AGENT EXPERIENCE OPTIMIZATION

www.spartoo.com

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Checked from Frankfurt, Germany.

78

OUT OF 100

Your website's AI readiness

AI connections found. Help agents finish faster.

Category subscores

Search & discovery — **7 / 10**

3 of 5 checks verified | 2 points need verification

Easy-to-use content — **6 / 10**

2 of 4 checks verified

Content prepared for AI — **9 / 10**

3 of 4 checks verified

Customer actions — **40 / 40**

5 of 5 checks verified

Connections for AI assistants — **8 / 20**

1 of 3 checks verified

Trust & availability — **8 / 10**

2 of 3 checks verified

The score adds the points from verified checks. Not detected and unverified checks earn zero points.

Open the saved report

Your website improvement plan

Work through these priorities in order. Verify uncertain findings first, then rescan after making changes.

01 Make your public pages accessible

Help customers and assistants reach and read the pages you want them to use.

- Add an easy-to-find link to contact or privacy information.

Suggested owner: Web / platform team

2 points not detected

Recheck: Contact or privacy information.

02 Make important information easy to find

Help assistants understand your offer and find the next useful step.

- Write a short search description that explains what this page offers. Organize the page with a clear main heading and content sections. Connect important pages with clear, working navigation links. Add structured labels for the organization, products or services shown on the page.
- Verify: Map of your website (sitemap). Review the saved evidence and repeat these checks before deciding which changes are needed.

Suggested owner: Marketing + web team

9 points not detected | 2 points to verify

Recheck: Search description; Map of your website (sitemap); Clear page structure; Easy-to-follow navigation; Content labels AI can understand.

03 Prepare a clear guide for AI assistants

Point assistants to useful, current information about your website.

- Offer a discoverable text version of useful pages.

Suggested owner: Content + web team

1 points not detected

Recheck: Text version for AI assistants.

Your improvement plan, continued

04 Make your AI connection discoverable

Help compatible assistants find and connect to the customer actions you provide.

- Publish clear information identifying your AI integration and its connection details.

Suggested owner: Web team + InfiniteWatch

8 points not detected

Recheck: AI connection information.

Measure the improvement

After publishing changes, rerun the test and compare the category subscores. With InfiniteWatch, measure how long an agent takes to complete the same customer task before and after the changes.

Estimated task completion time

Page-by-page journey	**5.2 seconds**
Proposed optimized journey	**1.2 seconds**

3.9 seconds saved per completed task

Saved scenario: 4 steps x 1.3s versus 1 step x 1.2s. Modeled from the saved scan's steps and response assumptions.

How you compare

A company comparison was not available for this download. Your audit findings are included below.

Make every agent visit faster

With InfiniteWatch, optimize those connections to help agents respond and complete tasks faster.

Book a meeting with InfiniteWatch

Your audit findings

The evidence and next steps behind your saved score.

Search & discovery - 7 / 10

Clear page title

Detected | 1/1 points

Title: Accès restreint | Spartoo

Search description

Not detected | 0/1 points

No useful meta description found.

Next step: Write a short search description that tells customers what they will find on this page.

Allowed in search results

Detected | 3/3 points

No noindex directive detected in HTML or response headers.

Access for search crawlers

Detected | 3/3 points

Wildcard robots rules allow the requested page. Agent-specific rules may differ.

Map of your website (sitemap)

Needs verification | 0/2 points

No valid sitemap found at the checked location. Other sitemap URLs may exist.

Next step: Give search engines a map of your important pages, and keep it up to date.

Easy-to-use content - 6 / 10

Content available when the page opens

Detected | 3/3 points

418 characters of text are available in initial HTML.

Clear page structure

Not detected | 0/2 points

An h1 or main landmark is missing in initial HTML.

Next step: Organize the page around a clear main heading and identifiable content sections.

Easy-to-follow navigation

Not detected | 0/2 points

No labelled, crawlable navigation links found.

Next step: Use clear links that let people and AI assistants move between important pages.

Clear button and form labels

Detected | 3/3 points

No unlabelled controls detected in this HTML sample (0 input controls). This is not a full accessibility audit.

Content prepared for AI - 9 / 10

AI content guide (llms.txt)

Detected | 4/4 points

A public llms.txt document was found.

Clearly titled AI guide

Detected | 3/3 points

The document contains the required H1 heading.

Useful links for AI assistants

Detected | 2/2 points

A summary and curated Markdown links are present.

Text version for AI assistants

Not detected | 0/1 points

No usable Markdown alternative was found.

Next step: Offer a simple text version of useful pages, and ask your web team to make it discoverable.

Customer actions - 40 / 40

Customer actions listed for AI

Detected | 8/8 points

3 customer tool entries were listed by website-attributed MCP endpoints. No tools were executed.

Clearly explained actions

Detected | 4/4 points

Tool names and description signals found. Source checks do not prove runtime completeness.

Required information for each action

Detected | 5/5 points

Structured tool input declarations detected. Schema correctness needs runtime review.

Action safety information

Detected | 3/3 points

Tool behavior annotations detected. Hints are not a security boundary.

Task-specific customer tools

Detected | 20/20 points

3 task-specific customer tool declaration(s) with descriptions and structured inputs found: list_filters, search_products, get_product. Execution was not tested.

Connections for AI assistants - 8 / 20

AI connection information

Not detected | 0/8 points

No website-attributed MCP descriptor was found at the checked paths.

Next step: Publish clear information about your AI integration and how to connect. Your web team can choose the appropriate format.

Instructions for connecting AI assistants

Detected | 8/8 points

Connection information explicitly associated with this website is publicly discoverable.

Content labels AI can understand

Not detected | 0/4 points

No parseable schema.org JSON-LD found.

Next step: Help AI understand your products, services or organization with structured content labels, implemented by your web team.

Trust & availability - 8 / 10

Secure website connection

Detected | 5/5 points

The server responded using HTTPS.

Public page access

Detected | 3/3 points

Public HTML returned HTTP 200. No detected login or bot challenge.

Contact or privacy information

Not detected | 0/2 points

No contact or privacy link found in initial HTML.

Next step: Link to contact or privacy information so visitors can identify the service.