

Meeting Minutes - Progress Meeting #4



Listing Optimization & Advanced AI Strategies

Date: Thursday, January 29, 2026 **Time:** 2:54 PM EST (14:54 EST) **Duration:** 2 hours 35 minutes **Meeting Type:** Progress Meeting #4 - Listing Optimization Focus

Attendees







- **Greg Kowalczyk** - Consultant, AI Systems & Amazon Strategy (GearTOP Inc)
- **Todd McDaniel** - Nurise Group
- **Douae Lahlou** - Nurise Group

Meeting Resources

 **Video Recording Available:** [Listing optimization - 2026_01_29 14_54 EST - Recording.mp4](#)  **AI-Generated Notes:** [Notes by Gemini](#)

Executive Summary

This meeting focused on comprehensive listing optimization strategies for Nurise Group's existing Amazon products, with deep dives into Amazon's new AI algorithms (Cosmo and Rufus) and their implications for modern e-commerce. The discussion covered practical optimization techniques, multipack strategies, and cutting-edge agentic AI approaches that will define the future of Amazon selling.

Key Outcomes: -  Comprehensive understanding of Cosmo (backend AI) and Rufus (conversational assistant) algorithms -  Detailed optimization roadmap for spa filter SKU (best performer) -  Multipack strategy developed (4-pack, 8-pack, 12-pack) to improve value proposition -  Technical implementation guidance for flat file updates and dual-language compliance -  Introduction to agentic AI and LLM optimization frameworks (GEO, LLMO, AEO, GXO) -  Clear action items for listing updates and economic analysis of 18-item spreadsheet

Strategic Decisions: - Continue replenishing spa filter SKU (strong performer) - Phase out bouncy castle inventory before April 1 insurance renewal (using as learning exercise) - Implement comprehensive listing optimization using Claude Code recommendations - Create Rank Radar for all active listings to track keyword performance - Exclude competitor brand names (Arctic Spa, Beach Comr) from keyword strategy

Next Steps: - Douae to update 18-item spreadsheet with fulfillment fees, landed costs, and B2B insights - Todd to validate costs and secure Purchase Order for upcoming container - Greg to provide optimized titles and bullet points from Claude Code analysis - Team to implement flat file updates following latest Amazon requirements

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1. PROJECT STATUS & CONTEXT

1.1 Current SKU Performance Overview

Spa Filter SKU - Best Performer

Status: Continuing / Replenishment Planned

Todd confirmed this is currently Nurise Group's best-performing SKU. Key characteristics: - Not losing money (positive margins maintained) - Only branded exact replacement part available on Amazon - High demand in market - Sold in-store at brick-and-mortar retailers - Amazon direct selling risk has been eliminated (no longer a concern)

Challenge Identified: (00:06:23) - Current two-pack configuration being beaten on price-per-unit basis by competitors - Competition offering different pack sizes creates value perception issue - Optimization opportunity exists through multipack strategy

Decision: Continue replenishment with upcoming container order, pending optimization implementation.

Bouncy Castle SKU - Phase Out

Status: Clearing Inventory / Learning Exercise

Todd explained the bouncy castle situation (00:05:09): - Three bouncy castle SKUs originally listed; this was the lowest price point - Almost out of inventory on this particular SKU - Lost money on the product overall - Goal: Move through remaining inventory before April 1, 2026 insurance renewal - Strategy: Minimize additional losses while extracting learnings

Strategic Value: Despite being a failed product financially, Todd emphasized the value of using it as a learning exercise for listing optimization techniques that can be applied to successful products.

Insurance Context: The April 1 deadline is critical because Nurise Group can inform their insurance provider they're no longer in the trampolines/children's inflatables category, potentially reducing premiums or avoiding coverage issues.

1.2 Insurance Timeline Considerations

Critical Date: April 1, 2026 (Insurance Renewal)

Current Provider Concerns: - Provider indicated premium increases likely if proceeding with trampolines and children's inflatables - Specific concern categories: trampolines, children's swimming inflatables - Nurise Group working to exit these product categories before renewal

Action Required: Complete sell-through of problematic inventory before renewal date to report accurate current product mix to insurance provider.

