

Commerce Catalog Readiness Audit

Northstar Outdoor Supply

REPORT TYPE	Illustrative full-catalog audit
CATALOG	12 products / 26 variations
SURFACES	Google Merchant Center / OpenAI commerce feeds / native Stripe-Woo
DELIVERY	Prioritized PDF plus SKU-level exception CSV

Sample disclosure

Northstar Outdoor Supply is fictional. The catalog and findings are synthetic and demonstrate the report format, prioritization, and evidence standard only. This document is not a customer result, platform approval, or transaction-readiness claim.

Prepared as a buyer-view sample / July 2026

Executive summary

The synthetic catalog is structurally usable, but identifier gaps and variation-level inconsistencies would create avoidable channel investigation and unreliable cross-surface matching. The highest-value work is not a custom checkout build. It is fixing stable identifiers, completing branded product data, and collecting native channel evidence for direct verification.



What to do first

1	Repair identifiers Resolve two duplicate-SKU records and create three missing variation SKUs before any channel export.
2	Complete product identity Add verified GTIN and brand data where applicable, then preserve the same canonical values across outputs.
3	Verify native evidence Supply Merchant Center product issues, the active OpenAI export, and Stripe-Woo feature/sync evidence before making channel claims.
4	Re-run and close Revalidate affected records and retain before/after evidence for the agency and merchant.

Commercial implication
The audit creates a bounded remediation backlog. Activation should be scoped from the actual record count; monitoring is not recommended until repeated failures and paid recurring demand are observed.

Scope, limitations, and surface scores

Evidence reviewed

STATUS	EVIDENCE	COVERAGE
Included	Synthetic Woo product and variation export	12 products / 26 variations
Included	Public product-page structured data	Representative pages
Not supplied	Google Merchant Center product-status export	Direct diagnostics unverified
Not supplied	OpenAI file or Product Feed API export	Schema conformance unverified
Not supplied	Stripe-Woo feature and sync evidence	Native path health unverified

Interpretation rule: an unverified surface is not a failure. It is an evidence gap. AgentReady does not infer approval, ranking, discoverability, feed delivery, or transaction eligibility from a storefront scan.

Illustrative readiness by surface

Catalog identifiers Duplicate and missing variation SKUs; incomplete GTIN coverage		48
Product content Strong titles and descriptions; one missing canonical brand		82
Variation integrity Availability and image evidence inconsistent on two records		58
Google Merchant Center Catalog fields reviewed; live product-status export not supplied		65
OpenAI commerce feed Canonical fields reviewed; active export not supplied		60
Native Stripe-Woo Catalog prerequisites reviewed; feature and sync evidence not supplied		58

Score limitation

The 62/100 score is illustrative and specific to this synthetic evidence set. It is not a promise of platform acceptance or customer performance. The findings and affected records are the decision artifact; the score is only a summary.

Priority findings

Ten actionable records collapse into six remediation patterns. The detailed CSV preserves every affected record.

CRITICAL	Duplicate SKU across two Trail Pack variations
Evidence P-100 / V-101 and V-102 both use NS-TRAIL-001.	
Why it matters Cross-surface matching and update reconciliation cannot reliably distinguish the Pine and Clay variations.	
Next action Assign distinct stable SKUs, update the canonical export, and verify that no downstream mapping still references the duplicate.	

CRITICAL	Three Merino Base Layer variations have no SKU
Evidence P-205 variations Small, Medium, and Large have blank SKU values.	
Why it matters Variation-level exceptions cannot be reconciled consistently without stable identifiers.	
Next action Create permanent variation SKUs and verify they persist through Woo, Merchant Center, OpenAI export, and native Stripe-Woo validation.	

HIGH	Two branded retail products have no GTIN
Evidence Compact Camp Stove and Rechargeable Camp Lantern have internal SKUs but no verified manufacturer identifier.	
Why it matters Missing identifiers can reduce match confidence and make catalog investigation harder. A false GTIN is worse than a documented absence.	
Next action Add the verified manufacturer GTIN where one exists; otherwise record the evidence supporting identifier absence.	

Priority findings - continued

HIGH

Canonical brand missing on Enamel Trail Mug

Evidence

P-410 contains title, description, image, price, and SKU but no canonical brand.

