

EXECUTIVE SUMMARY

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Park City Outfitters

Shopify merchant • parkcityoutfitters.com • Park City, UT • Apparel & outdoor

Overall readiness

72 /100

Illustrative score from catalog signals, AI coverage, and product gaps.

Measured against



ChatGPT



Gemini



Claude

1,248

SKUs scored

63

AI retrieval

18

Priority fixes

6

AI surfaces

Key findings (illustrative)

STRENGTH

Product titles, categories, and core specs are generally complete across the active Shopify catalog.

GAP

Comparison attributes (fit, materials, use cases) are inconsistent - the main drag on AI retrieval.

OPPORTUNITY

Top apparel SKUs can lift fastest with structured facts, proof points, and buyer Q&A.

RISK

Without a shared facts layer, ChatGPT, Gemini, and Claude may answer the same prompt differently.

Inside this sample

- Scorecard and 6-week trend across readiness dimensions
- Engine cards for ChatGPT, Gemini, and Claude plus multi-surface bars
- Priority Shopify product table with top gap per SKU
- Sequenced 30-day plan with impact vs. effort guidance
- Illustrative interpretation notes teams can share with merchandising and SEO

How to use this sample

Treat scores as directional. Focus first on comparison attributes and structured facts for top apparel SKUs, then validate lifts across ChatGPT, Gemini, and Claude.

Important

Park City Outfitters and all findings are fictional. This PDF illustrates a potential BoostGeo report format for a Shopify merchant - not a live customer audit. Metrics, charts, and product rows are sample data only.

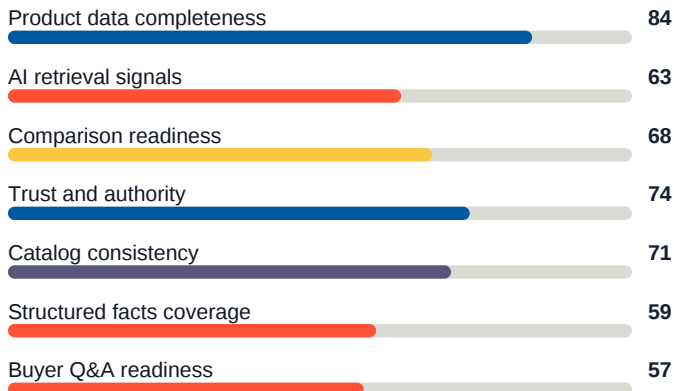
READINESS SCORECARD

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Readiness scorecard

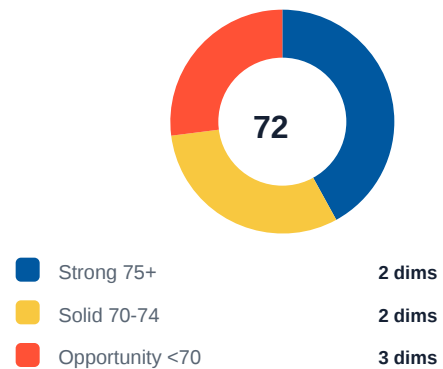
Catalog signals that influence retrieval, comparison, confidence, and recommendation across AI shopping surfaces.

Dimension scores



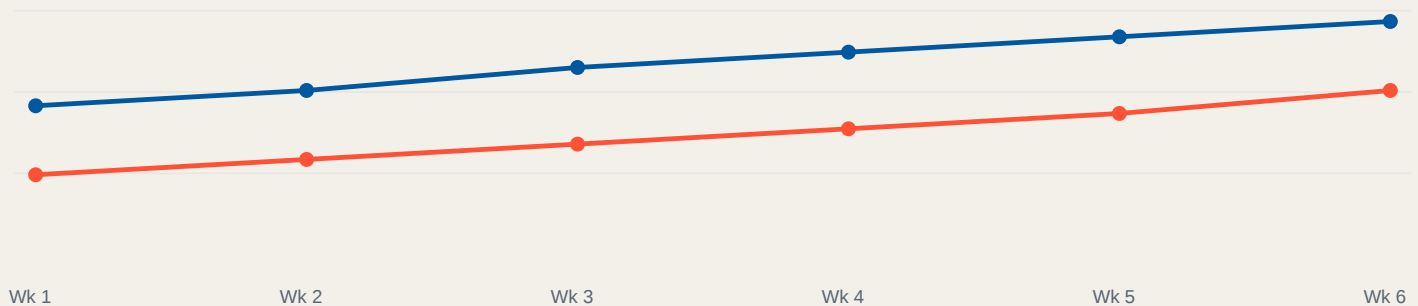
Lowest scores cluster around structured facts and buyer questions - the fastest path to lift.

Score bands



Overall 72 / 100 places the sample in the solid band, with clear room on retrieval and comparison.