1.3 Inventory Management Context

Current Challenge: Balancing inventory clearance on underperforming SKUs while maintaining stock levels on profitable items (spa filters) ahead of upcoming container order.

Approach: - Selective replenishment based on performance data - Risk mitigation through phased ordering - Focus on SKUs with validated demand and positive unit economics

2. AMAZON'S NEW AI ALGORITHMS - COSMO & RUFUS

2.1 Understanding Cosmo - The Backend AI Engine

What is Cosmo? (00:09:06)

Definition: Cosmo is Amazon's proprietary back-end AI algorithm that interprets and determines product relevancy for search results. It represents a fundamental shift from simple keyword matching to sophisticated AI-driven product discovery.

Core Capabilities: - **Beyond Keyword Matching:** Doesn't just match search terms; analyzes semantic meaning and intent - **Multi-Signal Analysis:** Evaluates listing content, images, reviews, and shopping patterns simultaneously - **Knowledge**

Graphs: Creates relationship maps between products, features, and customer needs
- **Common Sense Reasoning:** Understands product relationships and compatibility -
Dynamic Learning: Continuously improves based on user behavior and outcomes

How Cosmo Works (00:10:22)

Greg explained that Cosmo uses a complex model to:

1. **Interpret Customer Intent:** Understands what the customer is actually looking for beyond literal search terms
2. **Determine Product Relevancy:** Calculates relevancy scores based on multiple factors
3. **Generate Knowledge Graphs:** Maps relationships between:
 - Products and features
 - Customer needs and solutions
 - Compatible and complementary items
 - Usage scenarios and applications

Technical Foundation: Amazon has a comprehensive patent (approximately 100 pages) documenting the Cosmo system architecture. Greg studied this documentation to understand the underlying mechanisms driving modern Amazon search.

Organizational Secrecy: (00:14:02) Todd asked if Cosmo was a third-party tool. Greg clarified it's Amazon's proprietary technology, managed by their search team (previously called A9, now evolved into more sophisticated systems). The team operates with high secrecy - employees cannot share details about the algorithms ("Area 51" reference).

Impact on Sellers

Fundamental Shift in Listing Creation: The introduction of Cosmo requires sellers to rethink every aspect of listing optimization:

Content Strategy: - Move from keyword stuffing to conversational-level specificity
- Provide context and semantic relationships - Structure information for machine understanding

Visual Optimization: - Image naming conventions matter (keyword-dash-keyword format, not underscores) - Cosmo can read text within images (00:17:12) - Visual elements contribute to relevancy scoring

Backend Data: - Complete attribute filling is critical - Backend keywords must align with front-end content - Metadata affects relevancy calculations

2.2 Understanding Rufus - The Conversational Assistant

What is Rufus? (00:09:06)

Definition: Rufus is Amazon's front-end conversational AI assistant that works in conjunction with Cosmo to help customers find products through natural language interactions.

Primary Functions: - **Natural Language Processing:** Understands conversational queries and questions - **Personalized Recommendations:** Leverages customer profile and history - **Interactive Search:** Allows back-and-forth dialogue to refine results - **Product Discovery:** Suggests related items based on search context

How Rufus Learns (00:12:35)

Customer Profile Building: Rufus creates and maintains a learning profile for each customer:

Data Collection: - Search history and patterns - Clicked products and browsed items - Purchase history - Abandoned cart items - Time spent on listings - Reviews read and written

Pattern Recognition Example: (00:12:35) Greg illustrated how Rufus learns:

Customer searches: "toilet paper"

Then searches: "diapers"

Then searches: "pacifiers"

Rufus Analysis: Customer likely has young children

Future Recommendations: Baby-related products prioritized

Cross-Selling: Suggests complementary baby items

Product Family Understanding: (00:12:35) If someone searches for: - "spa filter" → "whirlpool filter" → "pool chemicals"

