

STORE2X STUDY · AI READINESS REPORT

AI Readiness of Shop Systems 2026: Which Shops Are Visible to ChatGPT and Perplexity

AI access plus machine-readability: which shop systems are visible to ChatGPT, Perplexity and co. by default.

KEY FINDING

Some platforms lock out AI crawlers almost across the board by default, others give them nothing readable. Only systems that combine access and machine-readability are truly AI-ready.

99.7%

of Squarespace shops block AI crawlers

2.2%

of Shopify shops block AI crawlers

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AT A GLANCE

Key takeaways

99.7% of Squarespace shops block AI crawlers 237,340 shops, by default	2.2% of Shopify shops block AI crawlers 706,482 shops, AI-open	94.0% of BigCommerce shops block AI Volusion 99.5%
0.5% structured data on ePages AI access open, but nothing readable	99.0 AI readiness score for the leader Wix access and data both strong	34 shop systems analysed sample month August 2026

For a shop to appear in AI answers from ChatGPT, Perplexity or Google, two things have to be right: the AI crawlers must be allowed in at all (robots.txt), and they must find machine-readable content (structured data). For this report we measured both for 34 shop systems, how many of their shops allow AI bots such as GPTBot, ClaudeBot and PerplexityBot, and how many ship structured data (JSON-LD). The basis is real shops from HTTP Archive, as of August 2026. The result is surprisingly clear: some platforms block AI crawlers almost across the board by default, others give them nothing readable, and only a few are genuinely ready on both axes.

