



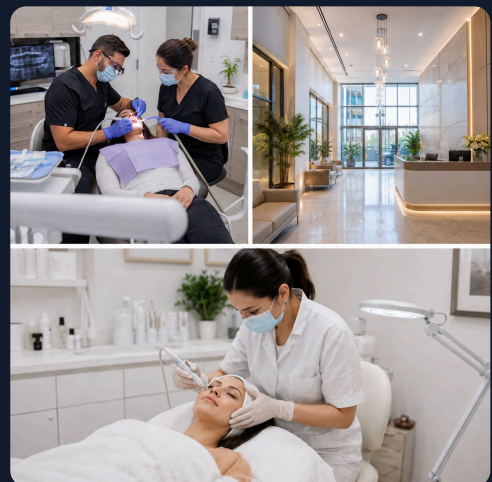
AEO REX
ANSWER ENGINE
OPTIMISATION

THE FIELD GUIDE NOBODY
SOLD YOU

GET SEEN BY THE ROBOTS

Your customers stopped Googling and started *asking*. This is the plain-English guide to being the answer – written for business owners who have roughly 40 minutes and zero interest in becoming a developer.

The practices pictured are having a very good week. Somebody asked an assistant for the best in town, and it had enough consistent evidence to say their name.



NO JARGON GATEKEEPING

EVERY STAT SOURCED

DO IT MONDAY MORNING

Read this bit or the rest won't land

Here is the uncomfortable thing. Somebody in your postcode asked ChatGPT "who's the best *[what you do]* near me" this week. It gave them three names. You were probably not one of them. Not because you're worse – because the machine has never been properly introduced to you.

That's the whole book. Everything from here is the introduction, done properly, in an order you can actually follow. No "leverage synergistic AI paradigms." You'll be copying and pasting things, ringing your web person, and asking customers for reviews. It's admin with a very good ROI.

Two honest warnings. One: some of this gets technical enough that you may decide life is short and hand it to us – that's fine, that's literally the business model, and it starts at £99. Two: anyone promising you a permanent number one spot inside ChatGPT is selling you a horoscope. This is a visibility discipline, not a cheat code.

WHO THIS IS FOR

Plumbers, dentists, agencies, cafés, ecommerce shops, clinics, accountants, gyms, consultants, anyone who has ever paid for SEO and quietly wondered what happened. If you have a website and customers, you are in scope. If you have a Shopify store, chapter 8 is where the money is.

What you'll leave with

A finished audit, a fixed profile, a page written the way machines quote things, and a 30-day plan with dates on it.

What you won't get

Hacks, "one weird trick", or fake numbers. Every claim in here has a name and a date attached at the back.

Where everything lives

-
- 00 **The 90-second version** – for people who skim. I see you.
 - 01 **What actually changed** – the numbers, with receipts.
 - 02 **How a robot picks who to recommend** – the four layers.
 - 03 **The 45-minute audit you can do today** – kettle on.
 - 04 **Fix your identity before anything else** – one name, one number, everywhere.
 - 05 **Reviews are now a data feed** – not a vanity badge.
 - 06 **Write pages a machine can quote** – the answer-first rewrite.
 - 07 **The technical bit (deep breath)** – schema, llms.txt, crawlers.
 - 08 **Getting agent-ready for agentic commerce** – where it gets spicy.
 - 09 **Measuring it without lying to yourself** – your analytics is fibbing.
 - 10 **Your 30-day plan** – printable, tickable, done.
 - 11 **Six ways people waste money on this** – don't be number four.
 - 12 **Glossary, sources and what to do next** – including the cheap option.
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SHORTCUT FOR THE IMPATIENT

Run the free audit at tools.aeo-rex.com first. It tells you which chapters are actually your problem, so you can skip the ones that aren't. Takes less time than reading this page.

00 The 90-second version

Search used to be a list of ten blue links, and your job was to be one of them. Now an assistant reads the internet on your customer's behalf and hands over one paragraph with two or three names in it. Being on page one of Google and being *in the answer* are now two different jobs. Here's the short version of the second job.