Rufus understands this is a pool owner and will recommend: - Pool maintenance equipment - Seasonal pool products - Compatible accessories and parts

Rufus + Cosmo Integration

Symbiotic Relationship: - **Cosmo (Backend):** Calculates relevancy and determines what products to surface - **Rufus (Frontend):** Presents products conversationally and learns from customer interactions - **Feedback Loop:** Rufus interactions train Cosmo on what customers actually want

Outcome for Sellers: Products must be optimized for both: 1. Machine understanding (Cosmo relevancy scoring) 2. Human conversation (Rufus natural language queries)

2.3 Practical Implications for Listing Optimization

Conversational-Level Specificity Required (00:15:43)

Old Approach: Generic terms - "Garlic press" - "Filter" - "Pool equipment"

New Approach: Specific, conversational descriptions - "Stainless steel garlic press with ergonomic handle" - "Hot tub spa filter replacement Type VI cartridge" - "Above ground pool chemical dispenser floating chlorinator"

Why This Matters: Cosmo matches products to conversational queries. If a customer asks Rufus “What’s the best stainless steel garlic press for arthritis?” the system needs specific attributes in the listing to match that query.

Image Naming Conventions (00:15:43)

Critical Rule: Use dashes, not underscores

Correct Format:

spa-filter-replacement-saluspa.jpg
hot-tub-cartridge-type-vi.jpg
pool-filter-blue-spa.jpg

Incorrect Format:

spa_filter_replacement.jpg (underscores don't parse correctly)
spafilter.jpg (no keyword separation)
IMG_1234.jpg (no keywords at all)

Why: - Dashes are SEO-compliant separators - Cosmo reads and indexes image filenames - Keywords in filenames contribute to relevancy scoring - Proper naming helps Cosmo understand image content before analyzing the image itself

Text Within Images (00:17:12)

Cosmo Capability: Cosmo can read text that appears within product images (OCR/computer vision capabilities).

Opportunity: Include keyword-rich text in: - Product feature callouts - Comparison charts - Specification tables - Benefits statements

Example: An image showing “Premium Type VI Cartridge - 50 sq ft Filtration - Universal Compatibility” provides Cosmo with additional relevancy signals beyond the listing text.

Best Practice: Ensure text in images aligns with and reinforces keywords in title, bullets, and description.

3. LISTING OPTIMIZATION METHODOLOGY

3.1 Keyword Optimization Process

Master Keyword List (MKL) Creation (00:29:38)

Greg demonstrated the comprehensive process for building an optimized keyword foundation using Data Dive.

Step 1: Initial Keyword Export - Pull keyword data from Data Dive for target product - Export competitor keyword data for comparison - Gather search volume and relevancy scores

Step 2: Relevancy Filtering - Apply relevancy threshold (typically 40%) - Remove low-relevancy terms that dilute focus - Adjust threshold based on niche sensitivity

Step 3: Brand Keyword Handling Critical distinction explained by Greg:

Include: - Your own brand keywords (e.g., “Saluspa filter” if you sell Saluspa) - Generic product terms

Exclude for Calculations: - Competitor brand keywords (e.g., “Intex pool pump” when selling Best Way) - Incompatible product brand terms (e.g., “Arctic Spa” for Saluspa filters)

Why: (00:17:42, 01:48:01) - Including competitor brand search volumes artificially inflates market size - Creates inaccurate niche analysis - Wastes PPC budget on incompatible searches - Competitor brands should be negative keywords in ad campaigns

Step 4: Root Word Analysis (00:31:37)

Purpose: Data Dive breaks down keywords into “roots” - the core searchable terms without modifiers.

