

ANSWER ENGINE OPTIMIZATION · AI SEARCH READINESS

Building a Product Catalog That AI Assistants Can *Actually Read*

How a full structured-data audit closed the gap between what shoppers see on the page and what AI search engines can understand — across an entire product line.



CLIENT

Bootzie — Tropical Fragrances

Enchantress & Freeborne Gallery · The Shops at Wailea, Maui

Prepared by AI Marketing Partner

2026



ENCHANTRESS & FREEBORNE GALLERY · THE SHOPS AT WAILEA, MAUI

THE BRAND

Twenty-Seven Years of Handmade Maui Fragrance

Bootzie's Tropical Fragrances are handcrafted in small batches on Maui and sold both online and in person at the Enchantress & Freeborne Gallery — an art and fragrance boutique at The Shops at Wailea, one of Hawaii's most exclusive retail destinations.

The brand's signature Original scent carries a genuine Oscar Nominee Gift Bag credential, and its gender-inclusive, clean-formula line has built a loyal following among visitors and locals alike — the kind of story that deserves to be found no matter how someone searches for it.



The Bootzie Tropical Fragrance display inside the Wailea gallery.

THE SITUATION

A Beautiful Catalog, Invisible to the Systems Shoppers Now Ask First

Bootzie's Tropical Fragrances are handmade in small batches in Maui, carry a genuine Oscar Nominee Gift Bag credential, and are sold both online and in person at the Enchantress & Freeborne Gallery at The Shops at Wailea. Every product page already had a rich, well-written FAQ section answering the questions real buyers ask — about ingredients, gifting, longevity, and the brand's story.

But a growing share of shopping research doesn't start on Google anymore. It starts with a question typed into ChatGPT, Perplexity, or an AI-powered search assistant — *"what's a good clean luxury Tropical Fragrance made in Hawaii?"* For an AI system to surface a specific product as the answer, it needs more than well-written text. It needs that same information encoded in a structured format — schema markup — that machines can parse directly, independent of page design or layout.

Across Bootzie's twelve core product pages, that structured layer had been built once, then never re-audited as the catalog grew — new sizes were added, a gift bundle was introduced, and one flagship product's format changed. The visible page and the machine-readable layer had quietly drifted out of sync.

12

PRODUCT PAGES IN SCOPE

100%

MANUALLY AUDITED, PAGE BY PAGE

WHY THIS MATTERS

A shopper never sees a mismatch between visible content and schema markup — but an AI assistant does. If the two disagree, or if the structured data is missing entirely, the AI has no reliable way to cite the page with confidence. Getting this right is the difference between being recommended and being invisible.

THE APPROACH

A Page-by-Page Audit, Not a Spot Check

Rather than assume the original schema build had held up as the catalog evolved, AMP ran a complete, methodical verification across every page — comparing exactly what a visitor sees against exactly what the structured data reports.

01 Full Visible-vs-Schema Count

Every one of the 12 product pages was checked question-by-question: how many FAQ items a visitor actually sees, compared to how many are encoded in the page's structured data.

02 Root-Cause Verification on Every Flag

Where a page's numbers didn't match on first pass, AMP pulled the raw structured data and the live page content side by side to confirm whether it was a genuine gap or a false alarm — rather than assuming and moving on.

03 New Schema Built Where Genuinely Missing

One page — the brand's Luxury Gift Set, a premium multi-product bundle — had never received its structured data. AMP wrote and deployed a complete, eleven-question FAQPage schema matched precisely to the page's existing content.

04 Independent Validation, Not Self-Certification

Every change was verified through Schema.org's official structured data validator — an independent, third-party check confirming the markup parses correctly and is recognized as valid, error-free FAQPage data.

THE RESULT

Twelve for Twelve, Fully Verified

Every product page in Bootzie's core Tropical Fragrance line now carries complete, accurate, independently validated structured data — in sync with what visitors actually see on the page.

OUTCOME	PAGES	STATUS
Verified accurate on first audit pass	8 pages	✓ Confirmed
Flagged, investigated, confirmed already correct	3 pages	✓ Confirmed
Missing schema — built new from scratch	1 page	✓ Built & Validated

AN HONEST NOTE ON GOOGLE RICH RESULTS

In May 2026, Google retired the visual FAQ "dropdown" rich-result snippet in search results industry-wide. This work does not restore that visual badge — no one can. But the underlying structured data is exactly what AI assistants such as ChatGPT, Perplexity, and Google's own AI Overviews rely on when deciding what to cite and recommend. The value hasn't disappeared — it has shifted from decorating a search result to earning a mention inside an AI-generated answer, which is where an increasing share of Bootzie's future customers will first encounter the brand.



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“I’ve started asking people who walk into the shop how they heard about us — and I keep hearing ChatGPT and AI search. Brent saw this coming and got us ready for it. He’s honestly one of the smartest people I know.”

— Bootzie, Owner, Bootzie.com

AI MARKETING PARTNER

Is your product catalog readable by the systems your customers ask first?

AMP helps Hawaii's small businesses and luxury service brands become the answer AI assistants give — with the same care given to every visible word on the page.

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PROJECT UPDATE

AEO Is Maintenance, Not a One-Time Fix

A routine schema audit — part of AMP's standard maintenance cadence for every AEO client, not a one-off deliverable — found that as Bootzie's team kept enriching each product's FAQ content with real customer questions, the structured data layer hadn't been continuously synced to match. That's exactly the kind of gap a recurring audit exists to catch.

The Mid-Project Pivot

Partway through this work, Google deprecated FAQ rich results industry-wide (May 2026), removing FAQ snippets from search results for every website — not just Bootzie's. But the value of this work was never tied to that one search feature. AI assistants like ChatGPT, Perplexity, and Gemini don't render Google's rich results at all — they read a page's structured data directly. That signal was completely untouched by Google's decision.

SCOPE CONFIRMED

Original Bundle: fully rebuilt and validated — 15/15 schema match, the most complete FAQ page in the 12-page lineup.

Tester Vials: strategically excluded from the 12-page AEO scope; the Luxury Gift Set was built in its place as page 12.

The goal was never a specific search-result feature — it's making Bootzie's catalog legible to whatever is answering customer questions on her behalf. Google today. An AI assistant tomorrow. Whatever comes after that.