- 1 Be one business, not five.** Same name, same address, same phone number on Google, Bing, Yelp, Companies House, your footer. Contradictions make you look sketchy to a machine, and machines don't recommend sketchy.
- 2 Get talked about somewhere that isn't your own website.** Reviews, directories, forums, a local "best of" list, a podcast, a supplier's case study. AI trusts what others say about you more than your homepage adjectives.
- 3 Answer the question in the first sentence.** Then prove it with a number, a date, a price, a name. That's the shape of text a model can lift into an answer without risking making something up.
- 4 Let the robots in, and label the furniture.** Don't block AI crawlers by accident, and add structured data so your prices, hours and services are readable rather than guessable.
- 5 Check what the assistants currently say about you.** Monthly. In writing. Because "I assume we're fine" is not a metric, and the answer changes without telling you.

That's it. That's the strategy. The remaining chapters are just the same five things with the receipts, the copy-paste bits, and the parts where you're allowed to swear.

01 What actually changed (with receipts)

I'm not going to do the thing where I frighten you with made-up percentages. Here are real, dated, checkable numbers, and then the honest caveat that most people selling this stuff leave out.

900m

weekly users on ChatGPT as of February 2026, up from 400 million a year earlier. That's not an early-adopter niche, that's a high street. (OpenAI, Feb 2026)

693%

year-on-year jump in AI-referred visits to US retail sites over the 2025 holiday season – and those visitors converted about 31% better than non-AI traffic. (Adobe Digital Insights, Jan 2026)

57%

of Google searches ended without a click to any external site. The answer happened without anybody visiting anybody. (Datos, Q3 2025)

1bn

monthly users on Google's AI Mode, announced at I/O 2026 – so this isn't only a ChatGPT story, it's inside Google too. (Google, I/O 2026)

And now the caveat nobody puts in the sales deck

AI referral traffic is still small in absolute terms. Depending on whose study you read, it's somewhere between 0.1% and about 2.8% of total website traffic, and Conductor put it around 1% in 2026, creeping up roughly a point a month. Triple Whale counted 606,489 AI citations across ecommerce queries in Q1 2026 while traditional channels drove 164 million referral transactions in the same window.

So why care? Two reasons. First, growth like that compounds and you can't retrofit reputation. Second – and this is the bit that matters for a small business – **the influence is much bigger than the clicks**. Somebody asks an assistant for a shortlist, gets three names, then Googles the winner by name. Your analytics logs that as "direct traffic" and takes the credit. You never see the moment you were chosen, or the moment you weren't.

THE LOCAL NUMBERS, WHICH ARE WILDER

BrightLocal reported consumer use of AI to find local businesses leaping from 6% to 45% during March 2026, and found 63% of active AI users trust AI recommendations for local businesses – while 88% still fact-check them afterwards.

Translation: AI is now the shortlist. Your reviews and website are the interview. You need to pass both.

One more, because it's the most useful sentence in this chapter: Gartner predicted back in February 2024 that traditional search volume would fall 25% by 2026. Whether they nailed the number or not, the direction has been right for two years. Nobody who prepared early has regretted it.

02 How a robot decides who to recommend

Think of an assistant as a very fast, very literal researcher with no local knowledge and a fear of being wrong. Asked for the best physio in Croydon, it doesn't have opinions. It goes looking for evidence, and it prefers evidence that agrees with itself. There are four layers of that evidence, and you can influence all four.

Layer 1 — Memory (what it absorbed in training)

Old, slow, and largely out of your hands. Businesses with long-standing mentions in news, Wikipedia, big directories and forums are baked in. You can't fix this month. You can start feeding it now.

Layer 2 — Live retrieval (what it fetches mid-answer)

This is your fastest win. When an assistant searches while answering, it can find your page today. That means crawlability, clear headings, real prices and dates. Fix it this week, benefit this month.

Layer 3 — Licensed and structured feeds

Some data arrives by contract, not crawl. Yelp licenses review data to OpenAI and Perplexity; Tripadvisor feeds Perplexity for travel; Google's AI Overviews, Gemini and AI Mode read Google Business Profile directly. That's why a neglected profile on a platform you personally dislike still costs you money.

Layer 4 — Consensus (does the internet agree?)

The tie-breaker. If four independent sources say the same thing about you, confidence goes up and you get named. If your address differs across three sites, the model quietly drops you rather than risk being wrong. Consistency beats cleverness.

Where the citations actually come from

Peec AI mapped 30 million cited sources in July 2026 and the top ten across major platforms were Reddit, YouTube, LinkedIn, Wikipedia, Forbes, G2, Yelp, Facebook, Medium and TechRadar. Engines differ: ChatGPT leans editorial, Google's AI surfaces lean more on

YouTube, Facebook and Yelp. In one early-2026 test of local queries, Google's AI Mode drew about 32% of citations from Yelp and 30% from Reddit, with the business's own website supplying only around 16%.

