



EXPANDING WEB · FOR MAGENTO & ADOBE COMMERCE AGENCIES

DRAFT

Your brand, our protocol engineering.

White-label agentic commerce readiness, delivered behind your agency's name.

"Can we sell in ChatGPT? What do we need to do?"

Discovery works today. Google AI Mode and Gemini through Merchant Center, Perplexity, and assistants that read pages and structured data.

Discovery is not checkout. A readable product page does not prove an assistant can complete a purchase.

Programme access is not engineering. We check current country eligibility; acceptance stays with the platform.

The work pays off either way: clean product data, an open edge, readable pages.

WHAT GETS MEASURED

Eight public checks. No login, no production access.

UCP-01 Capability manifest at /.well-known/ucp	MCP-01 MCP initialize handshake	BOT-01 robots.txt policy for AI crawlers	AGENT-01 How agents are served at the edge
CRAWL-01 Crawl limits on faceted URLs	LLMS-01 llms.txt	FEED-01 Product data completeness	SCHEMA-01 Product JSON-LD on the page

A blocked probe is not proof a real crawler is blocked.
Review bot verification before proposing a fix.

HOW WHITE-LABEL WORKS

You keep the client. We stay behind the curtain.

YOU	Relationship, brand on every deliverable, invoice, the roadmap you sell afterwards.
YOU	Your developers build on the handover and keep the store.
US	Reviewed scans, catalog and feed audit, agent-interface architecture, one working prototype.
US	No contact with your client unless you ask for it. Results stay private.
BOTH	A written scope, approved before any work starts.

Four components. Sold alone or in order.

WL-01	White-label scan & reviewed report Eight checks, three prioritised risks signed off by an engineer, in your template.	Needs: store URL, client permission
WL-02	Engagement as subcontractor Audit, architecture, one prototype on an agreed path, roadmap your team can quote.	Standard sprint or custom two-week process
WL-03	ChatGPT Shopping answer pack A sourced brief your account managers send when the question lands.	Kept current as programmes change
WL-04	Team training, 60–90 min For account managers and Magento developers: what agents read, what to fix, what not to promise.	Live, remote

SHOW, DON'T CLAIM

Nord Trail: our demonstration store.

READY.EXPANDINGWEB.COM

A small outdoor-gear catalog we built and run so there is one place where every artifact the scanner checks exists for real: UCP manifest, live MCP endpoint, AI-crawler policy, llms.txt, sitemap and product JSON-LD, all from one catalog.

- IS** Our own reference implementation, labelled as a demonstration on every page.
- IS** Re-scanned daily by the same scanner.
- NOT** A client, a case study or proof of revenue. Orders are not fulfilled.
- NOT** A Magento installation. It is served by our own application: it shows the target, not a Magento build of it.

Two weeks, with your developers in the room.

Not the standard five-business-day Readiness Sprint sold on expandingweb.com. A longer shape for agencies; dates, scope and price agreed per engagement.

WEEK ONE – EVIDENCE AND DESIGN		WEEK TWO – PROTOTYPE AND HANDOVER	
Day 1	Scope call; written scope approved by both sides	Days 6–8	One working prototype in your repo and staging
Day 2	Reviewed scan and three risks, in your template	Day 9	Handover: code walkthrough, runbook, open risks
Days 3–4	Catalog, feed and edge audit on the real store	Day 10	Your team presents result and roadmap to the client
Day 5	Agent-interface architecture, reviewed with your team		

What neither of us tells your client.

No placement or ranking

What assistants recommend stays with the platforms. We make stores readable and transactable.

No certification

There is no official "agent-ready" certificate. A passing scan is a measurement on a date.

No enrolment promises

We prepare feeds and help with applications; acceptance is each programme's decision.

No borrowed proof

No client logos, testimonials or uplift figures. The evidence is the client's own scan.

NEXT STEP

Bring one client store. We'll start there.

info@expandingweb.com

1 · Tell us about the agency and one client who asked about AI shopping.

2 · We propose a written scope for that one store.

3 · Prices per component are agreed in writing before the first engagement.

Everything in this deck is a draft for discussion, subject to scope approval. Nothing here is a binding offer.

Expanding Web is independent. Adobe, Magento, OpenAI, Google, Perplexity, ACP, UCP and MCP are named as technologies, not partners.