Example: Keywords: “hot tub filter”, “spa filter replacement”, “filter cartridge hot tub” Root words: “hot”, “tub”, “filter”, “spa”, “replacement”, “cartridge”

Application: (00:33:22) Douae asked for clarification on using roots. Greg explained: - Roots identify most-searched core terms - Combine relevant roots to create long-tail keywords - Focus on specificity: “hot tub filter” vs. just “filter” - “Filter” alone has massive search volume but low conversion (too generic) - “Hot tub filter Type VI” is specific and conversion-focused

Step 5: Long-Tail Keyword Construction Combine roots intelligently: - High-volume root + specific modifier = targeted long-tail - Example: “filter” (high volume) + “hot tub” + “Type VI” = “hot tub filter Type VI replacement cartridge”

Competitor Keyword Comparison

Process: 1. Export top competitor keywords from Data Dive 2. Compare against your current keyword targeting 3. Identify gaps - keywords they rank for that you don’t 4. Identify opportunities - high-volume keywords where they rank poorly

Analysis: Look for weak competitors ranking well for specific keywords - this indicates optimization opportunities where you can outperform them.

3.2 Rank Radar Implementation

What is Rank Radar? (00:39:21)

Purpose: Track specific keyword rankings over time to measure optimization impact and identify improvement opportunities.

Functionality: - Monitors position (rank) for selected keywords - Tracks changes over days/weeks/months - Color-codes performance (green = good, red = poor) - Shows historical trends

Creating Rank Radar (00:40:46)

Recommended Approach: - Create Rank Radar for every active listing - Focus on 3-5 keywords at a time for aggressive optimization - Don't try to optimize all keywords simultaneously

Keyword Selection Strategy: - Primary target keywords (highest volume + relevance) - Secondary keywords (good volume + winnable) - Brand-specific keywords (if applicable)

Example from Meeting: (00:43:01) Spa filter current performance: - "hot tub filter" - Rank #94 (RED - poor performance) - Goal: Move to top 10 (GREEN - strong performance) - High-volume keyword with poor current ranking = maximum opportunity

Interpreting Rank Radar Results

Color Coding: - **Green:** Top positions (1-10) - strong performance - **Yellow/Orange:** Mid-range (11-50) - room for improvement - **Red:** Poor positions (50+) - significant optimization needed

Strategy: Focus optimization efforts on moving red rankings toward green, prioritizing highest-volume keywords first.

Measurement Timeline: - Organic ranking changes: 1-2 weeks to observe impact (01:12:19) - PPC ranking changes: 24 hours to see results - Track weekly to identify trends

3.3 AI Tools for Analysis

Data Dive - Competitive Analysis Platform

Primary Functions: - Competitor identification and analysis - Keyword research and volume data - Market size estimation - Niche discovery

Usage in Meeting: Greg used Data Dive extensively to demonstrate: - Competitor strength classification - Keyword relevancy filtering - Root word extraction - Searchability scoring

AI Product Brief Tool (00:47:25)

Purpose: Build comprehensive product knowledge base by analyzing competitor listings.

Functionality: (00:50:36) - Scrapes competitor product pages - Extracts features, benefits, and selling points - Analyzes customer reviews for pain points - Identifies common attributes (compatibility, maintenance, durability) - Functions like “sophisticated ChatGPT” for product research

Output: Comprehensive brief summarizing: - What customers care about most - Common product features across competitors - Unique selling propositions - Customer satisfaction factors - Frequently mentioned attributes

Access Issue Identified: (00:55:23) Douae mentioned she couldn’t see the product brief Greg created. Greg confirmed: - Product briefs must be copied and pasted to share - Will check sharing rights and permissions later - Team collaboration settings need adjustment

Listing Builder (00:57:43)

Primary Function: Aggregate keyword data and predict searchability improvements after optimization.

Key Metric: “Ranking Juice” - Represents total search volume flowing through listing based on keywords - Current spa filter: 7,100 points (00:59:19) - Post-optimization potential: 23,000 points - Best competitor: 12,000 points

Implication: Optimization could increase searchability by over 300% and surpass the best competitor’s current performance.