READ THAT AGAIN

Roughly five out of six citations came from somewhere you don't own. You have spent years polishing the one-sixth. This guide is mostly about the rest.

And don't build your whole plan on one platform: Semrush analysed 230,000 prompts and over 100 million citations and watched Reddit fall from roughly 60% of ChatGPT answers to about 10% after a 2025 update. Channels move. Being credible in several places is the only hedge.

03 The 45-minute audit you can do today

No tools, no budget, no developer. A notepad and a bit of courage. Do it now rather than "when things calm down", because things are not going to calm down.

MIN	DO THIS	WHAT YOU'RE LOOKING FOR
0-10	Ask ChatGPT, Gemini, Copilot, Claude and Perplexity the same three questions a customer would ask. "Best [service] in [town]?" "Who does [thing] for [type of customer]?" "Is [your business] any good?"	Are you named? Are competitors named? Is anything about you flat-out wrong? Screenshot everything – this is your before photo.
10-20	Open your Google Business Profile, Bing Places, Yelp, Apple Business Connect and any trade directory you're on. Line up name, address, phone, hours, services, categories.	Any mismatch at all. Old mobile numbers, "Ltd" on one and not another, a unit number that moved in 2019.
20-28	Count your reviews and their dates across every platform, not just Google.	Nothing in the last 60 days is a red flag. Owner replies missing is a red flag. One platform at 4.9 and another at 3.2 is a conversation.
28-36	Visit your own site as a stranger. Can you find price ranges, service areas, who you serve, and how to book in under 15 seconds?	"Bespoke solutions tailored to you" is not information. If a human can't extract a fact, a model can't quote one.
36-45	Type <code>yoursite.com/robots.txt</code> into your browser. Then search your site for a page listing your prices or FAQs.	Any line mentioning GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot or Google-Extended with "Disallow". That's a locked door somebody installed for you.

OR PRESS ONE BUTTON

If you'd rather not spend your Tuesday reading robots.txt files, the free audit at tools.aeo-rex.com does the whole table above and hands you a prioritised list. It's free because the results usually sell the next bit for us.

04 Fix your identity before anything else

Machines don't recognise businesses, they recognise *entities* – a bundle of facts that keep matching each other. Your name, address, phone, website, hours, services. When those facts agree everywhere, you exist. When they don't, you're a rumour.

This is the least glamorous chapter and the highest return. SOCi reported business profile accuracy on AI platforms sitting at about 68% in 2026, which means roughly a third of what the machines "know" about the average business is wrong. Free to fix. Just tedious.

Monday's job list

- ☐ **Pick your one true name.** Exactly what's on your signage and your invoices. Not "Dave's Plumbing – Emergency Plumber Leeds 24/7". Keyword-stuffed names get you flagged as untrustworthy, which is the opposite of the plan.
- ☐ **Complete your Google Business Profile properly.** Every service, every category, real photos taken this year, opening hours including bank holidays, and a post at least monthly. Google's AI surfaces read this as authoritative data, and stale profiles fade.
- ☐ **Claim Bing Places.** Yes, Bing. Testing consistently shows ChatGPT relies heavily on Bing-indexed results for local answers. Ignoring Bing to spite Microsoft costs you the biggest assistant in the world.
- ☐ **Then Yelp, Apple Business Connect, Foursquare, your trade body, your chamber of commerce.** Boring? Extremely. But Yelp data is licensed into ChatGPT and Perplexity, so it's not optional any more.
- ☐ **Write one "About" page that reads like a fact sheet.** Founded, founders, locations, service areas, what you do, what you don't, accreditations, price ranges. This becomes the page everything else gets checked against.

THE CLASSIC OWN-GOAL

A business rebrands, updates the website, and forgets eleven directory listings from 2017. Now half the internet says one thing and half says another, so assistants recommend the competitor whose story is boring and consistent. Boring and consistent wins. Put that on a mug.

05 Reviews are a data feed now

Reviews used to be social proof for humans. They are now training material and live evidence for machines. Volume, recency, sentiment and your replies all get read. And crucially, **which** platform you collect them on decides **which** assistant sees them.

