

AGNTCON+MCPCON JAPAN

Accelerating the Autonomous Web with WebMCP

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Google Developer Expert

Tokyo, 10 September 2026



“Faster than I predicted.”

Matthew Prince · 3 June 2026

There are more bots than human using the internet now owing to agentic traffic.



We're handing over more of the task

**Finish a
sentence**

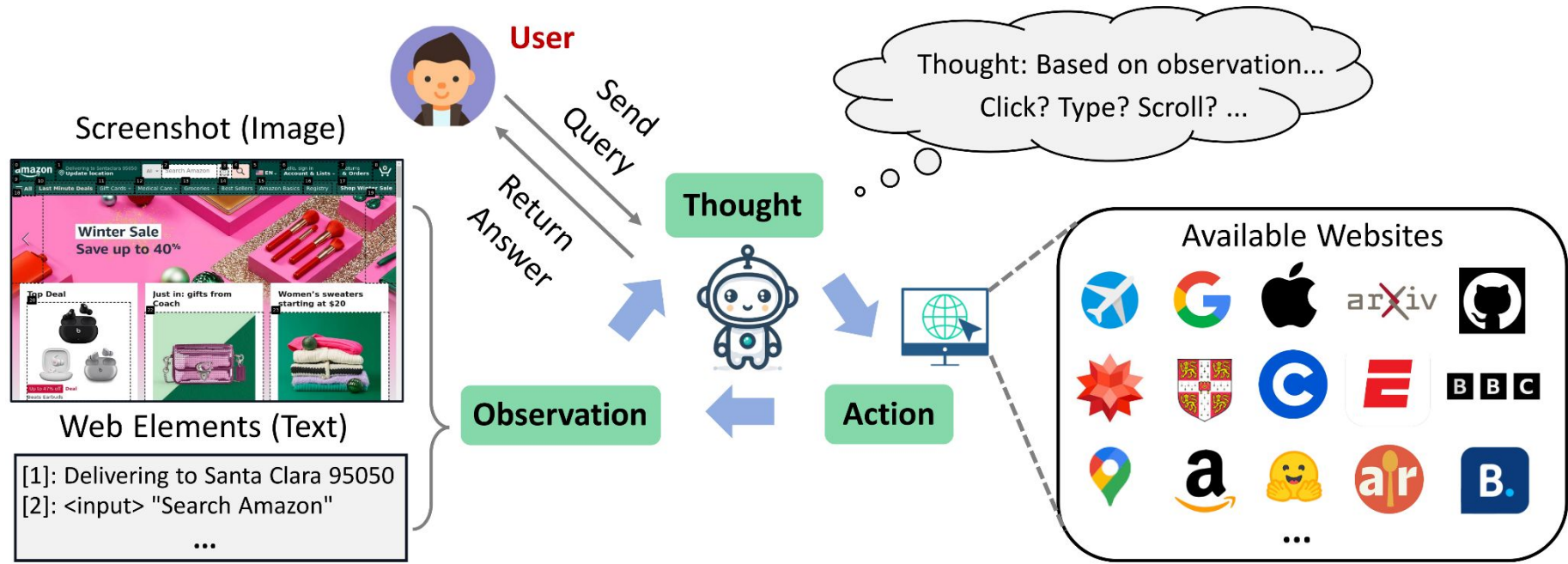
**Answer a
question**

**Write code
that ships**

**Run whole
tasks**

Stronger models + better tools, execution and feedback

Read. Reason. Act. Repeat.



Source: WebVoyager

Screenshots



AGENTIC SHOPPING

COLLECTIONS

ARCHIVES

TECHNICAL

ORDERS

YOUR CART

SYSTEM_ID: CART_PROD_9921_ALPHA

AGENTIC SELECTION

HIGH-PERFORMANCE LAPTOP

SKU: LP-TX-001

QTY

- 1 +

\$1,499.00

REMOVE

ESSENTIAL TECHNICAL T-SHIRT

SKU: TS-PN-002

QTY

- 1 +

\$45.00

REMOVE

ORDER SUMMARY

SUBTOTAL

\$1,544.00

SHIPPING

COMPLIMENTARY

ESTIMATED TAX

\$123.52

TOTAL

\$1,667.52

PROCEED TO CHECKOUT

SECURED BY ENCRYPTED ARCHITECTURAL PROTOCOLS.
FINAL ADJUSTMENTS CALCULATED AT PAYMENT.

CURATOR ASSURANCE

Items selected match your technical profile.
Return window active for 30 cycles.