Why it matters

Brand gaps create inconsistent product identity across surfaces and weaken remediation traceability.

Next action

Add the canonical brand once in Woo and map that value consistently to each active export.

MEDIUM

Backorder availability is inconsistent

Evidence

Alpine Tent - Blue is backorderable in the synthetic Woo record, but its structured availability evidence does not represent that state.

Why it matters

Customers and channels can receive stale or contradictory availability when the canonical state is mapped differently.

Next action

Choose the supported channel availability value, document the mapping, and revalidate after the next catalog export.

MEDIUM

Variation-specific image is missing

Evidence

Trail Bottle - Green reuses the parent image rather than showing the selected color.

Why it matters

The listing may remain technically valid, but the product evidence is less precise and can degrade buyer confidence.

Next action

Assign a variation-specific primary image and verify the exported record uses it.

Native-tool delta and activation plan

AgentReady should complement the native tools, not replace them. The paid value must be the cross-surface evidence package, prioritized remediation, and verified closure.

What each layer owns

LAYER	NATIVE / PRIMARY RESPONSIBILITY	THIS AUDIT'S BOUNDARY
Merchant Center	Google product status and account issues	Current export was not supplied; do not infer live status
Native Stripe-Woo	Its own feed validation, synchronization, and native transaction path	Feature state and recent sync evidence were not supplied
OpenAI merchant path	Active file/API ingestion and platform-controlled eligibility	Active export and onboarding state were not supplied
AgentReady	Cross-surface catalog normalization, SKU-level exception evidence, prioritized actions, and closure verification	Must prove time saved and billable remediation

Proposed \$499+ activation scope

STEP	WORK	DELIVERABLE	SCOPE
1	Identifier repair	Resolve duplicate and missing SKUs; document GTIN decisions	6 records
2	Content correction	Add canonical brand and variation-specific image	2 records
3	Availability mapping	Align backorder state with supported channel values	1 record
4	Evidence collection	Collect channel exports, feature state, and sync proof	3 surfaces
5	Closure verification	Re-run affected records and deliver before/after evidence	All open rows

Not included: platform approval, custom checkout endpoints, delegated payment, a WordPress plugin, or ongoing monitoring. Monitoring is offered only after repeated paid evidence and a separate recurring commitment.

Exception appendix - excerpt

The companion CSV contains 13 rows: 10 actionable catalog records and 3 explicit evidence gaps. The excerpt below is intentionally compact; the CSV is the working remediation artifact.

SEV	ID	SKU	FINDING	ACTION
Critical	V-101	NS-TRAIL-001	Duplicate SKU also assigned to variation V-102	Assign a unique stable SKU to each variation
Critical	V-102	NS-TRAIL-001	Duplicate SKU also assigned to variation V-101	Assign a unique stable SKU to each variation
Critical	V-205-S	-	Variation has no SKU	Create a stable SKU and preserve it across channel exports
Critical	V-205-M	-	Variation has no SKU	Create a stable SKU and preserve it across channel exports
Critical	V-205-L	-	Variation has no SKU	Create a stable SKU and preserve it across channel exports
High	P-310	NS-CAMP-310	GTIN is missing for a branded retail product	Add the verified manufacturer GTIN or document why none exists
High	P-320	NS-LAMP-320	GTIN is missing for a branded retail product	Add the verified manufacturer GTIN or document why none exists
High	P-410	NS-MUG-410	Brand is missing from the canonical product record	Add the canonical brand and verify channel mapping
Medium	V-510-B	NS-TENT-B	Backorder state is not represented consistently in structured product data	Map Woo backorder state to the active channel availability value
Medium	V-610-G	NS-BOTTLE-G	Variation reuses the parent image and does not show the selected color	Assign and export a variation-specific primary image

Recommended next step

Run the \$299 Audit on one permissioned WooCommerce store. AgentReady will return a customer-specific report and complete exception CSV within 48 hours. If the evidence is not more actionable than the agency's current tools, do not submit a second store.

Prepared by Providence AI / AgentReady

Sample only. No platform approval, ranking, discovery, or transaction result is represented or guaranteed.