

AI Shopping Product Data Mini-Audit

Prepared for Aladdin Rugs | Rugs and flooring | 2026-08-07

Scope note

This sample mini-audit is based only on public product pages. It is not a ranking guarantee, SEO audit, or access-level Shopify diagnosis.

Executive Takeaway

Aladdin Rugs already presents many useful buying details, especially material, size options, pile/feel, finish, room use, delivery, and care. The biggest opportunity is consistency: make the same rug attributes and product schema signals appear predictably across every product page, so shoppers, Google Merchant Center, and AI shopping tools can understand each rug with less guesswork.

Reviewed Public Pages

- Grand Orchard Frame Rug
- Rustic Oriental Rug
- Sky Garden Harmony Rug
- Terracotta Bazaar Turkish Rug

Scorecard

Indicative score: 82 / 100

Area	Notes
Product titles - 13 / 15	Product type and style are usually clear. A few titles could be more consistent about material or construction.
Product descriptions - 13 / 15	Descriptions are rich and useful for shoppers. Some key details could be separated into reusable attributes.
Structured attributes - 20 / 25	Size, material, pile, finish, room use, care, and returns are visible on most reviewed pages.
Product-level FAQ - 11 / 15	Helpful recurring questions appear, but answers could be tightened around product-specific buyer questions.
Feed/schema readiness - 16 / 20	Most reviewed pages expose Product schema fields. One reviewed page appeared to expose generic page schema instead of Product schema.
Policy clarity - 9 / 10	Delivery, care, and return signals are generally visible enough for a first pass.

Top 3 Opportunities

Opportunity	Impact	Suggested fix
1. Standardize rug attribute blocks	Helps shoppers compare rugs and gives shopping systems cleaner fields to reuse.	Use a consistent product data block on every rug page: material, construction, pile height, feel, finish, colors, sizes, room use, care, and delivery/returns notes.
2. Check Product schema consistency	Reduces the chance that a product page is understood as a generic page rather than a sellable product.	Review Product JSON-LD for every template and confirm name, description, image, brand, offers, and SKU/variant data are present.
3. Add tighter product-level FAQ answers	Captures high-intent comparison questions that shoppers and AI tools may ask directly.	Add 3-5 short FAQs near the product detail area for size choice, room suitability, care/washing, underlay, returns, and delivery timing.

Category Attribute Checklist

Product type	Material
Construction	Pile height or thickness
Size options	Color family
Room suitability	Care or washing instructions
Underlay or rug pad guidance	Delivery and returns constraints

Quick Before/After Example

Current pattern	Rich prose explains the rug style, material, room use, and available sizes, but some information appears in different formats across pages.
More AI-readable pattern	Type: Rug. Material: 100% polyester. Pile: medium. Finish: silky surface. Sizes: 80x150 cm, 80x300 cm, 120x180 cm, 160x230 cm, 200x290 cm, 240x340 cm. Best for: living room, bedroom, hallway, dining, and office. Care/delivery/returns: link concise guidance near product details.

7-Day Fix Plan

1. Pick 10 representative rug pages across best-selling, washable, hand-knotted, and Turkish-style collections.
2. Define one rug attribute dictionary with required fields and optional fields.
3. Update product detail blocks so the same attributes appear in the same order.
4. Add 3-5 product-level FAQ answers for recurring buyer questions.
5. Check Product JSON-LD output on the same 10 pages.
6. Compare before/after product clarity and apply the pattern to the next collection.
7. Re-check a sample of pages after theme/app changes to catch schema drift.

Recommended Next Step

If this direction is useful, the next step is a deeper audit of 10-30 representative products. ShelfClarity would turn this into a prioritized fix list for product titles, attribute blocks, product-level FAQs, Shopify metafields, schema, and feed readiness.