



Website AI Readiness

Preparing for the Autonomous
Economy.



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Your next customer will most likely be an AI agent.

The web is moving from “Content” to a web of “Commerce & Action”. If your site cannot talk to an AI agent, your business is essentially closed to the new market.



Being Found to Being Used.



- 1. Phase 1 (legacy) SEO -**
Optimising for search engine rankings.
- 2. Phase 2 (current) AEO -**
Optimising for AI citations and answers.
- 3. Phase 3 (emerging) Agentic Readiness -**
Optimising for task execution.



**In the past, we
optimised for clicks.
Today we optimise for
mentions. Tomorrow,
we must optimise for
transactions.**



The Business Risk.



- 1. The conflict** - AI agents are “lazy” and “efficient”. They don’t navigate complex menus or fight with broken websites.
- 2. The Risk** - If an AI agent cannot easily book, buy or schedule on your site, it won’t report an error to the user. It will simply recommend a competitor whose site is “Agentic Ready”.



**Traditional UI
automation is brittle.
Every CSS change
you make is a
potential point of
failure for an AI buyer.**



WebMCP a New Web Standard.



**Think of WebMPC as
the new “Digital
Passport” for your
website.**



How it works - It is a new standard (backed by google and microsof) that allows your website to tell an agent **“I am a business. Here are the tools I offer (Buy, Book, Quote) and here is how you can use them.”**



It removes the need for expensive, custom-built APIs for every partner. Your website becomes the API.



Strategic Guardrails for a Modern Stack.



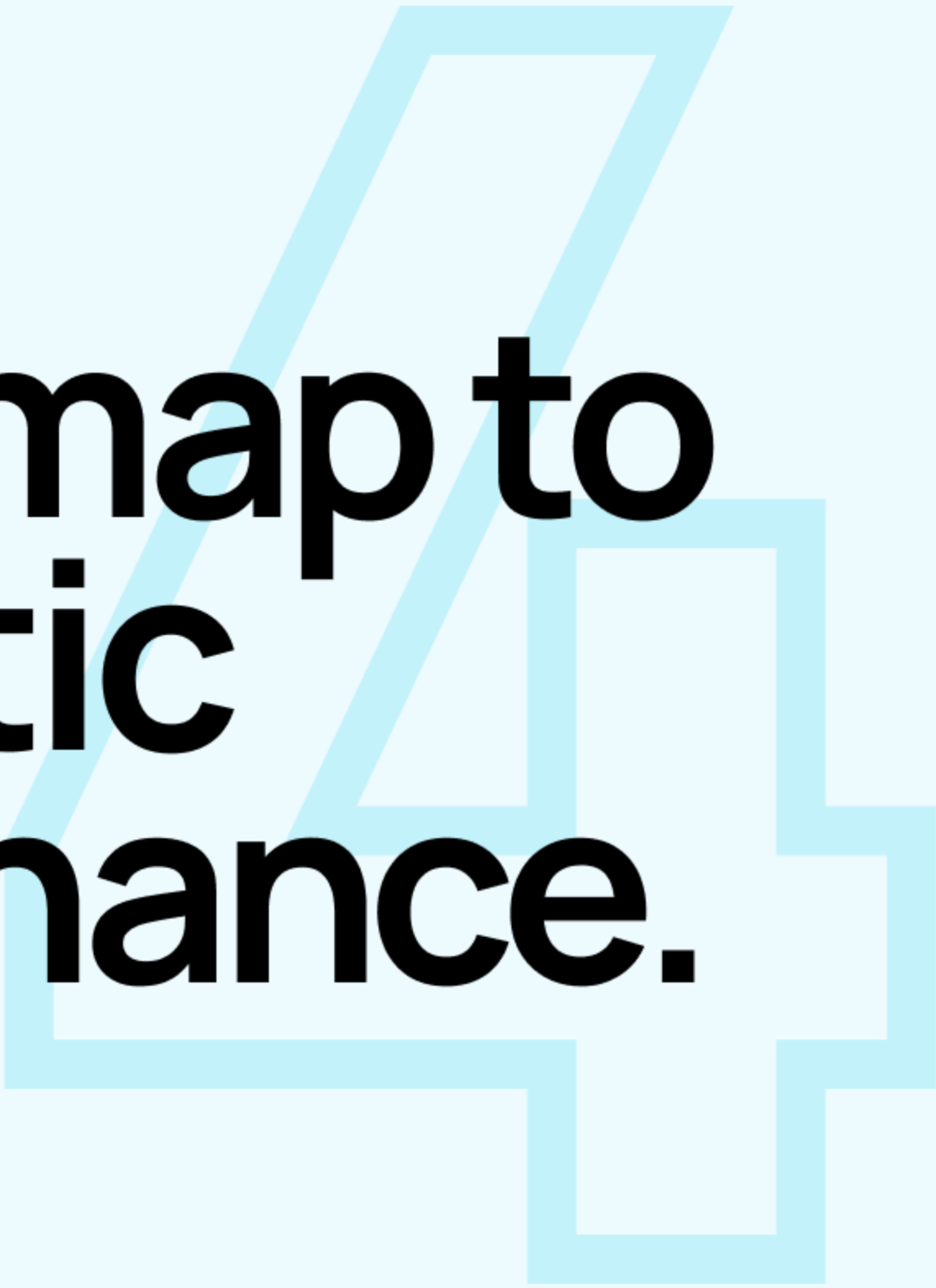
1. **Low-Hanging Fruit (Declarative)** - Using standard, clean digital labeling so AI can “read” business functions immediately.
2. **The Competitive Moat (Imparative)** - Building proactive logic where your site “offers” specific tools to an agent baesd on the context of the user’s request.



**You don't need a total
rebuild. You need
Architectural
Precision.**



Roadmap to Agentic Dominance.



- 1. Audit your current “AI Visibility”** - If the can’t find you, they can’t use you.
- 2. Functional Mapping -** Identify your “Primary Actions” (what are the top 3 things a customer does on your site?).



3. Structural Cleanup - Ensure your digital forms and buttons are “Machine-Readable”.

4. Protocol Adoption - Prepare your teams for the WebMPC standard to stay ahead of the W3C rollout.



**Harness the
Autonomous Era. The
internet is being
rebuilt. One side is for
humans (visuals/
brand) the other is for
agents (Data/
Action).**



Stop guessing and start architecting.

Let's audit your digital visibility
and build your transactional
roadmap.

Get in touch!



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