TYGART MEDIA · FIELD REPORT · RECEIPTS NO. 9

Half the Citations Sit on Three Pages

The first AI Performance measurement ever pulled for theuniversalcommerceprotocol.com: 117 pages, three views that disagree by a fifth — and half of all page citations held by three troubleshooting pages, on a shelf that was teaching an authentication model the protocol had already replaced.

49.5%
of page citations sit on three pages — authentication, payment failures, compliance

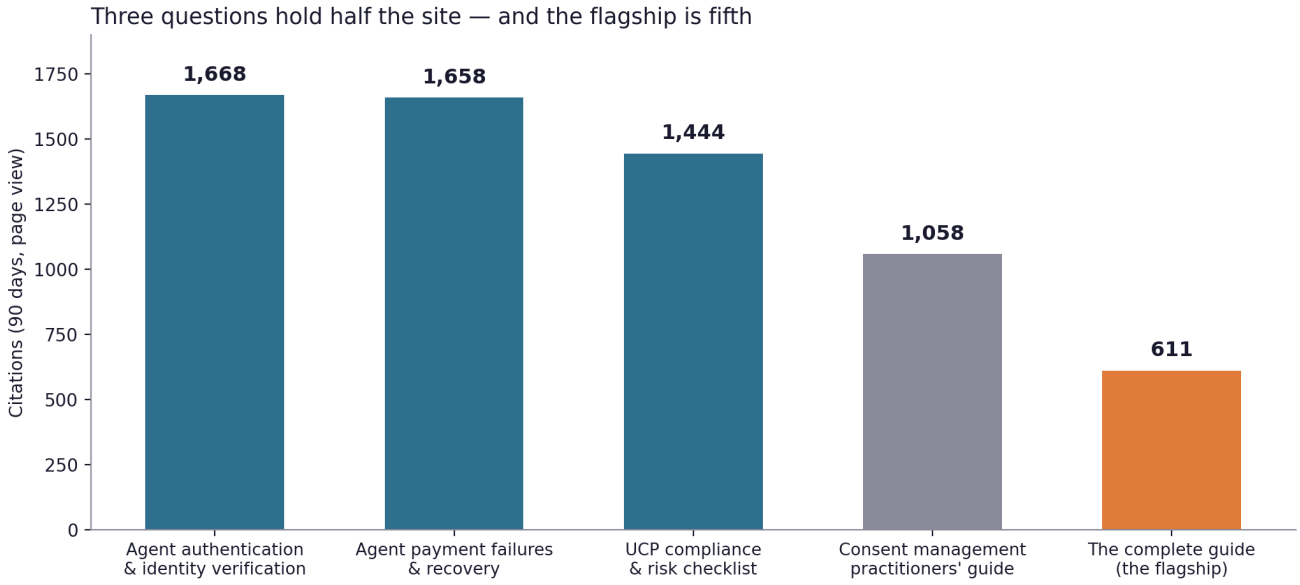
20.5%
the widest gap in the fleet between the export's own daily and page totals

5th
where the flagship complete guide ranks — 611 citations, behind all three pillars

Current version — November 8, 2026.
Update history: tygartmedia.com/half-the-citations
Data: Bing Webmaster Tools AI Performance, theuniversalcommerceprotocol.com.

1 · The three pillars

The page view lists 117 cited pages holding 9,628 citations. Three exact pages hold 4,770 of them — 49.5%: agent authentication & identity verification (1,668, 17.3%), agent payment failures & recovery (1,658, 17.2%), and the UCP compliance & risk checklist (1,444, 15.0%). The top ten pages hold 80.5%. The other 107 pages share the remaining fifth. Read as questions, the pillars are identity, failure, and compliance — what breaks, who's responsible, what's allowed. The window's biggest single query agrees: "agentic commerce frameworks payment exceptions handling," 1,334 citations at a 44.11% share.