RESULTS

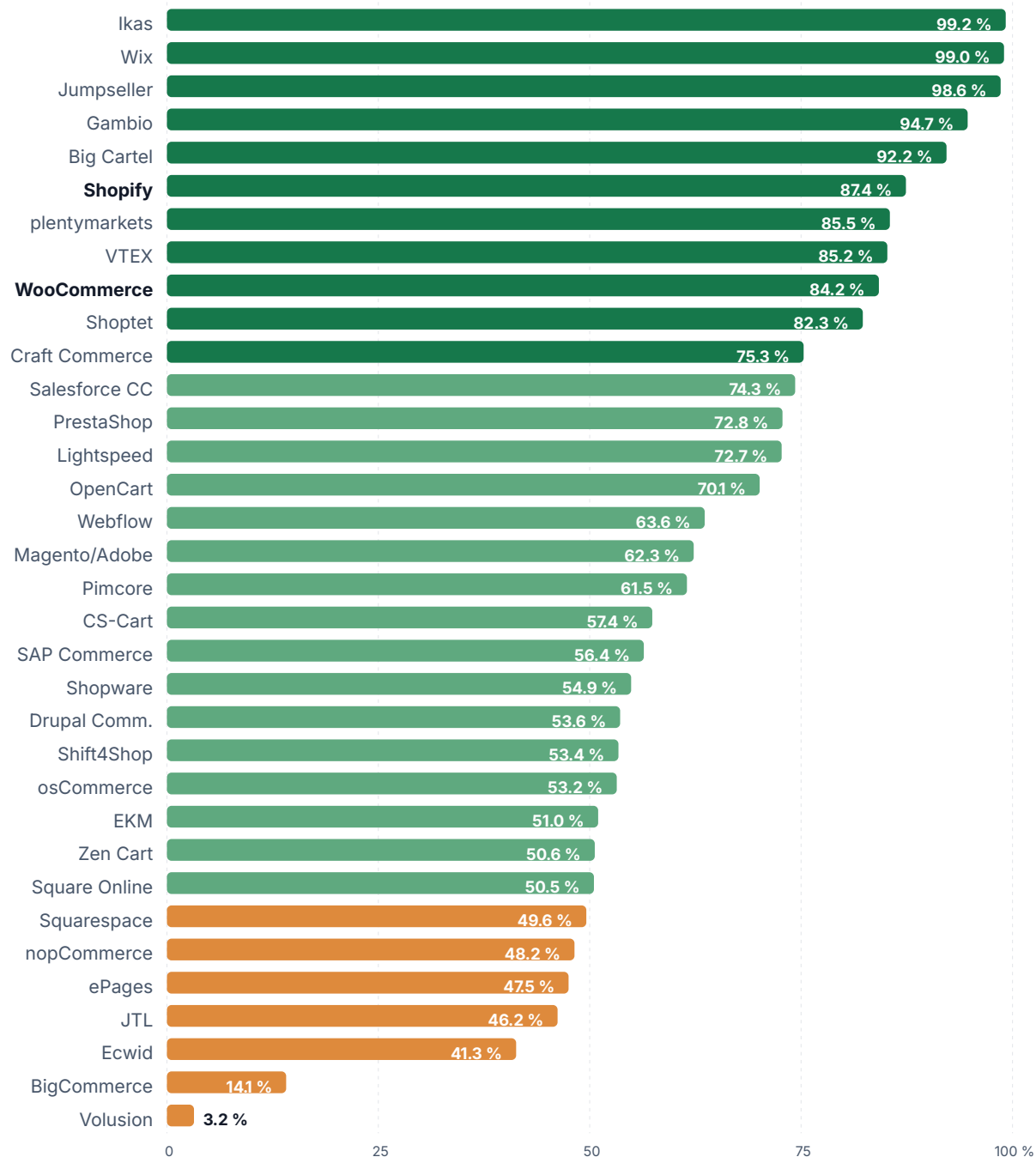
The key results

- AI readiness has two conditions: the AI crawler must be allowed in, and it must find structured data. Only a few systems are strong on both axes, led by Wix (score 99.0) and Shopify (87.4).
- The most surprising finding: Squarespace blocks AI crawlers on 99.7% of its shops via a default robots.txt. That makes over 237,000 shops effectively invisible to ChatGPT and Perplexity, even though they ship the best structured data in the field at 99.0%.
- BigCommerce (94.0% blocked) and Volusion (99.5%) also lock out AI crawlers by default. Anyone selling there barely appears in AI answers, without noticing.
- Shopify, by contrast, allows AI crawlers almost everywhere: only 2.2% of shops block them, WooCommerce 7.1%, Wix just 0.6%.
- The other weakness is missing machine-readability: ePages (94.6% AI access but only 0.5% structured data) and Shopware (94.7% / 15.0%) do let the AI in, but offer it almost nothing readable.
- For visibility in AI search, the combination is what counts. After a switch to Shopify, shops are both accessible and machine-readable by default.

VISUALIZATION

The numbers at a glance

AI readiness score by shop system



DATA TABLE

All values in detail

Shop system	AI readiness score	AI crawlers allowed	Structured data (JSON-LD)	Shops (n)
Ikas	99.2 %	98.3 %	100.0 %	4,547
Wix	99.0 %	99.4 %	98.6 %	281,109
Jumpseller	98.6 %	98.9 %	98.3 %	3,366
Gambio	94.7 %	97.1 %	92.3 %	3,181
Big Cartel	92.2 %	84.5 %	100.0 %	2,471
Shopify	87.4 %	97.8 %	77.1 %	706,482
plentymarkets	85.5 %	71.4 %	99.6 %	1,034
VTEX	85.2 %	92.6 %	77.9 %	3,528
WooCommerce	84.2 %	92.9 %	75.6 %	986,946
Shoptet	82.3 %	98.2 %	66.4 %	14,697
Craft Commerce	75.3 %	84.1 %	66.5 %	847
Salesforce CC	74.3 %	91.2 %	57.4 %	3,981
PrestaShop	72.8 %	88.7 %	57.0 %	74,248
Lightspeed	72.7 %	98.2 %	47.2 %	5,425
OpenCart	70.1 %	91.4 %	48.7 %	31,945
Webflow	63.6 %	95.1 %	32.2 %	15,377
Magento/Adobe	62.3 %	76.0 %	48.6 %	43,964
Pimcore	61.5 %	94.1 %	28.9 %	3,345
CS-Cart	57.4 %	85.7 %	29.1 %	4,022
SAP Commerce	56.4 %	72.1 %	40.8 %	2,249
Shopware	54.9 %	94.7 %	15.0 %	12,385
Drupal Comm.	53.6 %	92.6 %	14.6 %	973
Shift4Shop	53.4 %	98.8 %	8.1 %	1,616
osCommerce	53.2 %	82.4 %	23.9 %	2,536
EKM	51.0 %	99.9 %	2.1 %	1,107
Zen Cart	50.6 %	85.4 %	15.7 %	952
Square Online	50.5 %	100.0 %	0.9 %	23,907
Squarespace	49.6 %	0.3 %	99.0 %	237,340
nopCommerce	48.2 %	88.8 %	7.7 %	5,270
ePages	47.5 %	94.6 %	0.5 %	4,551
JTL	46.2 %	73.7 %	18.7 %	5,227
Ecwid	41.3 %	43.3 %	39.4 %	7,969
BigCommerce	14.1 %	6.0 %	22.1 %	16,906
Volusion	3.2 %	0.5 %	5.9 %	1,308

AI readiness score = average of AI access (share of shops that allow AI crawlers) and machine-readability (share of shops with JSON-LD). Homepage, mobile, HTTP Archive August 2026.