COLLECT HERE	FEEDS	WHY IT MATTERS
Google Business Profile	AI Overviews, Gemini, AI Mode	The dominant local pipeline. Review text and owner responses both inform the answers.
Yelp	ChatGPT, Perplexity	Licensed data. ChatGPT can't see your Google reviews directly, so this is one of the few doors in.
Tripadvisor	Perplexity	Formal partnership. Hospitality, travel and experiences – if that's you, this is not optional.
Trustpilot, G2, Capterra	General crawl + B2B answers	G2 sits in the top ten most-cited sources overall. If you sell software or services, go and get reviewed.

The ask that actually works

"Please leave us a review" gets you five stars and no words, which is nearly useless to a machine. You want reviews that contain *the language your future customers will use*. So ask a question instead:

"Would you mind leaving a quick review? If it helps, the useful bits are what you needed doing, roughly where you are, and how it went. Two sentences is plenty – it genuinely helps other people find us."

That produces reviews containing service, location and outcome. Which is exactly what gets matched to "emergency boiler repair in Wandsworth on a Sunday". You didn't game anything – you just stopped throwing away information.

Reply to every review, especially the grumpy ones, in normal human sentences. A calm, specific reply to a one-star is one of the strongest trust signals you can manufacture legally. And never, ever buy reviews. Fake patterns are detectable, and an entity flagged as dodgy is far harder to rescue than one that's merely quiet.

06 Write pages a machine can quote

Most website copy is written to sound impressive. Assistants can't quote impressive. They quote *extractable*. The Princeton research that named generative engine optimisation measured visibility gains of up to around 40% from exactly this: adding statistics, quotations and citations to otherwise ordinary content.

The rewrite, in one before-and-after

BEFORE

"With decades of combined experience, our passionate team delivers bespoke, industry-leading solutions tailored to your unique requirements."

Facts in that sentence: zero. Quotable claims: zero. Words: nineteen too many.

AFTER

"We're a five-person accountancy practice in Bristol. We handle self-assessment, VAT and payroll for sole traders and companies under £2m turnover. Self-assessment starts at £250. We file within 10 working days. We don't do audit."

Nine quotable facts, including what you don't do – which is how you get recommended to the right people and skipped by the wrong ones.

Five rules for every page from now on

- 1. Answer in the first 40 words.** Heading asks the question, the sentence underneath answers it fully. Assistants lift self-contained sentences. Suspense is for novels.
- 2. Use the words customers use.** Real headings: "How much does a boiler service cost in 2026?" Not "Our Service Ethos". Nobody has ever typed the word ethos into anything.
- 3. Put numbers and dates in.** Prices, turnaround times, capacities, years, sample sizes. First-party data – your own survey of 200 customers – is catnip, because nobody else has it.
- 4. One page per real question.** A proper FAQ page, a pricing page, a service-area page per town you genuinely serve. Not fifty near-identical pages with the place name swapped – that's 2013 spam and it reads like it.
- 5. Date-stamp and update.** "Last reviewed July 2026" beats an undated page, because a model choosing between two sources will take the one that proves it's current.

HOMEWORK, 20 MINUTES

Write down the ten questions you answer on the phone every single week. That's your content plan for the quarter. It was free and it's better than anything an agency will "workshop" out of you. We build these into publish-ready pages in the masterclasses at aero-rex.com/learn.

07 The technical bit. Deep breath.

This is the chapter where most owners hand it over, and honestly that's a rational choice. Read it anyway, so you know whether whoever you're paying actually knows what they're doing.

1. Structured data (schema / JSON-LD)

A small block of code that labels your facts: this is the price, this is the phone number, this is the opening time. Be precise about what it does. Google has stated no special schema markup is required to appear in its generative results – but Product, Offer, AggregateRating, LocalBusiness and FAQ markup still power rich results, Shopping listings and the Shopping Graph, and structured product data is the single biggest lever for AI shopping surfaces. So: not a magic citation button, absolutely still infrastructure.

ASK YOUR WEB PERSON FOR THIS, VERBATIM

"Please add valid JSON-LD for Organization and LocalBusiness sitewide, Service on each service page, Product + Offer + AggregateRating on products, and FAQPage where we have real FAQs. Then validate every template in Google's Rich Results Test and tell me which pass."

2. Let the right robots in

Check `robots.txt` for blocks on GPTBot and OAI-SearchBot (OpenAI), ClaudeBot (Anthropic), PerplexityBot, and Google-Extended. Plenty of sites blocked these in a panic during 2024 and never told the marketing team. Decide deliberately: blocking training crawlers is a legitimate choice, but blocking the *search* crawlers is choosing to be invisible. Also make sure your key pages don't need JavaScript to render their text, and that your sitemap is current.

