Clotho
DIGITAL

Preparing for AI shopping

A practical guide for UK SMEs selling products online

Your products, customer questions and the work worth doing now



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Preparation with a commercial purpose

AI assistants give customers another way to research products, compare options and decide what to buy. Agentic commerce extends that journey into purchasing, although the available features and checkout routes differ between platforms and markets.

For a business selling online, preparation starts with a familiar commercial question: does your website explain your products well enough for someone to choose confidently? The answer depends on the information you publish, the questions you address and how clearly you communicate the reasons to buy from you.

Where Clotho fits

At Clotho, we connect that work with your wider marketing priorities. We help you identify where better information and website improvements could make a worthwhile difference, then put the agreed changes into practice.

Use the exercises to choose products, identify gaps and plan the work. Complete them with the people who know your customers and product information.

Why UK Shopify SMEs should prepare now

AI shopping is already operating for US customers, and Google has named the UK in its checkout expansion plans. UK SMEs on Shopify should use the lead time to get their product information and buying experience ready.

Checking product facts, filling information gaps and approving content takes time, especially across a sizeable catalogue. Leaving that work until wider availability means fitting it around a live opportunity and everyday trading.

Starting now gives you time to improve priority listings and test the buying journey. You can establish a baseline, learn from the changes and approach expansion with completed work, while businesses that wait are still identifying their gaps.

A clear starting point with Clotho

Send us your Shopify website and three priority products. We'll scope a focused review, show you what needs attention and agree a plan for getting the work done.

What applies today

Shopify already enables Agentic Storefronts for eligible stores, so participation does not automatically require a new app or custom integration. Eligibility and the quality of your product information are separate considerations.

ChatGPT

Shopify’s ChatGPT channel currently requires a store to sell to US customers, although the business can be based elsewhere. Purchases finish through the merchant’s own online checkout.

Google AI Mode and Gemini

Shopify’s direct checkout currently requires a US-based store selling to US customers. Product discovery has different availability from direct checkout.

Business and wholesale products

Shopify’s Agentic Storefronts currently support direct-to-consumer sales. Products sold exclusively to business or wholesale customers are excluded where Shopify can identify them.

UK customers can still research products using AI. Check the current guidance for your platform and target markets before committing to channel-specific work.

Guidance checked 17 October 2026. Sources and current links are on page 17.

Your starting point

Record where you sell, who you sell to and what you want this review to achieve. Use the current channel guidance to establish which features apply to your business.

Website and platform

Customer markets and sales model

Include the countries you serve and whether you sell to consumers, businesses or both.

Main commercial goal for this review

For example, clearer product information or fewer unanswered buying questions.

Where the work deserves attention

Start with three products or product groups that deserve a closer look. A small sample helps you establish what needs changing and judge whether a wider programme is justified.

Commercial importance

Consider margin, repeat purchases, strategic relevance and the role the product plays in bringing customers into the business. Your best sellers are one possible starting point.

Unanswered buying questions

Ask someone who speaks to customers regularly to contribute. What do sales or support teams repeatedly explain that the website leaves unclear?

A fixable information gap

Look for important details that are missing, inconsistent or difficult to find. Establish whether your business can supply a reliable answer.



Your product shortlist

Give each choice a commercial reason and a customer question to investigate. A priority product with weak information may warrant attention before a popular product whose page already answers the relevant questions.

Product or group	Why it matters commercially	Customer question or information gap
1.		
2.		
3.		

First product and page address

Person who can confirm the product facts

WORKED EXAMPLE

Product information a buyer can use



A description can sound positive while leaving practical questions unanswered. Customers need enough information to judge suitability and compare alternatives.

BEFORE

“A durable folding outdoor table with a modern design. Easy to store and perfect for entertaining in the garden.”

AFTER

“This six-seat folding table suits gardens and patios where the table needs to be stored between uses. It measures 150 × 80 × 74 cm when open and folds to 150 × 80 × 10 cm. The powder-coated steel frame is intended for outdoor use, but the table should be stored under cover through winter. It arrives flat packed, with the required tools listed in the assembly guide.”

The product and every detail above are fictional. Equivalent facts would need to be verified for a real listing.

Your product content brief

The revised example answers questions about seating, space, storage and care, including a limitation that could affect the choice. These details could sit across the description, specifications, images and care information.

At Clotho, we use verified product facts and customer questions to develop useful content. Any effect on AI recommendations still depends on the platform and its selection process.