Results in detail

What AI readiness really means

Whether a shop appears in answers from ChatGPT, Perplexity or Google's AI overviews depends on two conditions. First, the shop must let AI crawlers in, because systems like GPTBot, ClaudeBot and

PerplexityBot respect robots.txt. Second, the AI must find something machine-readable there, namely structured data from which products, prices and content can be reliably derived.

If either condition is missing, visibility collapses. A blocked crawler never sees the shop, while an open crawler without structured data finds only hard-to-use text. That is why this report measures both axes and combines them into the AI readiness score.

The surprising case: Squarespace locks AI out

The most striking result concerns Squarespace. The platform ships the best structured data in the entire comparison at 99.0%, but blocks AI crawlers on 99.7% of its shops via a default robots.txt. With over 237,000 captured shops that means almost the entire base is invisible to ChatGPT and Perplexity.

That is especially painful because the data is there. Merchants have the machine-readability, but the platform closes the door by default. Anyone selling on Squarespace who wants to be found in AI search has to actively know about this block and change it, which few are aware of.

BigCommerce and Volusion: the same pattern

Squarespace is not an isolated case. BigCommerce blocks AI crawlers on 94.0% of its shops, Volusion on as many as 99.5%. Here too the block is part of the default delivery, not a deliberate decision by individual merchants.

For operators this is a silent loss of visibility. The shops work, may even rank in classic search, but barely appear in AI answers because the crawlers already fail at the robots.txt.

The other weakness: open, but nothing readable

At the other end are systems that do let AI crawlers in but offer them barely any structured data. ePages opens the door on 94.6% of shops but ships JSON-LD on only 0.5%. Shopware reaches 94.7% access but only 15.0% structured data.

The crawler is allowed in here and still finds little of use. For AI visibility that is almost as damaging as a block, just less obvious. Both axes have to be right, otherwise the effect fails to materialise.

What sets Shopify and Wix apart

Ahead on both axes are Wix (score 99.0) and Shopify (87.4). Wix allows AI crawlers on 99.4% of shops and ships structured data on 98.6%. Shopify opens the door on 97.8% of shops and ships JSON-LD on 77.1%, and that across more than 706,000 shops, by far the largest sample.

The point here too is reliability by default. Merchants have to touch neither the robots.txt nor add structured data manually, both are part of the platform. This exact combination is the precondition for appearing in AI search at all.

Limitations of the analysis

We measure the homepage of each shop and check the robots.txt for named blocks of known AI crawlers. Blocks via a blanket disallow rule for all bots are deliberately not counted as AI-specific, and the list of AI bots is chosen conservatively. The actual block rate is therefore likely higher rather than

lower.

The attribution of which domain uses which system comes from HTTP Archive's automatic technology detection and is not perfect in every single case. Systems with a very small sample are excluded. All values are a snapshot from August 2026 and change as platforms adjust their default configuration.

What this means for your shop

For visibility in AI systems this means: having good content is not enough. If the robots.txt locks out GPTBot, ClaudeBot or PerplexityBot, the AI never sees the shop in the first place, and that is exactly what happens on Squarespace, BigCommerce and Volusion by default, at scale.

Conversely, open access is of little use if there is nothing machine-readable. Systems like ePages and Shopware let the crawlers in but ship barely any structured data from which an AI could reliably derive products, prices and content.

Only systems that get both right by default are genuinely ready. Anyone betting on AI visibility is on the safe side with an open, machine-readable platform such as Shopify, rather than leaving one of the axes to a default configuration that is easy to overlook.

Methodology

The basis is our own analysis of HTTP Archive data (as of August 2026, mobile crawls, the homepage of each shop). For AI access we analysed the robots.txt of each shop domain for whether known AI crawlers (including GPTBot, OAI-SearchBot, ChatGPT-User, ClaudeBot, Claude-User, PerplexityBot, Google-Extended, CCBot, Applebot-Extended, Meta-ExternalAgent) are disallowed by name; "AI crawlers allowed" is the share of shops without such a block. For machine-readability we checked whether structured data is present as JSON-LD. The AI readiness score is the average of both shares per system. The system attribution comes from HTTP Archive technology detection; we only include systems with at least 300 captured shops. The AI bot list is deliberately conservative, so the actual block rate may be higher rather than lower. All values are a snapshot.

Sources

- [HTTP Archive – technology detection & custom metrics](#)
- [OpenAI: GPTBot and robots.txt](#)
- [Google: Google-Extended \(controlling AI crawlers\)](#)

About store2x

store2x migrates online shops to Shopify without data or ranking loss, and optimises them for performance and SEO. This study was produced by Richard Roth and Till Täubrich.

Free analysis: store2x.com