

Is Your Business Ready for the Customer Who Never Visits Your Website?

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Something fundamental is shifting in how customers find and buy from businesses. Within the next few years, a growing share of your potential customers won't browse your website or scroll your social media. Instead, they'll ask an AI agent to find what they need, compare options and make a purchase on their behalf. If your business isn't set up for that, you risk becoming invisible to a rapidly expanding slice of the market.

Major consulting firms project that AI agents could orchestrate up to \$1 trillion in US retail transactions alone by 2030. The practical implications for a Gold Coast business are very real. The question isn't whether this shift is coming. It's whether your business will be ready when it arrives.

What Agent Commerce Actually Looks Like

Forget the sci-fi framing for a moment. Agent commerce is already happening in simple, everyday ways. A customer can type into an AI assistant something like "find me running shoes under \$150, size 10, that ship before Thursday, with flexible returns." The AI then searches across multiple retailers, compares structured product data and returns a shortlist. If the retailer's information is clean and accessible, their product shows up. If it's not, the agent skips right over them without the customer ever knowing they existed.

This isn't limited to big retail. Think about a tourist asking their AI assistant for a "family-friendly restaurant in Broadbeach with outdoor seating and a kids menu, open tonight." If your restaurant's details are buried in a PDF menu on a clunky website, you're not going to appear in that result. The business down the road with cleaner, more structured information will.

Why Your Current Setup Probably Isn't Enough

For the past fifteen years, businesses have been building digital defences designed to keep automated systems out. CAPTCHAs, gated logins, JavaScript-heavy interfaces: all

created to block bots and protect against spam. The irony is that those same barriers now block the most valuable traffic your business could receive. AI agents acting on behalf of real customers with real money to spend.

The other problem runs deeper. Most businesses store critical information across scattered systems that were never designed to talk to each other, let alone to an AI. Your product details sit in one place, your pricing in another, your shipping policies somewhere else entirely. A human customer will forgive that messiness and muddle through. An AI agent won't. If the data isn't clear and structured, the agent simply moves on to a competitor whose data is.

Clean Data Beats Clever Marketing

Here's the part that might sting a little. In a world where AI agents are doing the initial filtering, traditional marketing tactics lose much of their power. An agent doesn't care about your brand positioning, your ad spend or how slick your homepage looks. It evaluates structured data against specific criteria and returns the best match. There's no "above the fold" for an AI agent. There's no impulse buy triggered by clever packaging.

What matters instead is whether your product information is complete, accurate and easily accessible. That means having clean descriptions, current pricing, real availability data and clear policies on returns and shipping. For a Gold Coast business, this could be as straightforward as making sure your booking system, your menu or your service catalogue is properly structured and up to date rather than locked away in formats only a human can interpret.

Start With What You've Got

The good news is that you don't need to overhaul everything overnight. Start by auditing your most important customer-facing information. Can someone who has never visited your website understand exactly what you offer, what it costs and how to get it, purely from the data? If the answer involves "well, they'd need to call us" or "it's on page three of our PDF brochure," that's a gap worth closing.

A practical exercise: pick your three closest competitors and try using an AI assistant to shop or enquire about their services. See how far you get. Then do the same for your own business. The difference will tell you exactly where you stand and where to focus first. Even small steps, like ensuring your Google Business Profile is complete

and accurate, structuring your product information consistently, or making your pricing transparent and machine-readable, can put you ahead of competitors who haven't started thinking about this at all.

The Cost of Waiting

The biggest trap right now is assuming you can afford to wait and see. Cleaning up business data and making it accessible to AI systems is not a weekend job. It takes genuine effort spread over weeks or months. Even major global platforms haven't fully cracked it yet. If the big players find it hard, a small business that starts late will find it harder still to catch up.

But here's the silver lining for Gold Coast SMEs. The work of organising your data properly doesn't just benefit AI agents. It makes your business run better for human customers too. Cleaner information means fewer misunderstandings, faster service and a more professional experience across the board. You're not choosing between serving humans and serving AI. You're building a foundation that works for both. The businesses that get moving now, while most local competitors are still ignoring this, will have a genuine head start when agent commerce goes mainstream.