HELP

SUBTOTAL CALCULATIONS REFINED BY CURATOR AI V2.4



DOM

```
Elements Console Network Performance Memory Application >>
...<!DOCTYPE html> == $0
<html itemscope itemtype="http://schema.org/WebPage" lang="en-JP">
  <head>
    <body jsmodel="hspDDf" data-dt="1" jsaction="xjhTIF:.CLIENT;02vyse:.CLIENT;I
      VKTfe:.CLIENT;Ez7VMc:.CLIENT;R6Slyc:.CLIENT;gZgazf:.CLIENT;ydZCdf:.CLIENT;idy
      TR:.CLIENT;yhGVib:.CLIENT">
        <div id="ZnpjSd">
          <div jsname="dtlGSb" jsmodel class="plsC5e RqyYHe" jscontroller="HGv0mf"
            jsaction="rcuQ6b:npT2md;IQ0avd:DfLYCc;CRW1we:y4Phc;vmxUb:gYK4dd;zbpGPd:zdna
            vd;yGaBb:ugZYQd;rBQ22:cLZhNe;krs7Sc:yeoiVc;qBi8wc:Klozif;" data-hale="0"
            data-hveid="1">
          <div class="LSC0Af">
            <textarea class="csi" name="csi" style="display:none"></textarea>
            <script nonce=></script>
            <div jscontroller="oQfbDd" jsaction="rcuQ6b:npT2md"></div>
            <div jscontroller="TDFkye" data-vpload jsaction="rcuQ6b:npT2md"></div>
            <div jscontroller="qmjr3" jsaction="rcuQ6b:npT2md"></div>
            <script nonce=></script>
            <style>
            <script fetchpriority="high" src="/xjs/_/js/k=xjs.hd.en_GB.rUQFkILeQvI.201
              9.0/ck=xjs.hd.r9h18wwb8P4.L.B1...syhn,syc6,sybt,syc0,sybg,syvw,syvg,syq0,sy.
              p,syfu,syjk?cb=121509378&xjs=s3" nonce></script>
            <link href="/xjs/_/js/k=xjs.hd.en_GB.rUQFkILeQvI.2019.0/ck=xjs.hd.r9h18wwb8
              P4.L.B1...ig,sylhy,sylia,syo0,syl6,syl9,syl7,sy2bn,jywEkf,U9EYge?cb=121509378
              &xjs=s3" rel="preload" as="script" fetchpriority="high">
            <link href="/xjs/_/js/k=xjs.hd.en_GB.rUQFkILeQvI.2019.0/ck=xjs.hd.r9h18wwb8
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              &xjs=s3" rel="preload" as="script" fetchpriority="high">
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            <div class="gb_Z" ng-non-bindable></div>
            <div id="sZmt3b" class="OLKT8d">
            <script src="/xjs/_/js/k=xjs.hd.en_GB.rUQFkILeQvI.2019.0/ck=xjs.hd.r9h18wwb
              8P4.L.B1...ig,sylhy,sylia,syo0,syl6,syl9,syl7,sy2bn,jywEkf,U9EYge?cb=12150937
              8&xjs=s3" nonce></script>
            <script src="/xjs/_/js/k=xjs.hd.en_GB.rUQFkILeQvI.2019.0/ck=xjs.hd.r9h18wwb
              8P4.L.B1...sy12s,sy12r,DPreE,sy19q,sy19p,nabPbb,abd,sy4eo,TDFkye?cb=12150937
              8&xjs=s3" nonce></script>
            <div id="snbc">
            <link href="/xjs/_/js/k=xjs.hd.en_GB.rUQFkILeQvI.2019.0/am=AAAAAAAAAAAAAA
              AAAAAA...=1/rs=ACT90oHlymaWREJZUwMQytndb2fDsTMAA/m=sy2na,ifl?cb=121509378&x
              js=s4" rel="preload" as="script" fetchpriority="high">
            <script src="/xjs/_/js/k=xjs.hd.en_GB.rUQFkILeQvI.2019.0/am=AAAAAAAAAAAAAA
              AAAAAA...=1/rs=ACT90oHlymaWREJZUwMQytndb2fDsTMAA/m=sy2na,ifl?cb=121509378&
              xjs=s4" nonce></script>
            <link href="/xjs/_/js/k=xjs.hd.en_GB.rUQFkILeQvI.2019.0/am=AAAAAAAAAAAAAA
              AAAAAA...HLchQe,sy4f8,sy2fz,sy2fx,sy268,sy2fv,sy26k,sy1tg,sy26i?cb=121509378
              &...>
            </doctype>
```



Accessibility Tree

```
Elements Console Network Performance Memory Application >>
▼ RootWebArea "Google" focusable: true url: https://www.google.com/
  ▼ navigation ""
    ▶ link "Gmail " focusable: true url: https://mail.google.com/mail/u/0/&ogbl
    ▶ link "Search for Images " focusable: true
      url: https://www.google.com/imghp?hl=en&authuser=0&ogbl
    ▶ button "Google apps" focusable: true expanded: false
    ▶ button "Google Account: Vin Lim (vin.lim.yh@gmail.com), Google membership" focusable: true expanded: false
  image "Google"
  ▼ search ""
    ▶ button "Add files, tools and select a model" focusable: true
    ▶ combobox "Search" focusable: true focused: true settable: true required: false
      expanded: false
    ▶ button "Search by voice" focusable: true
    ▶ button "Search by image" focusable: true
    ▶ link "AI Mode" focusable: true
    ▶ button "Google Search" focusable: true
    ▶ button "I'm Feeling Lucky" focusable: true
  ▼ StaticText "Google offered in: "
    InlineTextBox "Google offered in: "
    ▶ link "日本語" focusable: true url: https://www.google.com/setprefs?sig=0_X4QJV7PjKrIv1dH4zeGy39qF5AI%3D&hl=ja&source=homepage&sa=X&ved=0ahUKEwizlreKWaxVGdvUHHel4FdsQ2ZgBCDc
    ▶ StaticText "日本語"
  ▼ contentinfo ""
    ▶ StaticText "Japan"
    ▶ link "About" focusable: true url: https://about.google/?utm_source=google-JP&utm_medium=referral&utm_campaign=hp-footer&fg=1
    ▶ link "Advertising" focusable: true
      url: https://www.google.com/intl/en_jp/ads/?subid=ww-ww-et-g-awa-a-g_hpafoot1_1!o2&utm_source=google.com&utm_medium=referral&utm_campaign=google
    ▶ link "Business" focusable: true url: https://www.google.com/services/?subid=ww-ww-et-g-awa-a-g_hpbfoot1_1!o2&utm_source=google.com&utm_medium=referral&utm_campaign=google
    ▶ link "How Search works" focusable: true
      url: https://google.com/search/howsearchworks/?fg=1
    ▶ link "Privacy" focusable: true url: https://policies.google.com/privacy?hl=en-JP&fg=1
    ▶ link "Terms" focusable: true url: https://policies.google.com/terms?hl=en-JP&fg=1
    ▶ button "Settings" focusable: true expanded: false
```



