafields.custom.certifications)"
```

THREE EXAMPLE ROWS, SHOWN COLUMN BY COLUMN

COLUMN	ROW 1 · PRODUCT 1	ROW 2 · PRODUCT 2	ROW 3 · PRODUCT 3
Handle	prenatal	magnesium	omega-3
Title	Prenatal Vitamin (Iron-Free, Methylated Folate & Choline)	Magnesium Glycinate (Bisglycinate Chelate, 60 Capsules)	Omega-3 Fish Oil (DHA + EPA, Third-Party Tested)
Type	Prenatal multivitamin	Magnesium supplement	Omega-3 fish oil
Product Category	Health & Beauty > Health Care > Fitness & Nutrition > Vitamins & Supplements	(same)	(same)
Variant Barcode	[GTIN-12 from your packaging]	[GTIN-12 from your packaging]	[GTIN-12 from your packaging]
Variant SKU	[your SKU]	[your SKU]	[your SKU]
SEO Title	Prenatal Vitamin (Iron-Free, Methylfolate) Brand A	Magnesium Glycinate Capsules Brand A	Omega-3 Fish Oil, DHA + EPA Brand A
Contains iron (product.metafields.custom.contains_iron)	FALSE	FALSE	FALSE
Dosage form (product.metafields.custom.dosage_form)	Vegetarian capsule	Vegetarian capsule	Softgel
Active ingredients (product.metafields.custom.active_ingredients)	L-methylfolate [amount] mcg; choline [amount] mg; vitamin D3 [amount] IU	Magnesium bisglycinate chelate [amount] mg	DHA [amount] mg; EPA [amount] mg
Certifications (product.metafields.custom.certifications)	["Independent purity certification","Third-party tested"]	(same)	(same)

METAFIELD DEFINITIONS · SETTINGS > CUSTOM DATA > PRODUCTS

NAMESPACE AND KEY	NAME	TYPE	EXAMPLE
custom.active_ingredients	Active ingredients	single_line_text_field	L-methylfolate [amount] mcg; choline [amount] mg
custom.contains_iron	Contains iron	boolean	false
custom.dosage_form	Dosage form	single_line_text_field	Vegetarian capsule
custom.serving_size	Serving size	single_line_text_field	2 capsules
custom.certifications	Certifications	list.single_line_text_field	["Independent purity certification"]
custom.dietary_exclusions	Dietary exclusions	list.single_line_text_field	["Gluten-free", "Soy-free"]

The six core fields from F05. Product-specific fields on pages 6-7 follow the same pattern.

DEVELOPER SCHEDULE AND CHECKS

16 tasks, 23.5 hours.

Ordered by dependency. The longest chain (critical path) is 11.5 hours, so two people working in parallel can finish well inside the first 30 days.

TASK	DESCRIPTION	HOURS	DEPENDS ON	OWNER	FIXES
DEV-01	Back up: duplicate theme, export product CSV	0.5	none	Owner	
DEV-02	Create metafield definitions	1.5	DEV-01	Dev	F05
DEV-03	Assign standard product category	0.5	DEV-02	Owner	F03
DEV-04	CSV import: barcodes and metafield values	2.0	DEV-02, DEV-03	Owner	F04 F05 F07
DEV-05	Server-render rating and review count	2.5	none	Dev	F01
DEV-06	Rebuild Product JSON-LD (gtin, rating, properties)	3.0	DEV-04, DEV-05	Dev	F01 F04
DEV-07	Add FAQPage JSON-LD to product template	1.5	DEV-06	Dev	F06
DEV-08	Add sitewide Organization JSON-LD	1.0	none	Dev	F08
DEV-09	Write and publish /llms.txt	1.0	DEV-04	Dev	F02
DEV-10	Add robots.txt.liquid crawler rules	0.5	DEV-09	Dev	F09
DEV-11	Add HTML supplement facts tables	2.5	DEV-04	Owner	F12
DEV-12	Mark up bundle contents	2.0	DEV-06	Dev	F17
DEV-13	Return and shipping policy markup	1.0	DEV-06	Dev	F22
DEV-14	Rewrite image alt text	1.5	none	Owner	F11
DEV-15	Link certification badge to registry	0.5	none	Dev	F14
DEV-16	Validate everything and re-test	2.0	all prior	Dev	

VERIFICATION CHECKLIST

☐ View the Product 1 page source with JavaScript off: rating and review count appear as text (F01).	☐ Schema validator on Product 1: Product, Offer, AggregateRating and FAQPage, no errors (F01, F04, F06).