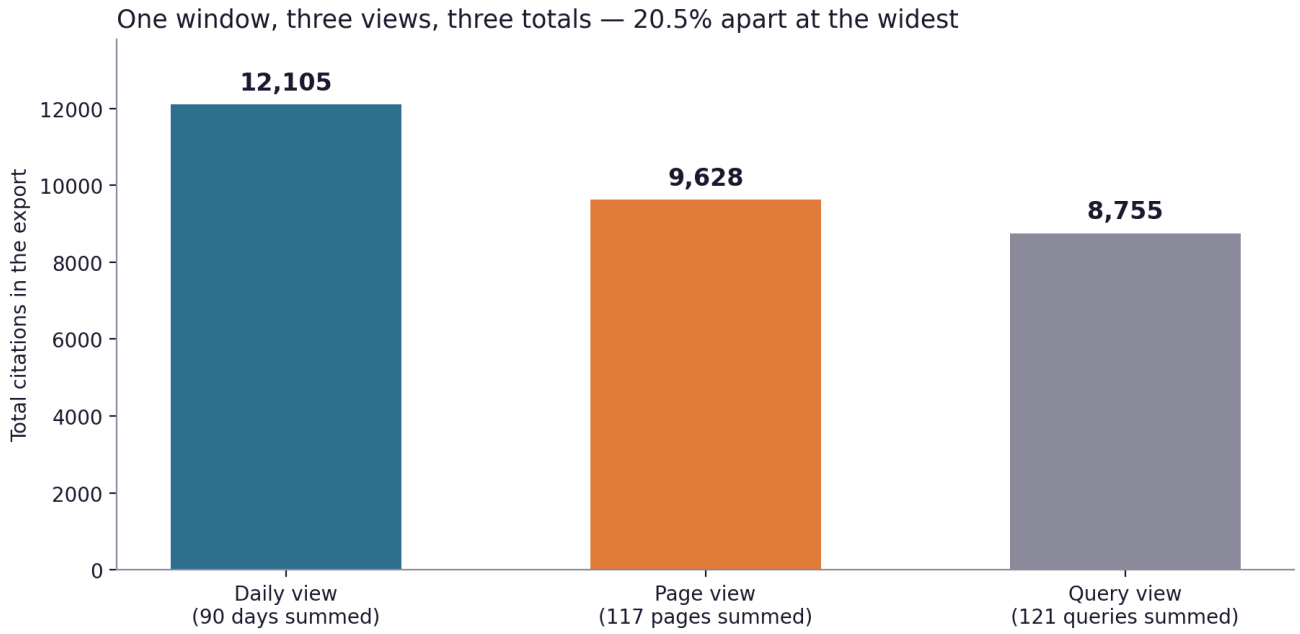


The five most-cited pages. The complete guide — the flagship — is fifth. Source: Bing Webmaster Tools AI Performance, page view.

Rank	Page	Citations	Share
1	Agent authentication & identity verification	**1,668**	17.3%
2	Agent payment failures & recovery	**1,658**	17.2%
3	UCP compliance & risk checklist	**1,444**	15.0%
4	Consent management practitioners' guide	**1,058**	11.0%
5	What is UCP — the complete guide (flagship)	**611**	6.3%
6	Product data standards for AI shopping agents	**432**	4.5%
7	UCP for small businesses	**296**	3.1%
8	Anthropic Claude marketplace & MCP	**203**	2.1%
9	Verifiable intent & privacy architecture	**200**	2.1%
10	Anthropic agentic commerce & Claude agents	**177**	1.8%

2 · Three views, three totals

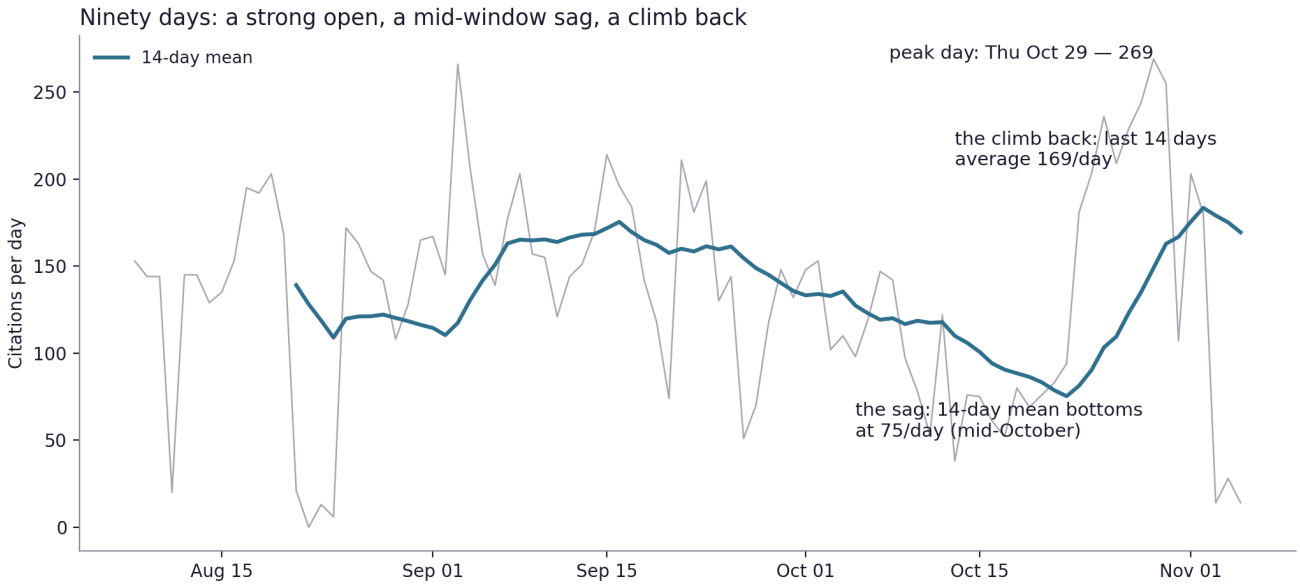
The export's three views of the same window disagree: the daily view sums to **12,105**, the page view to **9,628**, the query view to **8,755** across 121 queries. The widest gap — daily against page — is 2,477 citations, **20.5%**. The same disagreement on our other sites ran 2.6%, 5.7%, 4.8% and about 0.9%. UCP's is four times the next widest, and the export does not say why. The discipline this imposes: page shares are shares of the page view, daily figures come from the daily view, query figures are the query view's own — never blended.