Screenshots



DOM



Accessibility Tree

**How do we help agents
see better?**



**Make actions
visible**



**Ensure stable
layout**



**Don't hide
actionable
controls**

Semantic HTML

`<button>`

`<a>`

`<nav>`

`<header>`

`<footer>`

Semantic HTML

Accessibility

Better for humans.
Better for agents.

THE MODERN CONCIERGE

Architecture of Quiet Luxury.

LOCATION

Shibuya, Tokyo

CHECK-IN

10/09/2026

NIGHTS

3 Nights

GUESTS

1 Adult

🔍 Explore Stays

FOUND 2 PROPERTIES

All Locations

Amenity: gym ×

Amenity: spa ×

🔍 All Filters



Metropolis Loft Hotel

GYM BREAKFAST LATE CHECKOUT

\$185

AVG/NIGHT

Select Dates



The Zen Garden Shibuya

GYM ROOFTOP BAR BAR

\$210

AVG/NIGHT

Select Dates



Crossroads Boutique Suites

GYM LAUNDRY

\$158

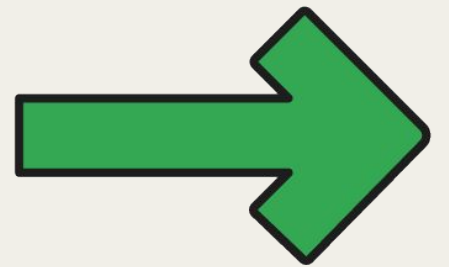
AVG/NIGHT

Select Dates

**How can we make
interaction between
website faster and
more reliable?**

Enter WebMCP

The website becomes the tool

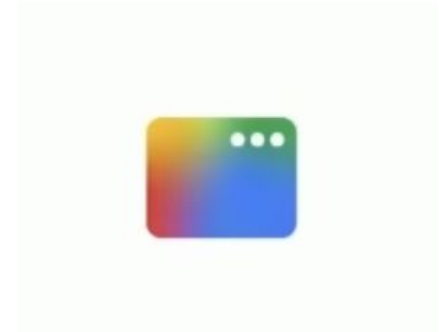




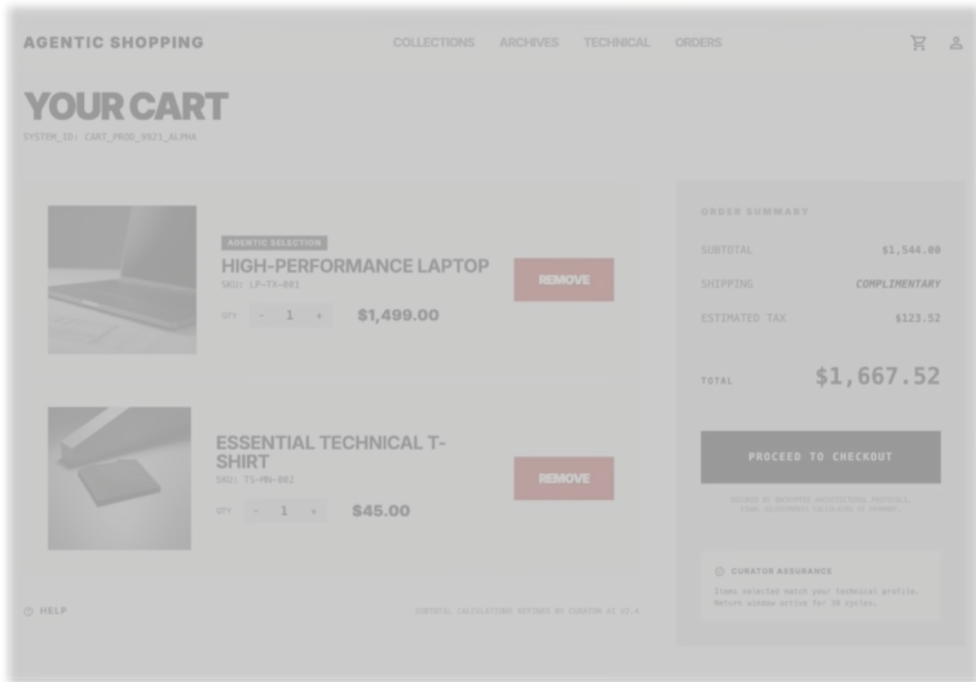
**Proposed web
standard**



**Expose structured
tools**



**On existing
website**



```
Elements Console Network Performance Memory Application >>
<!DOCTYPE html> == $0
<html itemscope itemtype="http://schema.org/WebPage" lang="en-JP">
  <head>
  </head>
  <body jsmodel="hspDDf" data-dt="1" jsaction="xjhTIf:.CLIENT;02vyse:.CLIENT;I
VKTfe:.CLIENT;Ez7VMc:.CLIENT;R6Slyc:.CLIENT;gZgazf:.CLIENT;ydZCDf:.CLIENT;idy
TR:.CLIENT;yhGVib:.CLIENT">
    <div id="Znpj5d"></div>
    <div jsname="dtlGSb" jsmodel class="plsC5e RqyYHe" jscontroller="HGv0mf"
jsaction="rcuQ6b:npT2md;IQ0avd:DfLYCc;CRWlwe;y4Phc;vmxUb:gYK4dd;zbpGPd:zdna
vd;yGaBb:ugZYQd;rBQ22:cLZhNe;krs7Sc:yeoiVc;qB18wc:Kloz1f;" data-hale="0"
data-hveid="1"></div>
    <div class="LSC0Af"></div>
    <textarea class="csi" name="csi" style="display:none"></textarea>
    <script nonce=""></script>
    <div jscontroller="oQfbDd" jsaction="rcuQ6b:npT2md"></div>
    <div jscontroller="TDFkY" data-vpload jsaction="rcuQ6b:npT2md"></div>
    <div jscontroller="qmjr3" jsaction="rcuQ6b:npT2md"></div>
    <script nonce=""></script>
    <style></style>
    <script fetchpriority="high" src="/xjs/_/js/k=xjs.hd.en_GB.ru0FkIle0vI.201
9.0/ck=xjs.hd.r9h18wwb8P4.L.B1..syhn,svyc6,svbt,svyc0,svbq,svjw,svjq,svy0,svj
p,svfy,svjk?cb=121509378&xjs=s3" nonce=""></script>
    <link href="/xjs/_/js/k=xjs.hd.en_GB.ru0FkIle0vI.2019.0/ck=xjs.hd.r9h18wwb8
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    <link href="/xjs/_/js/k=xjs.hd.en_GB.ru0FkIle0vI.2019.0/ck=xjs.hd.r9h18wwb8
P4.L.B1..svl2s,svl2r,DPreF,svl9g,svl9p,nabPbb,abd,sv4eo,TDFkY?cb=121509378
&xjs=s3" rel="preload" as="script" fetchpriority="high">
    <div class="gb_0" ng-non-bindable>Google apps</div>
    <div class="gb_Z" ng-non-bindable></div>
    <div id="sZmt3b" class="OLKT8d"></div>
    <script src="/xjs/_/js/k=xjs.hd.en_GB.ru0FkIle0vI.2019.0/ck=xjs.hd.r9h18wwb