Visualization: Shows ranking position prediction: - Current: #11 overall - Post-optimization: #1 potential - Provides section-by-section contribution to ranking score

Claude Code - Advanced AI Optimization (02:06:33)

Platform Details: - CLI-based (Command-Line Interface) - Latest model: Opus 4.5 - Steep learning curve (02:22:55)

Unique Capabilities: - **Perplexity Integration:** Searches for keywords Data Dive may miss - **MCP (Multi-Channel Protocol):** Connects to external resources - **Contextual Analysis:** Deeper listing evaluation beyond standard tools - **Custom Recommendations:** Tailored optimization suggestions

Usage in Meeting: (02:04:51) Greg used Claude Code to: - Evaluate listing optimization - Identify vague bullet points - Flag French keyword placement issues - Generate comprehensive optimization reports

Competitive Landscape: (02:24:49) Greg noted Claude Code now competes effectively with: - ChatGPT - Google’s AI tools - Chinese AI models - Perplexity

Learning Curve: (02:22:55) Douae asked if they should use Claude Code for other listings. Greg confirmed it's powerful but warned about the steep learning curve due to CLI interface requiring technical knowledge.

4. LISTING COMPONENTS OPTIMIZATION

4.1 Title Optimization

Cosmo/Rufus Compliance Requirements

Latest TOS Format: (01:10:39) AI Listing Builder formats titles according to Amazon's latest Terms of Service automatically.

Key Requirements: - Front-load primary keywords - Include brand name (if brand registered) - Add key specifications/features - Use proper capitalization - No promotional language - Character limits vary by category

Example Structure:

[Brand] [Product Type] [Key Feature 1] [Key Feature 2]
[Specification] – [Benefit/Use Case]

Actual Example:

"Saluspa Hot Tub Replacement Filter Type VI Cartridge – 50 Sq Ft Premium Filtration for Inflatable Spas"

Keyword Density Strategy

Goal: Maximize keyword coverage without keyword stuffing or TOS violations.

Approach: - Include primary keyword in first 50 characters - Add secondary keywords naturally - Use variations (singular/plural, synonyms) - Ensure readability for customers (not just algorithms)

4.2 Bullet Points Optimization

Character Target: 250 Characters Per Bullet (01:01:14)

Rationale: - Maximizes “ranking juice” allocation per bullet - Provides room for keyword integration - Allows comprehensive benefit communication - Meets algorithm preferences for detailed content

Current Problem Identified: (01:10:39) Greg showed that existing bullet points were vague: - Generic features without specificity - Missing keyword opportunities - Weak customer benefit communication

Improved Approach: Transform vague features into specific, keyword-rich benefits:

Before (Vague): - “Superior filtration” - “Easy to clean” - “Durable construction”

After (Specific): (01:10:39) - “Superior Filtration Technology - 50 sq ft pleated design captures debris as small as 10 microns for crystal-clear hot tub water all season long” - “Tool-Free Replacement - Simple twist-lock mechanism allows filter changes in under 60 seconds without draining your spa” - “Commercial-Grade Durability - UV-resistant polyester media withstands 500+ hours of operation and harsh chlorine environments”

Exact Match vs. Broad Match Keywords (01:03:03)

Value Scoring: - **Exact Match:** 80-100% of value score - **Broad Match:** 40% of value score

Implication: Prioritize exact match keyword phrases in bullets rather than partial matches.

Example: - Exact: “hot tub filter replacement” = 100% value - Broad: “filter” + “hot tub” (separated) = 40% value each

Strategy: Use natural language that incorporates exact match phrases while remaining customer-focused.

French Keyword Placement (00:25:15)

Douae’s Question: Should French keywords be included in listings?

Greg’s Answer: (00:25:15) - **High Searchability French Keywords:** Include in front-end (title, bullets) - **Medium Searchability:** Place in bullets, description - **Low Searchability:** Backend keywords only

Dual-Language Compliance: (00:26:46) Todd noted Amazon.ca allows language toggle. Greg clarified: - Amazon is increasingly enforcing dual-language compliance - Requirements extend to packaging - Some cases require image translation - Better to be proactive than reactive on compliance

Issue Identified by Claude Code: (02:04:51) French keywords mixed into English bullets should be backend-only unless they have significant search volume.