3. `llms.txt` — the honest verdict

A plain text file at your root listing your important pages, like a menu for machines. It costs an hour. Here's the balanced truth: Google Search said in May 2026 that you don't need it for AI Overviews or AI Mode, and Google doesn't read it. It *does* do real work as a routing map for coding and research agents, it feeds Chrome's Lighthouse agentic browsing audit, and it's cheap insurance for a web where more browsing is done by software. Do it after everything else in this chapter, not instead of it.

IF THAT CHAPTER MADE YOUR EYE TWITCH

Perfectly normal response. This is the exact work we do for people who'd rather run their business – audits, schema, crawler config and entity clean-up, from £99. See aero-rex.com. The free tools will tell you first whether you even need us.

08 Getting agent-ready for agentic commerce

Everything so far was about being *recommended*. This chapter is about being *bought from* – by software, on a customer's behalf, without them ever seeing your beautiful homepage. It sounds like science fiction. It shipped.

You do not need to memorise the acronyms. You do need to know that there are competing rails and you can't pick a side – ChatGPT transacts through one, Google's AI surfaces through another, and most retailers will end up supporting both.

ACP — Agentic Commerce Protocol

OpenAI with Stripe. Handles checkout inside ChatGPT. Shopify merchants can switch on the ChatGPT sales channel from the admin.

UCP — Universal Commerce Protocol

Google's, announced January 2026 with Shopify, Etsy and Walmart. Covers discovery through to order management; agents find your capabilities at a well-known address on your site.

AP2 — Agent Payments Protocol

The "is this agent allowed to spend this money" layer, backed by the card networks and handed to the FIDO Alliance. Your payment provider's problem, mostly. Ask them anyway.

MCP — Model Context Protocol

Anthropic's open standard, now under the Linux Foundation. The plumbing agents use to talk to tools and systems – including, eventually, yours.

What an SME should actually do about it

Get your product data spotless. Titles, prices, stock, variants, shipping, returns, images. An agent won't ring you to clarify – it'll pick the shop whose data it understands. This is the whole ball game.

Ask your platform one question. "Which agentic commerce protocols do you support, and what do I need to switch on?" If you're on Shopify the answer is short and pleasant. If your dev built it in 2016, the answer is a project.

Write your returns and delivery terms in plain, structured language. Agents read policy pages to decide risk. Vague policies lose to clear ones.

Accept that measurement is behind reality. As of early 2026 you can sell through these channels far more easily than you can attribute the sale. Don't wait for perfect reporting to show up.

GO DEEPER

Agentic commerce is its own discipline and moves monthly. Everything we know about getting a business agent-ready – readiness checks, product data, protocol setup – lives at agentrex.aeo-rex.com. Start there before you spend a penny on it.

09 Measuring it without lying to yourself

Your analytics is under-reporting this channel, and not by a rounding error. One 2026 analysis found around 70.6% of AI referrals are misclassified as "direct" in standard GA4 setups, with reported AI traffic undercounted by an estimated three to four times – partly because paid ChatGPT accounts and Gemini's deep research mode don't pass referrer data at all.

So measure two things instead of one: the traffic you can see, and the answers themselves.

Track the visits (imperfectly)

Build one GA4 segment for referrers containing chatgpt, openai, perplexity, gemini, claude, copilot. Watch the trend, not the absolute number. Keep an eye on direct traffic to deep pages – that's often AI in disguise.

Track the answers (the real KPI)

Keep a list of 20 prompts a customer would really type. Run them monthly across the main assistants. Log: were you mentioned, in what position, cited from where, and was anything wrong. That spreadsheet is your scoreboard.

Also: just ask people

Add "How did you hear about us?" to your booking form or enquiry email, with "an AI assistant (ChatGPT, Gemini, etc.)" as an option. Devastatingly low-tech. Frequently the most accurate data you'll own all year.

And set expectations properly: entity fixes and fresh reviews tend to show up in answers over weeks, not days, because retrieval and caches lag. If someone promises you results by Friday, keep your hand on your wallet.

10 Your 30-day plan

Print this page. Stick it somewhere annoying. Roughly two to four hours a week, no budget required beyond your own time.