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8&xjs=s3" nonce=""></script>
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8&xjs=s3" nonce=""></script>
    <div id="snbc"></div>
    <link href="/xjs/_/js/k=xjs.hd.en_GB.ru0FkIle0vI.2019.0/am=AAAAAAAAAAAAAA
AAAAAAAA=1/rs=ACT90oHlymaWXRJZUwM0ytnDb2fDsTMaa/m=sv2na,ifl?cb=121509378&
js=s4" rel="preload" as="script" fetchpriority="high">
    <script src="/xjs/_/js/k=xjs.hd.en_GB.ru0FkIle0vI.2019.0/am=AAAAAAAAAAAAAA
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xjs=s4" nonce=""></script>
    <link href="/xjs/_/js/k=xjs.hd.en_GB.ru0FkIle0vI.2019.0/am=AAAAAAAAAAAAAA
AAAAAAAA.HLch0e,sv4f8,sv2fz,sv2fx,sv268,sv2fv,sv26k,sv1tg,sv26i?cb=121509378
&js=s4" rel="preload" as="script" fetchpriority="high">
</doctype>
```

```
Elements Console Network Performance Memory Application >>
RootWebArea "Google" focusable: true url: https://www.google.com/
  <navigation "">
    <link "Gmail" focusable: true url: https://mail.google.com/mail/u/0/&ogbl
    <link "Search for Images" focusable: true
      url: https://www.google.com/imghp?hl=en&authuser=0&ogbl
    <button "Google apps" focusable: true expanded: false
    <button "Google Account: Vin Lim (vin.lim.yh@gmail.com), Google
membership" focusable: true expanded: false
  <image "Google">
  <search "">
    <button "Add files, tools and select a model" focusable: true
    <combobox "Search" focusable: true focused: true settable: true required: false
expanded: false
    <button "Search by voice" focusable: true
    <button "Search by image" focusable: true
    <link "AI Mode" focusable: true
    <button "Google Search" focusable: true
    <button "I'm Feeling Lucky" focusable: true
  <StaticText "Google offered in: "
    <InlineTextBox "Google offered in: "
    <link "日本語" focusable: true url: https://www.google.com/setprefs?
  <sig=0_X4QJ7PjKrIvIdH4zeGy39qF5AI%3D&hl=ja&source=homepage&sa=X&ved=0ahUKewI
zlrKWAxVGdyUHHel4FdsQ2Zg8CDc
    <StaticText "日本語">
  <contentinfo "">
    <StaticText "Japan">
    <link "About" focusable: true url: https://about.google/?utm_source=google-
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      url: https://www.google.com/intl/en_jp/ads/?subid=ww-ww-et-g-awa-a-
g_hpafoot1_1lo2&utm_source=google.com&utm_medium=referral&utm_campaign=go
    <link "Business" focusable: true url: https://www.google.com/services/?
      subid=ww-ww-et-g-awa-a-
g_hpbfoot1_1lo2&utm_source=google.com&utm_medium=referral&utm_campaign=go
    <link "How Search works" focusable: true
      url: https://google.com/search/howsearchworks/?fg=1
    <link "Privacy" focusable: true url: https://policies.google.com/privacy?
      hl=en-JP&fg=1
    <link "Terms" focusable: true url: https://policies.google.com/terms?hl=en-
JP&fg=1
    <button "Settings" focusable: true expanded: false
```