☐ brand-a.example/llms.txt returns HTTP 200 and readable Markdown (F02).	☐ brand-a.example/robots.txt lists your crawler groups and the Sitemap line (F09).
☐ Products admin: all 31 products carry the standard category (F03).	☐ Every Offer in page source has a gtin12 (F04).
☐ Products 1 and 5 show "Contains iron: No" in page source (F07).	☐ Homepage Organization JSON-LD validates with no errors (F08).
☐ Old refill URLs redirect (301) to the parent product (F10).	☐ Text-only view shows each supplement facts table (F12).
☐ Certification badge opens your registry listing (F14).	☐ Re-run the validator after any theme or app update.

APPENDIX · MEASUREMENT LOG

Excerpt: the full log has 120 rows.

Twelve representative rows, covering all seven intent groups and all three phrasings. Brands are listed in the order the AI named them.

ID	GRP	QUESTION	BRANDS NAMED, IN ORDER	BRAND A	SOURCES CITED	FACT CHECK
Q01c	A	"What is the best clean, third-party tested prenatal multivitamin with methylated folate for a first pregnancy?"	Competitor 2, Competitor 1, Competitor 5	ABSENT	Certification registry, whattoexpect.com	n/a
Q02b	A	"Which magnesium glycinate brand should I take for muscle relaxation and better sleep?"	Competitor 3, Competitor 1, Brand G	ABSENT	verywellhealth.com, reddit.com	n/a
Q07c	A	"What is the best evidence-based supplement containing saffron and curcumin for cycle-related mood swings and hormonal support?"	Brand G, Brand F, generic herbal formulas	ABSENT	pubmed (research), healthline.com	n/a
Q09c	B	"What are the best easy-to-swallow prenatal vitamins without iron that won't trigger morning sickness or vomiting?"	Competitor 2, Competitor 1, Competitor 5	ABSENT	verywellfamily.com, thebump.com	n/a
Q17c	C	"What prenatal and daily vitamin brands have been independently tested and certified for heavy-metal purity by an independent certifier?"	Competitor 2, Competitor 1, Competitor 5	ABSENT	Certification registry, healthline.com	n/a
Q18b	C	"Can I get a good prenatal vitamin that doesn't have iron in it?"	Competitor 2, Competitor 5, Brand Y	ABSENT	babycenter.com, reddit.com	n/a
Q23c	D	"What is the best value clean-label prenatal vitamin under \$50 a month that uses methylated folate and bioavailable minerals?"	Competitor 1, Competitor 5, Brand H	ABSENT	whattoexpect.com, parents.com	n/a
Q31c	E	"What family-owned supplement brands donate 10% of their profits to charity?"	Brand A	#1	brand-a.example, a media directory	n/a
Q33c	F	"Compare Competitor 1 and Competitor 2 prenats on choline dosage, iron form, folate source, and third-party purity testing."	Competitor 2, Competitor 1	ABSENT	Certification registry, healthline.com	n/a
Q37c	G	"Is Brand A a reputable supplement company, where are their products manufactured, and are they third-party tested?"	Brand A	#1	brand-a.example, Certification registry	FALSE: said made overseas (truth: US-based facility)
Q39a	G	"Brand A vs Competitor 1 prenatal"	Competitor 1, Brand A	#2	brand-a.example, Certification registry	FALSE: said Product 1 contains iron (truth: iron-free)
Q40b	G	"Can I buy Brand A in stores or only on their website?"	Brand A	#1	brand-a.example	TRUE: sold direct on its own site

ID letter = phrasing: a short keyword, b conversational, c detailed with constraints. One AI answer engine, same fixed method for every store, October 2026.