WEEK	DO	DONE WHEN
01	Run the 45-minute audit. Screenshot what the assistants say today. Write down your 20 prompts. Check robots.txt.	You have a before photo and a prompt list.
02	Entity clean-up. Google Business Profile completed, Bing Places claimed, Yelp and two trade directories corrected. One name, one number, everywhere.	Five platforms say identical things.
03	Content. Rewrite your About page as a fact sheet, publish a real pricing page and an FAQ built from your ten phone questions. Date-stamp them.	Three pages live with numbers in them.
04	Reviews and reputation. Ask your last 20 happy customers using the script in chapter 5. Reply to every outstanding review. Pitch one local "best of" list or podcast.	Fresh reviews on two platforms, one outreach sent.
05+	Technical and repeat. Schema request sent to your web person. Re-run your 20 prompts. Compare with the before photo. Then do it monthly, forever.	You can prove movement, or prove you need help.

REALISTIC EXPECTATION

Thirty days gets you from "invisible and inconsistent" to "findable and credible". It does not make you the default answer in a competitive city – that's a six-month reputation build. Anyone who tells you otherwise has a course to sell you, and it isn't ours.

11 Six ways people waste money on this

1. Buying "guaranteed ChatGPT rankings"

There is no ranking table. Answers vary by user, phrasing, region and day. Anyone guaranteeing position one is guaranteeing something that doesn't exist.

2. Publishing 40 AI-written blog posts

Generic content competing against generic content. Models are drowning in it. One page with your real prices beats forty posts about "the importance of quality".

3. Doing lms.txt and calling it a strategy

A one-hour file is not a plan. Google doesn't even read it. Useful, tiny, last on the list.

4. Ignoring platforms you personally dislike

Your feelings about Yelp and Bing are irrelevant to the licensing agreements that put their data inside the assistants your customers use.

5. Assuming good SEO carries over automatically

Overlapping, not identical. Plenty of page-one businesses are completely unknown to assistants, because backlinks aren't the same as cross-platform agreement about who you are.

6. Waiting until it's "proven"

Reputation and consistency take months to accumulate and can't be bought in a hurry. The cheap moment to start was last year. The second cheapest is now.

Mini glossary, for meetings

AEO – Answer Engine Optimisation. Being the answer, not the link.

Entity – the bundle of facts machines think of as "you".

Citation – when an AI answer links or credits a source. The new impression.

Schema / JSON-LD – labels on your facts so nothing is guessed.

GEO – Generative Engine Optimisation. Same idea, academic accent.

NAP – name, address, phone. The consistency you keep ignoring.

Retrieval – the assistant searching live, mid-answer. Your fast lane.

Agentic commerce – software buying on a human's behalf. See chapter 8.



AEO REX

Right. Where do you want to spend your Tuesday?

You now know more about AI visibility than most agencies charging four figures for it. Do it yourself with the free tools, learn it properly in a masterclass, or hand it over. All three are genuinely fine with us.

Free tools and a free AI visibility audit

See exactly what the assistants say about you, and what's broken. Start here. Costs nothing.

tools.aeo-rex.com

Masterclasses

The chapters above, done live, with your own website on screen. For owners and in-house marketers who want to run this themselves.

aeo-rex.com/learn

Get agent-ready

Agentic commerce, product data and the protocols from chapter 8 – for anyone who sells online.

agentrex.aeo-rex.com

Or just have us do it — from £99

Audit, entity clean-up, schema and a prioritised fix list. Roughly the cost of one lost customer.

aeo-rex.com

Sources and receipts

Every figure quoted in this guide, with who said it and when. Go and check them – that's the point. Figures reflect published research available at the time of writing, August 2026; this field moves quickly, so treat dated snapshots as snapshots.

OpenAI – weekly active users, Feb 2026

Adobe Digital Insights – AI traffic surges across industries, Jan 2026

Gartner – search volume forecast, Feb 2024

Datos – zero-click search share, Q3 2025

Google – AI Mode monthly users, I/O 2026

Conductor – AI referral share of total traffic, 2026

Triple Whale – AI citations across ecommerce queries, Q1 2026

BrightLocal – consumer AI use and trust in local recommendations, 2026

SOCi – business profile accuracy on AI platforms, 2026

Peec AI – 30 million cited sources analysis, Jul 2026

Semrush – 230,000 prompts / 100m citations, 2025–26

Princeton et al. – Generative Engine Optimisation paper

Google Search – guidance on llms.txt and AI features, May 2026

Google – UCP announcement with Shopify, Etsy, Walmart, Jan 2026

OpenAI & Stripe – Agentic Commerce Protocol

Anthropic / Linux Foundation – Model Context Protocol