4.3 Images and Visual Content

Critical for Mobile (01:28:11)

Statistics: - 70% of Amazon searches occur on mobile devices - Images often more important than text for customers - First impression formed from images

Implication: Visual differentiation is critical for click-through rates and conversions.

Naming Conventions - Keywords with Dashes (00:15:43)

Format:

primary-keyword-secondary-keyword-feature.jpg

Examples:

hot-tub-filter-type-vi-replacement.jpg

spa-filter-cartridge-50-sqft-blue.jpg

saluspa-filter-universal-compatibility.jpg

Why Dashes Matter: - SEO-compliant separator - Cosmo parses keywords correctly - Underscores don't separate keywords properly - Each keyword indexed individually

Cosmo Can Read Text Within Images (00:17:12)

Opportunity: Include keyword-rich callouts and labels in images: - "50 Sq Ft Filtration Area" - "Universal Type VI Compatibility" - "Premium Pleated Design" - "Easy Tool-Free Installation"

Benefits: - Reinforces keywords from listing text - Provides additional relevancy signals to Cosmo - Helps customers quickly identify features - Improves both algorithm performance and customer understanding

Visual Differentiation (01:56:06)

Purpose: Stand out in search results (both sponsored and organic) to improve click-through rates.

Strategies: - High-quality lifestyle images showing product in use - Comparison charts vs. competitors - Clear feature callouts with visual hierarchy - Infographics explaining benefits - Size/scale reference (people, hands, measurements)

A+ Content Considerations

Current Status: Greg noted they're focusing on main listing optimization first, as not all sellers have access to A+ Content.

Priority: 1. Title optimization (highest impact) 2. Bullet points (second highest impact) 3. Main images (critical for clicks) 4. A+ Content (valuable but not always available)

Future Opportunity: Once basic listing is optimized, A+ Content can provide additional conversion improvements through enhanced visual storytelling.

4.4 Image Alt Text Requirements (2026 Standards)

A+ Content Requirement

Mandatory Alt Text: (Researched) Every image in A+ Content must have alt text for both accessibility and SEO purposes.

Character Limit

Maximum: 100 characters per alt text field

Best Practice: Use full character allowance efficiently while remaining descriptive and keyword-rich.

No Punctuation Allowed

Prohibited: - Hyphens (-) - Commas (,) - Apostrophes (') - Periods (.) - Exclamation marks (!) - Question marks (?)

Example:

Incorrect: "Type-VI hot tub filter, 50 sq. ft. filtration area"

Correct: "Type VI hot tub filter 50 square foot filtration area universal spa compatibility"

Keyword Strategy

Guideline: Use 1-2 keywords per image

Avoid: - Keyword stuffing (repeating same terms) - Excessive keyword cramming - Unnatural phrasing

Example:

Good: "blue spa filter cartridge Type VI universal hot tub replacement"

Bad: "filter filter filter spa hot tub filter replacement filter cartridge filter best filter"

Uniqueness Requirement

Rule: Each image alt text must be unique within the same A+ Content module.

Implication: Cannot reuse the same alt text for multiple images, even if they show similar content.

Strategy: Vary focus for each image: - Image 1: "hot tub filter replacement cartridge Type VI universal compatibility" - Image 2: "spa filter installation tool free easy replacement process" - Image 3: "pleated filter design 50 square foot filtration area commercial grade"

Descriptive Language for Accessibility

Primary Purpose: Alt text must be useful for visually impaired customers using screen readers.