One window, three views, three totals. Source: Bing Webmaster Tools AI Performance.

3 · The shape

The daily view opens strong (first 45 days: 144/day), sags (second 45: 125/day), and turns at the end: the last fourteen days average 169/day against the first fourteen's 139. The fourteen-day average bottoms at 75/day in mid-October and climbs three straight weeks to the peak day — Thursday, October 29, at 269. Two cautions ride on the chart: single days are nearly noise at this scale (the line touches zero on August 22, with zero cited pages), and the final three days (14, 28, 14) are the export's edge, not a collapse — the average was still climbing when the data ran out.



Ninety days: the sag and the climb back. Source: Bing Webmaster Tools AI Performance, daily view.

4 · The second act

Between October 27 and 31, Google rewrote its UCP documentation: the UCP-Agent request header was demoted to routing and analytics only — spoofable, never authentication — and the settled model became cryptographic request signatures (RFC 9421, ES256) with mTLS. Our AI agent verification guide taught the old model in so many words: the agent's identifier "travels in the UCP-Agent request header alongside a request-signature." On November 8, Wave 4 of the site's refresh republished that page teaching the RFC 9421 model, corrected the endpoint shelf to the same model, and republished the flagship complete guide with its capability model corrected to spec version 2026-08-25 and live US + Canada checkout status — fourteen pages in the wave. Recorded openly: the number-one page itself (the authentication leader, 1,668) was not in the wave and still carries its pre-correction text. Its shelf is fixed; it is named, queued, and owed.

5 · What we can't claim

No baseline — this is the site's first pull ever, and a second pull may redraw the shape. The views disagree by a fifth for reasons the export does not give, which caps how hard any single number can be leaned on. No cause for the sag or the climb: not the October documentation rewrite (the timing tempts; the peak lands inside it), not crawl cycles, not the refresh, which published after the window closed. Single days are nearly noise here; the averages and shares are the claim. The refresh's effect on citations is unmeasured by construction — Wave 4 published November 8, outside the window. One engine, one window.

6 · What we do now

1. **Audit the leader.** The most-cited page gets its own audit-and-refresh pass, first in the next tranche. The shelf around it is corrected; it is the open item this receipt leaves.
2. **Pull the second measurement.** Same window method, same three-view disclosure — the first re-measure after a refresh is the one that says whether teaching the current model changes what the machines cite.
3. **Keep the shares straight.** Each figure from its own view, and the 20.5% disagreement printed wherever the totals are quoted.

9,628 page citations, half of them on three troubleshooting pages — while the shelf those pages stand on taught last month's authentication model until the morning of November 8. The machines told us what they read, and then, indirectly, that some of it was out of date. Both were receipts.

Your Webmaster account is already holding your version of this report.

Every site's AI Performance report has a shape in it somewhere. We pull it, count it, and shore up what it shows. Book a call with Will Tygart — calendar.app.google/He743TpF2vQoC8Tt8

Method note. All figures are from the Bing Webmaster Tools AI Performance exports for theuniversalcommerceprotocol.com — daily, page and query views — window August 8–November 5, 2026 (90 days), pulled November 8, 2026; the site's first-ever pull. The three views sum to 12,105 (daily), 9,628 (page) and 8,755 (query); the 20.5% gap is the daily-minus-page difference as a share of the daily sum. "Pillars" are single exact pages — the most-cited page in each of the site's three leading subjects — not keyword groupings. Page shares are shares of the page-view sum; daily means are means of the daily view; a query's "share" is the export's own printed figure. The authentication correction is documented in the UCP refresh programme's Wave 4 record (addendum AUTH-2026-11, November 8, 2026): Google's rewritten UCP FAQ (changed October 27–31, 2026) makes RFC 9421 ES256 signatures plus mTLS the authentication model, with the UCP-Agent header demoted to routing and analytics. Citation counts are Microsoft Copilot and partner citations as Bing reports them. One site, one engine's report, one first window — and a fifth of it disagrees with itself. © 2026 Tygart Media. This report may be shared in full; please keep the method note attached — it's part of the findings.