

AI search and ads readiness checklist for ecommerce sellers

25 checks for Amazon, Walmart and Shopify sellers who run Google, Bing or Meta ads and want to show up in AI answers. Takes about 20 minutes.

How to use it: tick every box that is true today. Then fix the empty boxes in order, top to bottom. Tracking comes first because every other number depends on it.

1 Tracking first

Every other number depends on this. Fix it before you touch a campaign.

- ☐ **Each order is counted once, with its real value**
GA4 purchase event, Google Ads conversion and Meta pixel all fire one time per order, and the value matches the order total.
- ☐ **Meta Conversions API is on and deduplicated**
Browser pixel plus server events, with the same event ID so Meta does not count a sale twice.
- ☐ **You know your break-even ROAS**
Break-even ROAS = 1 divided by your margin after product cost, fees and shipping. A 40% margin means 2.5x. Below that, ads lose money.
- ☐ **UTM tags on every link you control**
Email, social, influencer and marketplace links, so you can see which channel actually drove the sale.

2 Feed and listings

Ads and AI answers both pull from your product data.

- ☐ **Merchant Center is clean**
No disapproved products, brand and GTIN filled in, titles start with what the product is.
- ☐ **Price and stock match everywhere**
Site, Google feed, Amazon, Walmart and Shopify show the same price and availability.
- ☐ **Listings answer the buyer's questions**
Size, materials, compatibility, use, care, shipping and returns, written as plain text, not only in images.

3 Google and Bing ads

- ☐ **Brand and non-brand are separate**
So branded sales do not hide a non-brand campaign that is losing money.
- ☐ **Search terms reviewed every week**
Add negatives for irrelevant searches. Broad match with no negatives burns budget fast.
- ☐ **Shopping split by margin or best sellers**
Give your profitable products their own budget instead of one big campaign.
- ☐ **Microsoft (Bing) Ads is running**
Its import tool copies your Google campaigns. Clicks are often cheaper and buyers skew desktop.

4 Meta ads

- ☐ **3 to 5 creatives per ad set**
Refresh when frequency climbs and click-through rate drops.
- ☐ **Retargeting is live**
Product viewers and cart abandoners from the last 30 days, with a separate message.

Quick math: break-even ROAS by margin

20%
5x

25%
4x

30%
3.33x

40%
2.50x

50%
2x

60%
1.67x

Margin here means what is left after product cost, marketplace or payment fees and shipping. If your ROAS sits below the number for your margin, each sale from ads loses money before overhead.

5 AI search readiness (AEO)

ChatGPT, Perplexity and Google AI Overviews now answer "what should I buy" questions.

- ☐ **You tested 10 buyer questions**
Ask each AI tool questions like "best [product] for [use]". Write down which brands and sites get cited.
- ☐ **Visible FAQs with matching schema**
Real questions answered on the page, with FAQPage schema that matches the visible text. Product schema shows price, stock and reviews.
- ☐ **Reviews exist beyond your own site**
Google, marketplaces and review sites. AI answers lean on third-party opinions.
- ☐ **You are mentioned where AI looks**
Comparison articles, industry lists and genuine community threads. Earn mentions honestly, never with fake posts.
- ☐ **AI crawlers are allowed**
Check robots.txt: OAI-SearchBot, PerplexityBot and Googlebot should not be blocked unless you chose that.
- ☐ **Your About page shows real people**
Who you are, where you are and how to reach you. Trust signals help both buyers and AI tools.

6 SEO basics

- ☐ **Category pages have unique intro text**
Each one targets what people actually search, with its own title and meta description.
- ☐ **Mobile pages load fast**
Aim for Largest Contentful Paint under 2.5 seconds, the Core Web Vitals "good" mark.
- ☐ **Guides link to products**
Every buying guide or blog post links to the matching collection or product.

7 Marketplace checks

- ☐ **Amazon: you track TACoS**
Ad spend divided by total sales (not just ad sales), so you see if ads grow the whole business.
- ☐ **Walmart: lowest listing quality items fixed first**
Use the Listing Quality dashboard in Seller Center and work up from the bottom.
- ☐ **Shopify: checkout tested on a phone**
Express checkout on, no surprise costs at the last step.

Your score

20 to 25: strong base. Focus on testing new creatives and growing AI citations.

11 to 19: some leaks. Fix tracking and feed gaps before raising budget.

Under 11: fix sections 1 and 2 first. More ad spend will not fix missing data.

Want a second pair of eyes?

We review your Google, Bing and Meta ads, your SEO and your AI search visibility, then send you specific fixes. Free, no obligation.

Get your free audit at sellersplash.com

Questions: **info@sellersplash.com**