DOM



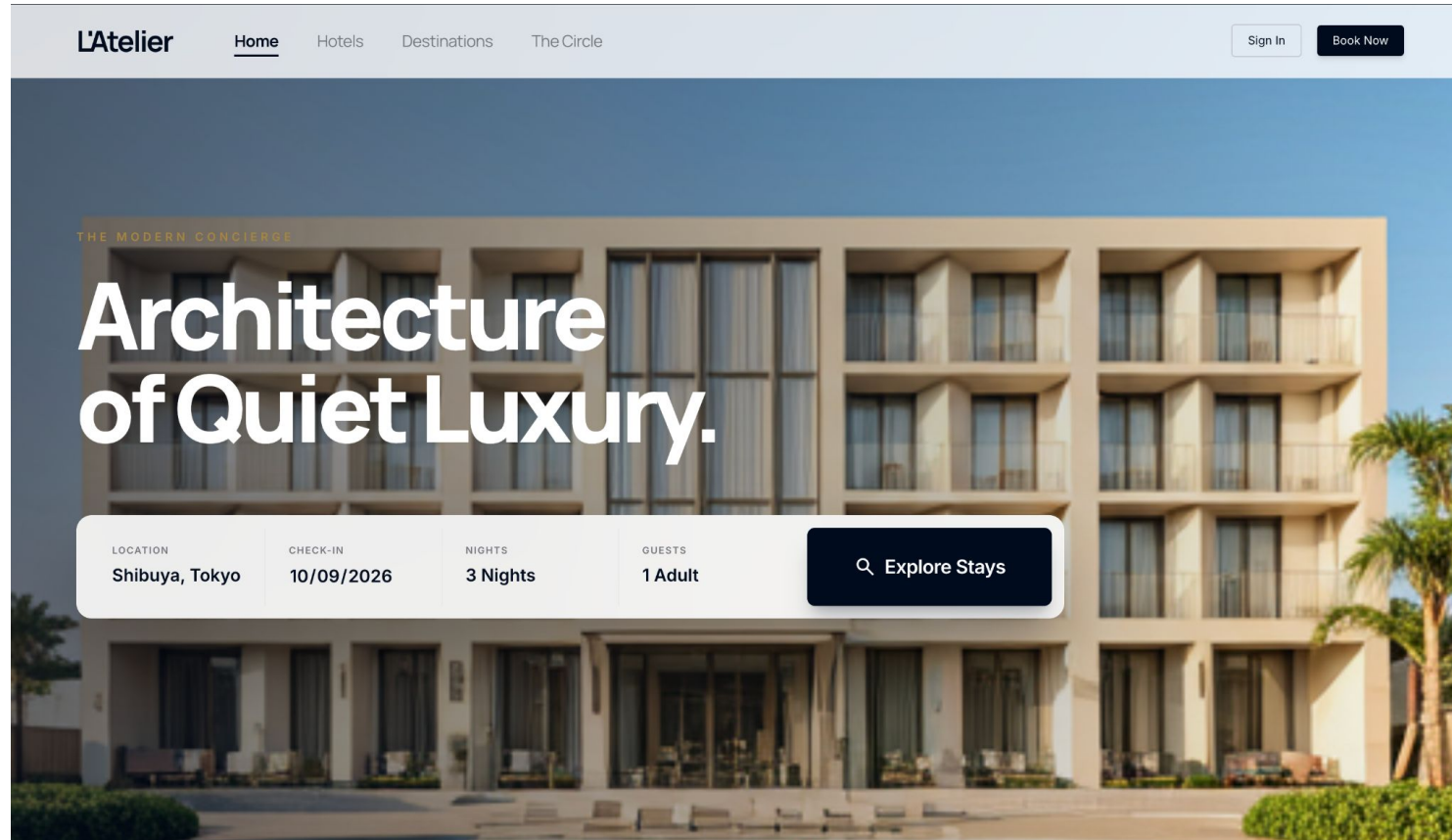
Accessibility Tree

Tools

`search_location(query)`

`filter_search_results(max_price, amenities)`

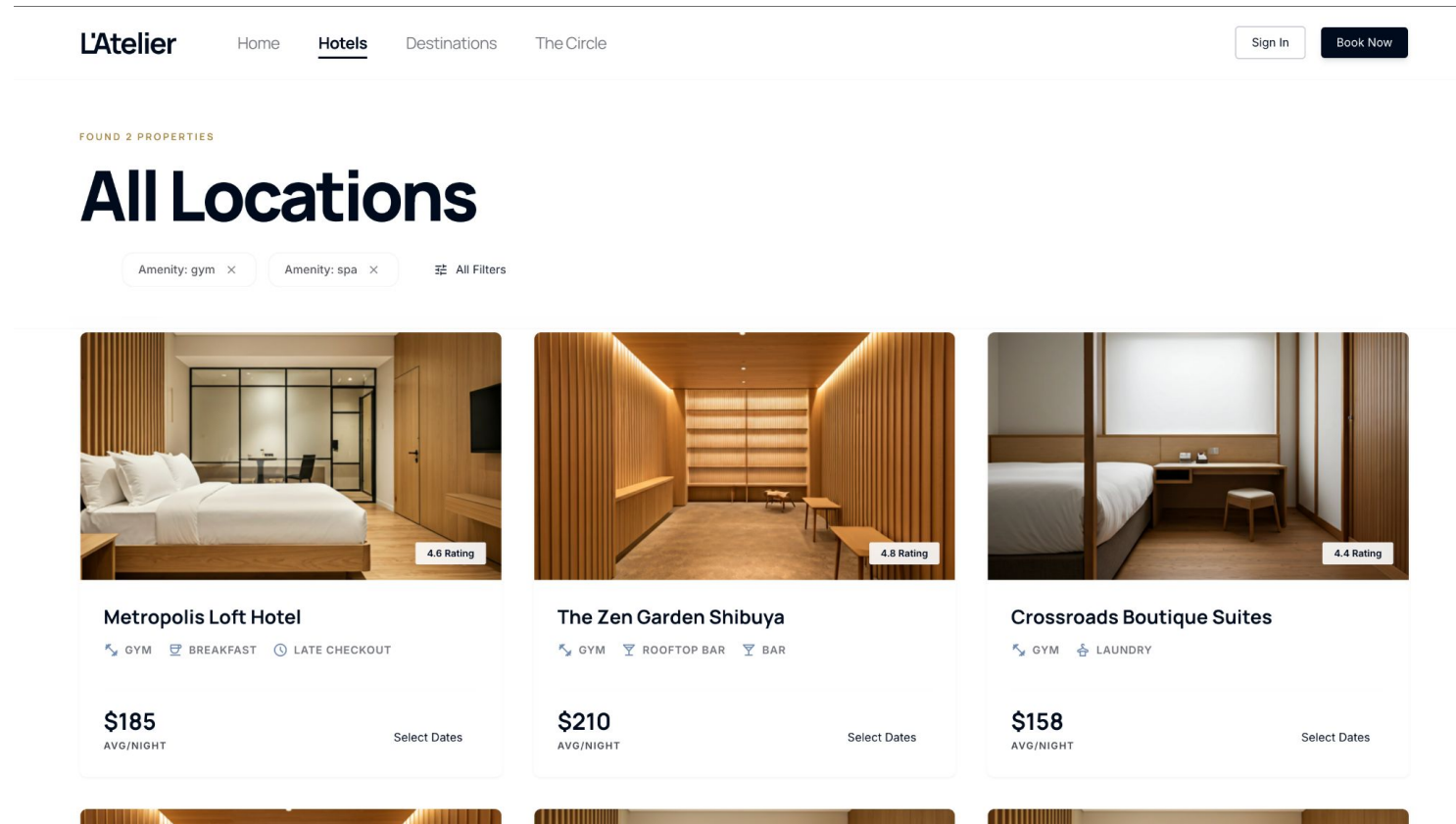
Contextually Scoped



`search_location(query)`

`view_hotel(hotel_id)`

Contextually Scoped



```
filter_search_results(max_price, amenities)  
  
reset_filters()
```

**Your website already
has the logic. WebMCP
lets agents call it.**

Demo

WebMCP

Purpose

Make the live website agent-ready

Lifecycle

Ephemeral (tab-bound)

Connectivity

Environment specific (browser-agent)

UI Interaction

Browser-integrated

Discovery

Tools registered, discovered during visit

Use Case

Navigate and actuate on a live web UI

MCP

Make the live website agent-ready

Persistent (server/daemon)

Global (desktop, cloud, web)

Headless, external

Agent-specific registration

Perform background API actions

Defining WebMCP Tools

Imperative API

Use the imperative API to define tools, using standard Javascript

Declarative API

Use the declarative API to automatically transform standard HTML forms into WebMCP tools by adding annotations

Imperative tools

```
await document.modelContext.registerTool({  
  name: "searchHotels",  
  description: "Find hotels and update the results",  
  inputSchema: hotelSearchSchema,  
  annotations: { readOnlyHint: true },  
  execute: async (input, { signal }) =>  
    hotelSearch(input, { signal })  
});
```

Illustrative handler. Full schema in the appendix.

Declarative tools

```
<form toolname="searchHotels"  
  tooldescription="Search hotels by city">  
  <label for="city">City</label>  
  <input id="city" name="city" required  
    toolparamdescription="Destination city">  
  <button type="submit">Search hotels</button>  
</form>
```

Without `toolautosubmit`, the user reviews and submits.

Debugging

DevTools - googlechromelabs.gi...bmcp-tools/demos/hotel-chain/

Elements Console Network Performance Memory Application Sources Security Lighthouse >> 6

Application

- Manifest
- Service wo...
- Storage
- Web... **NEW**

Storage

- Local stora...
- Session st...
- Extension ...
- IndexedDB
- Cookies
- Private sta...
- Shared sto...
- Cache stor...
- Storage bu...

Background serv...

- Back/forwa...
- Backgroun...
- Backgroun...
- Bounce tra...
- Notifications
- Payment h...
- Periodic ba...
- Speculativ...
- Push mess...