Best Practice: - Describe what the image actually shows - Be objective and factual - Use colors when relevant - Include size/scale information - Describe action or use being demonstrated

Examples:

Product shot: "blue cylindrical spa filter cartridge with white pleated interior shown vertically"

Lifestyle: "filter being installed in hot tub housing with hands demonstrating twist lock mechanism"

Comparison: "three filter sizes displayed side by side showing small medium large options"

Objective Descriptions

Use: - Colors ("blue filter", "white housing") - Descriptive attributes ("pleated", "cylindrical", "compact") - Factual statements ("installed in spa", "showing compatibility")

Avoid: - Superlatives ("beautiful", "amazing", "incredible") - Subjective opinions ("pretty", "nice", "attractive") - Promotional language ("best", "top-rated", "premium quality")

Examples:

Good: "blue spa filter cartridge"

Bad: "gorgeous premium beautiful filter"

Good: "filter shown in hot tub compartment"

Bad: "amazing filter in incredible spa setting"

Prohibited Terms

Not Allowed: - "Free" (shipping, bonus, etc.) - "Guaranteed" (results, satisfaction, etc.) - "Best" (best seller, best quality, etc.) - Pricing information ("-\$29.99", "50% off", "sale price") - Promotional language ("limited time", "special offer", "buy now")

Rationale: Amazon prohibits promotional and pricing language in alt text to maintain: - Accessibility focus (screen reader utility) - Content quality standards - Competitive fairness

Impact on SEO and Accessibility

Dual Benefits:

1. Accessibility Compliance: - Screen readers vocalize alt text for visually impaired customers - Provides equal access to product information - Meets legal accessibility requirements (ADA compliance)

2. Cosmo's Image Understanding: - Alt text helps Cosmo categorize and understand images - Provides additional relevancy signals - Reinforces keyword targeting from other listing elements - Improves overall listing quality score

Rejection Risk: Amazon will reject A+ Content if alt text: - Doesn't accurately describe the image - Wouldn't be useful for screen reader users - Contains prohibited terms - Uses same text for multiple images

4.5 Searchability Scoring

Current Performance: Spa Filter

Current Ranking Juice: 7,100 points (00:59:19)

Competitive Context: - Position #11 among competitors - All competitors ranking higher have more ranking juice - Best competitor: 12,000 points

Why This Matters: Higher searchability score = more keyword coverage = more traffic = more sales

Post-Optimization Potential

Projected Ranking Juice: 23,000 points

Improvement: 224% increase (from 7,100 to 23,000)

Competitive Position: Would surpass best competitor (12,000) by 92% and move to #1 position

How Optimization Creates This Improvement

Sources of Additional Ranking Juice:

1. **Title Optimization:** Adds primary keyword coverage
2. **Bullet Points:** 250-character limit utilization adds significant keyword density
3. **Description:** Enhanced keyword integration
4. **Backend Keywords:** Complete attribute filling
5. **Image Naming:** Keyword-rich filenames
6. **Alt Text:** Additional keyword signals

Cumulative Effect: Each section contributes incremental ranking juice, and the total creates dramatic improvement in searchability score.

Path from #11 to #1

Current Position: #11 **Target Position:** #1 **Confidence Level:** High (based on ranking juice differential)

Timeline: - Implement optimization changes - Monitor Rank Radar weekly - Expect movement within 1-2 weeks (01:12:19) - Full ranking potential realized in 30-60 days

5. MULTIPACK STRATEGY

5.1 Current Challenge: Price-Per-Unit Competition

Problem Identified (00:09:06)

Current Configuration: - Saluspa filter sold as 2-pack - Competitors offering different pack sizes

Competitive Disadvantage: - Price per individual filter appears higher than competitors - Value proposition weaker despite potentially equal or better total price
- Losing buy box and conversions due to perceived value gap

Example:

Nurise 2-pack: \$17.98 = \$8.99 per filter

Competitor 16-pack: \$56.99 = \$3.56 per filter

Customer Perception: Competitor offers better value

Reality: May have lower quality or hidden costs

Value Perception vs. Actual Price

Greg explained (00:09:06, 01:38:06): - Amazon customers don't just buy the cheapest - They buy the best VALUE - Value = perceived benefit per dollar spent

Implication: Offering larger pack sizes creates perception of better value even at similar per-unit pricing.