Overall readiness trend (illustrative)



Overall readiness

AI retrieval signals

+11 overall • +11 retrieval over 6 weeks

Illustrative interpretation

Park City Outfitters has a solid Shopify product-data foundation. The clearest lift is stronger comparison attributes, structured facts, and retrieval signals on top apparel SKUs.

COVERAGE & PRODUCTS

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Engine coverage & product opportunities

Sample Shopify catalog scores by discovery surface, with priority SKUs and the gaps most likely to block AI answers.



ChatGPT

76 /100

Strong on apparel titles; weaker on fit & materials.



Gemini

72 /100

Solid coverage; materials and care notes uneven.



Claude

69 /100

Needs clearer comparison-ready product facts.

Readiness by AI surface



Priority product opportunities

SKU	Product	Category	Score	Top gap
PCS-2140	Alpine Softshell Jacket	Apparel	58	Fit attributes
PCS-1882	TrailRunner Mid GTX	Footwear	64	Materials
PCS-0917	Summit Pack 32L	Bags	71	Use cases
PCS-1555	Ridge Merino Base Layer	Apparel	61	Care / FAQ
PCS-2760	Sunrise Fleece Half-Zip	Apparel	55	Structured facts
PCS-3012	Canyon Insulated Vest	Apparel	60	Comparison specs

Why the lowest-scoring products are blocked

PCS-2140 | Alpine Softshell

Missing: waterproof rating, fit profile, temperature range. AI cannot distinguish it from a generic shell.

PCS-1882 | TrailRunner Mid

Missing: weight, heel drop, terrain, outsole, and break-in guidance. Comparison answers stay vague.

PCS-2760 | Sunrise Fleece

Missing: fabric weight, warmth tier, layering use, and care. Product lacks concrete recommendation signals.

Recommended sequence

1. Add facts to Shopify metafields

2. Rewrite product copy

3. Test engine answers

Start with high-traffic SKUs below 65. Validate every illustrative value with merchandising before publishing.

Product-specific action plan

Exact examples for four fictional products. Validate all specifications with merchandising before publishing.

4 priority SKUs

16 structured field edits

4 copy rewrites

4 engine tests

Alpine Softshell Jacket

PCS-2140 | Current score 58

MERCHANDISING

ADD / NORMALIZE IN SHOPIFY

- shell_material = 88% recycled nylon / 12% elastane
- waterproof_rating = 10,000 mm; breathability = 10K
- fit = athletic; size up for mid-layer use
- temperature_range = 35-55 F; hood = helmet compatible

PRODUCT COPY TO ADD

A breathable 10K/10K softshell for active hiking in cool, windy conditions. Athletic fit; size up when layering over fleece.

ACCEPTANCE CHECK

Ask: 'Best softshell for hiking at 40 F with a helmet?' Product should appear with rating, fit, and use-case evidence.

TrailRunner Mid GTX

PCS-1882 | Current score 64

PRODUCT TEAM

ADD / NORMALIZE IN SHOPIFY

- weight = 13.2 oz per shoe; heel_to_toe_drop = 8 mm
- upper = recycled mesh; membrane = GORE-TEX
- outsole = Vibram Megagrip; terrain = wet technical trail
- fit = snug heel / roomy toe box; break_in = 2-3 hikes

PRODUCT COPY TO ADD

Waterproof mid-height trail shoe for wet, technical routes. Vibram grip, an 8 mm drop, and a secure heel with room through the toe box.

ACCEPTANCE CHECK

Ask: 'Compare waterproof trail shoes for rocky, wet hikes.' Answer must include weight, drop, outsole, fit, and terrain.

Summit Pack 32L

PCS-0917 | Current score 71

CATALOG OPS

ADD / NORMALIZE IN SHOPIFY

- capacity = 32 L; weight = 2.4 lb; max_load = 30 lb
- torso_range = 16-21 in; hipbelt = 28-48 in
- hydration = 3 L compatible; laptop = up to 15 in
- dimensions = 22 x 12 x 9 in; rain_cover = included

PRODUCT COPY TO ADD

A 32 L day-and-overnight pack with adjustable torso fit, 30 lb carry rating, 3 L hydration sleeve, and included rain cover.

ACCEPTANCE CHECK

Ask: 'Will this fit a 19-inch torso and carry a 15-inch laptop?' Engine should answer yes and cite both specifications.

Ridge Merino Base Layer

PCS-1555 | Current score 61

CONTENT

ADD / NORMALIZE IN SHOPIFY

- fabric = 87% merino / 13% nylon; weight = 185 gsm
- warmth = lightweight; activity = ski / hike / travel
- fit = next-to-skin; seams = flatlock; odor = 3-day wear
- care = cold wash / wool cycle / lay flat; no dryer

PRODUCT COPY TO ADD

Lightweight 185 gsm merino blend for high-output cold-weather use. Flatlock seams reduce chafe; nylon adds durability for repeat wear.

ACCEPTANCE CHECK

Ask: 'Best merino layer for a three-day ski trip?' Answer should cite fabric weight, odor guidance, fit, and care.