Filter

Name	Status
reset_filters	Completed
search_location	Completed

2 Total calls 0 Failed 0 Canceled 0 In Progress

Available Tools	Details
filter_search_results Filter the search results by max price and required amenities	Name: filter_search_results Description: Filter the search results by max price and required amenities Frame: top Origin: ▶ registerTool @ page-helper.j
get_current_search_results Retrieve the list of hotels matching the current search query and applied filters.	
lookup_amenity Look up specific amenity or policy details for a hotel	
reset_filters 1 Remove all applied search filters and show all results for the current location.	
search_location 1 Find me a hotel in a specific location	
view_hotel View the details of a specific hotel by name or id	

Run Tool [Paste](#)

parameters:
max_price :
amenities :

Run tool



Origin Trial
149-156



Origin Trial
Ends 17 Nov 2026



Mozilla: Neutral
No ETA

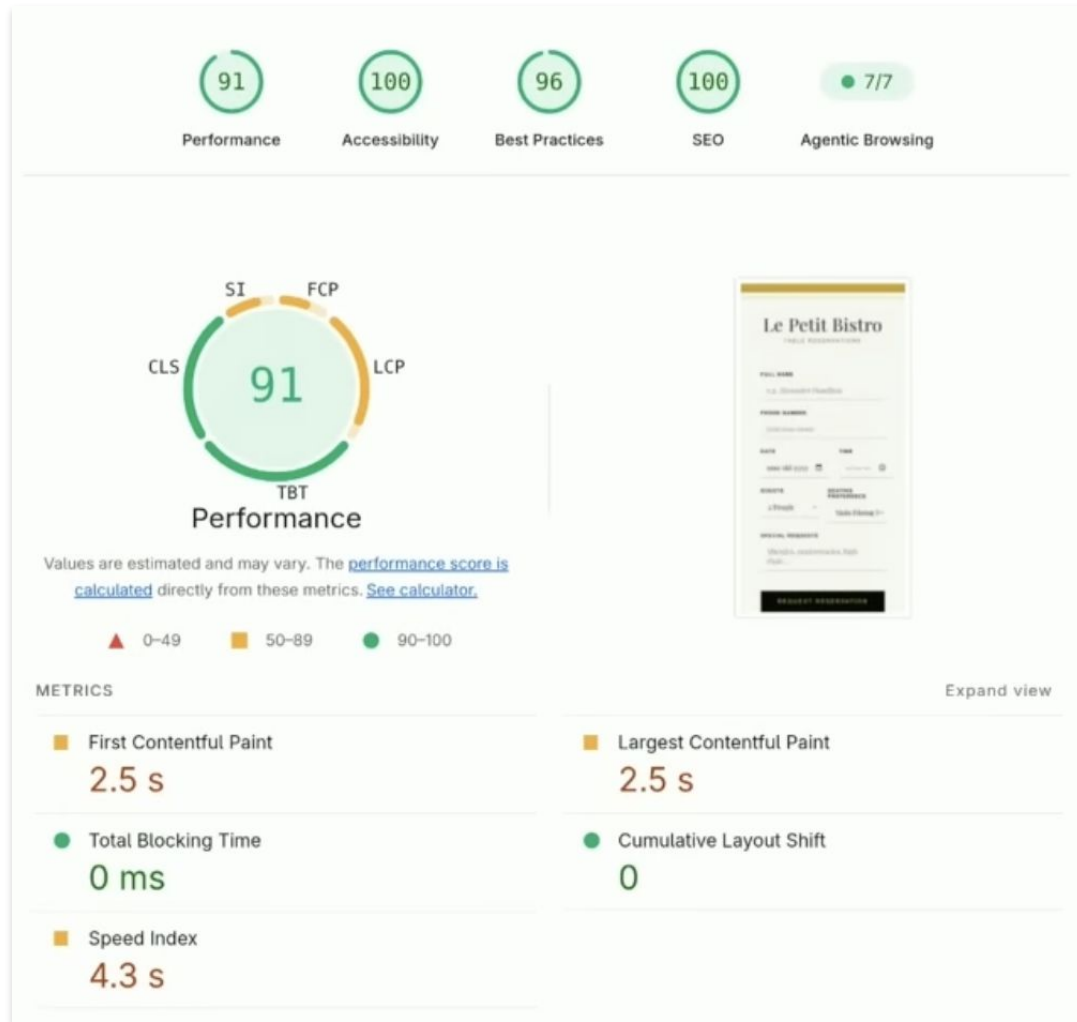


WebKit: Opposed
No ETA



Learn more

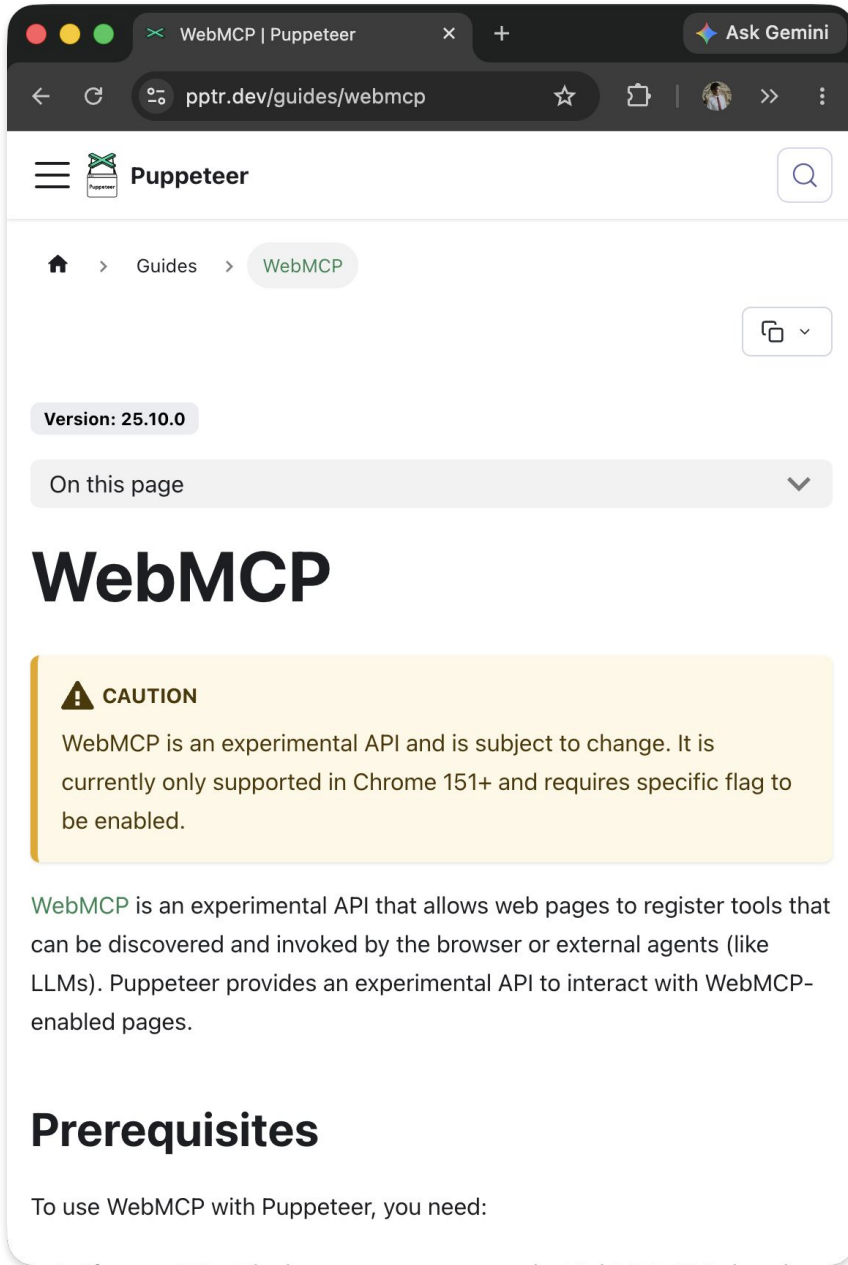
google.com/webmcp-docs



Learn more

goo.gle/lighthouse-github

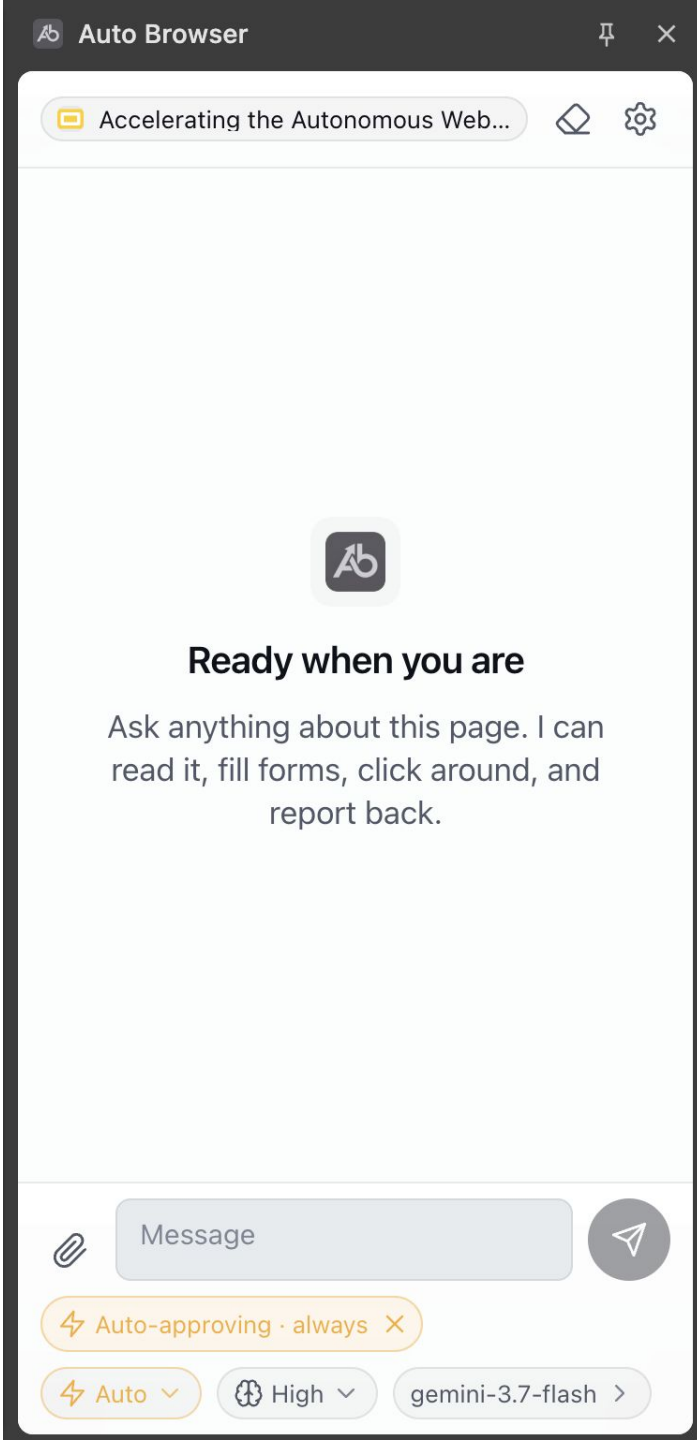




Learn more

goo.gle/puppeteer-webmcp





WebMCP-first Browser Agent

autobrowser.dev

AGNTCON+MCPCON JAPAN

Thank You

Vin Lim / @vinlim
Google Developer Expert

Tokyo, 10 September 2026

