WEBMCP AFRICA · FREE WORKSHEET

Your first three WebMCP tools

Fifteen minutes and a coffee. At the end you'll know which three jobs on your website to make ready for AI agents first.

What WebMCP is, on one page

WebMCP lets a website hand AI agents a short, labelled list of things they may do on it, like "book an appointment", "check stock at a branch" or "request a quote", with clear inputs for each. The agent uses those actions directly instead of guessing which button to press.

Who is building it

The W3C Web Machine Learning Community Group. Engineers from Google and Microsoft wrote the specification. It is a proposed standard and still changing.

Why it matters now

Customers are starting to ask AI assistants to find, compare and book for them. When an agent lands on your site, it either understands what it can do there, or it moves on to a site where it does. It is early. That is the advantage.

Where it works today

Chrome and Edge are running origin trials (early tests on real websites), ChatGPT Desktop supports WebMCP, and Firefox and Safari are discussing it. There is no date yet for general availability. Status as on our briefing page, checked September 2026.

It is not SEO

SEO helps people find your pages. WebMCP helps an agent act on them once it's there.

It is not a chatbot

A chatbot talks to visitors on your site. WebMCP lets the visitor's own assistant do the job for them.

WORKSHEET

Find your first three tools

A "tool" is one job a customer wants done on your website, labelled so an agent can do it. Fill in the table, then follow the three steps below it.

Customer job	How often it happens	Where it happens now (form, phone, WhatsApp)	Which branch or site	Needs a person to confirm?

1. **List the five things customers most often ask your website or your front desk to do.** Booking, a quote, "do you have it in stock?", "are you open on Saturday?"
2. **Tick the ones that already have a form.** A form can become a tool by adding a few labels to it: a name, a one-line description, and a short description of each field. That's the "declarative" way on our briefing page. The form keeps working for people exactly as before.
3. **Circle the three that bring in the most enquiries, bookings or orders.** Those are your first three tools.

> Jobs a form can't do, like checking live stock across branches, are built the "imperative" way: a developer registers the tool in JavaScript. Leave those for round two.

GUARD RAILS

Who may do what

"So the AI can just do things on my website?" Only what you allow. Tick each line once it's true for your three tools.

- [ ] **Every tool is one we chose.** Nothing is exposed that we didn't register. No tool, no action.
- [ ] **Anything that changes data asks a person to confirm.** A booking, an order or a change to an account waits for the customer to say yes.
- [ ] **Agent actions are flagged** so we can log them and see what happened.
- [ ] **No shared passwords.** Tools run in our own site code, with the customer's own session.

Start small, then add

1. **Read only:** hours, services, which branch does what.
2. **Enquiries:** a quote or enquiry that lands with the right branch.
3. **Bookings:** with the customer confirming each one.

Notes for your team

NEXT STEPS

For agencies and multi-branch teams

If you build websites for clients

Every client site you build is a site an agent will visit. Our Agency Partner Programme covers implementation playbooks, tool design reviews and testing against real agents. Your clients, your brand, our WebMCP depth.

Partner with us: **www.webmcp.africa/services/**

If you run several branches

Set up tools per branch, market and language, so an agent can tell which branch has the slot or the stock instead of phoning head office. Start with your busiest branch and its top three jobs, then copy what works.

Want a second pair of eyes?

Ask for the free agent-readiness snapshot: a short, plain report on how AI agents see your website today and the top three things to fix. You always get a clear recommendation before you commit to anything.

www.webmcp.africa/contact/#audit

WebMCP is an emerging standard and still changing. Our briefing page keeps the current status: www.webmcp.africa/webmcp-briefing/