Question	Your notes
Who is the product suitable for and what are they trying to do?	
Which important buying question is poorly answered?	
What is the verified answer and who or what confirms it?	
Where should that answer appear on the website?	

Confirm claims about performance, compatibility, certification or suitability before publishing.

The wider buying experience

Review the journey around your priority products as well as the words on the page. Record what is clear, incomplete, missing or needs checking, with a page address or other evidence.

Check	Status	Page or evidence
Can buyers establish size, compatibility, suitability and the correct variant?		
Are price, availability, delivery costs and relevant restrictions clear?		
Can buyers find returns, warranty and aftercare information?		
Are important claims supported by evidence the business can substantiate?		
Do product pages, policies and relevant feeds give consistent information?		
Can buyers find the information and take the next step comfortably on mobile?		

Status options: clear, incomplete, missing, needs checking. See the sources on page 17.

The gaps with consequences

Select the gaps most likely to affect a decision, cause an unsuitable purchase or generate avoidable questions. Identify who can confirm the correct information before deciding how to present it.

First gap and the decision it affects

Second gap and the decision it affects

Third gap and the decision it affects

Clotho can connect the findings with website content, navigation, FAQs and supporting marketing material. Where a finding requires a technical change, we agree the requirements and responsibility for implementation.

Your first actions

Turn the findings into a small number of actions that someone can own. Prioritise changes with a clear customer need and commercial purpose, considering the information and effort required.

Improvement and reason	Owner	Target date	Evidence to review
1.			
2.			
3.			

A useful measure for each action

If buyers repeatedly ask whether an accessory fits a model, verified compatibility information is a specific improvement. You could review related support questions alongside buying behaviour, where reliable data is available.

What the response can tell you

Establish a baseline before making changes. Choose measures relevant to your objective, such as product views, add-to-basket activity, orders, revenue or customer questions.

Keep a note of the pages changed and any promotions, stock changes or other activity that could affect the comparison.

Allow for reporting differences

Shopify provides agentic channel reporting for sessions, orders, sales and conversion where supported. The reporting available depends on your store and the channel.

For example, Shopify says Google Analytics does not fire inside Google AI Mode and Gemini's direct checkout. Website analytics alone will not cover that purchasing route.

Sources: Shopify agentic reporting and Google checkout guidance, linked on page 17.

Your baseline and review

Baseline period and reporting source

Primary measure and current result

Review date and person responsible

A practical first 30 days

Use the first 30 days to complete agreed work and establish a useful review process. Allow enough activity to build up before drawing conclusions, and consider the figures alongside customer feedback. A change in sales alone does not establish that AI visibility or a content revision caused it.

A focused review with Clotho

Clotho Digital helps UK SMEs connect their websites and marketing with the information customers need to choose them. We can help establish what deserves attention and carry out the agreed work, drawing on your team's knowledge of the products and customers.

What an initial review can include

Findings you can act on

Specific findings linked to your product pages and customer questions, with an explanation of their importance.

An example of the improvement

Annotated content showing the recommended approach using verified product facts.

A prioritised action plan

Recommended changes, required inputs and responsibility for delivery.

A basis for measurement

Recommendations for establishing a reporting baseline and reviewing the response.

We agree the scope and fee before starting, including the access and input needed from your team.

Turn your priorities into completed work

We can develop product copy, FAQs, comparison content and buying guides, improve website messaging and enquiry routes, and support relevant SEO and reporting work. We can deliver a defined project or work alongside your team where regular support is useful.

Talk to us about your priorities

Send your website address and a short outline of what you want to improve. Include the priority products or information gaps you identified in the exercises.

We can discuss where our support would be useful and set out a suitable scope before you commit.



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Sources and useful notes

Platform guidance checked on 17 October 2026. Availability and eligibility can change, so follow the current guidance for the channels and markets relevant to your business.

Shopify Agentic Storefronts

Channel overview and how purchases work

Selling on ChatGPT

Merchant and customer eligibility

Selling on Google AI Mode and Gemini

Discovery, checkout and measurement considerations

Shopify Catalog and product discovery

Product information, eligibility and B2B considerations

Managing Agentic Storefronts

Listing quality, search previews and reporting

The worked product example is fictional. The exercises are practical planning tools. Channel eligibility remains a separate consideration, and no review or content change can guarantee that an AI platform will recommend a product.