5.2 Proposed Multipack Strategy

Pack Size Options (02:08:29)

Recommended Configuration: - 2-pack (current - maintain for budget-conscious buyers) - 4-pack (NEW - value tier) - 8-pack (NEW - premium value tier) - 12-pack (NEW - annual supply / B2B tier) (02:21:35)

Rationale for Each Size:

2-Pack: - Entry-level price point - Attracts price-sensitive customers - Quick purchase for immediate need

4-Pack: - Sweet spot for most customers - Good value without large upfront investment - Typical seasonal supply for casual spa users

8-Pack: - Serious spa owners - Bulk discount appeal - Reduces per-unit cost significantly

12-Pack: - Full year supply - Business customers (hotels, rental properties, service companies) - Maximum value proposition - Enables significant per-unit margin improvement while still offering customer savings

5.3 Benefits of Multipack Strategy

Customer Value Proposition

Year-Round Supply Messaging: (02:17:57) - 12-pack = full year of filter replacements (monthly changes) - Convenience of not reordering - Protection against price increases - Always have spare filter on hand

Price Per Unit Improvement:

Example Pricing Strategy:

2-pack: \$17.98 (\$8.99 per filter) – Current price

4-pack: \$29.99 (\$7.50 per filter) – 17% savings

8-pack: \$49.99 (\$6.25 per filter) – 30% savings

12-pack: \$67.99 (\$5.67 per filter) – 37% savings

Competitive Positioning: With 12-pack option, can advertise “Best Value Per Filter” even if 2-pack isn’t cheapest.

Seller Benefits

Higher Margins on Larger Packs: (02:17:57)

Margin Improvement Calculation: - Shipping cost per unit decreases dramatically in larger packs - FBA fees better optimized for larger shipments - Customer acquisition cost spread across more units - Result: 8-pack and 12-pack can have 5-10% higher margin than 2-pack

Room for Couponing: Higher margins on large packs allow for: - % off coupons that don’t hurt profitability - Subscribe & Save discounts - Lightning deals and promotions - B2B pricing flexibility

Reduced Customer Churn: Customer buying 12-pack is committed for full year vs. 2-pack buyer who might switch brands in 2 months.

Business Customer Appeal (02:21:35)

Todd’s Suggestion: 24-unit case pack would be attractive to business customers

B2B Use Cases: - Hotels with hot tubs in rooms - Vacation rental properties - Pool/spa service companies - Fitness centers and gyms - Apartment complex amenities

Amazon Business Pricing: Set special B2B pricing tiers: - 12-pack: Business customers get additional discount - 24-pack: Wholesale pricing for commercial accounts - Customized pricing for bulk orders

5.4 Virtual Variations vs. Physical Kitting

Virtual Variations Explained (02:11:58)

What Are Virtual Variations: Amazon’s system that allows bundling items without physically creating kits beforehand.

How It Works: - List 12-pack as variation on same ASIN as 2-pack - Amazon pulls required quantity from master case - Example: Customer orders 12-pack → Amazon picks 6 units from 24-unit master case - Ships as complete 12-pack to customer

Advantages: - No pre-kitting labor required - Inventory flexibility - Faster time to market - Lower upfront cost

FBM vs. FBA Considerations (02:13:09)

Challenge with Virtual Bundles: Greg explained they result in FBM (Fulfilled by Merchant) not FBA, which has downsides:

FBM Disadvantages: - Less favorable buy box positioning - No Prime badge (reduces conversion significantly) - Potential shipping charges for customers - Slower delivery times - Poorer economics for seller (shipping costs)

Todd and Douae's Clarification: (02:14:43) They asked for clarification on how virtual 12-packs work with FBA. Greg explained Amazon would pick multiple units from master case, but it's still technically FBM for virtual bundles.

Recommendation: For multipacks to maximize success, physical kitting is preferred over virtual variations to maintain FBA benefits.

Physical Kitting Approach (02:16:04)

Process: 1. Have kit assembly partner (mentioned: Triumph) create physical multipacks 2. Each multipack gets placed in opaque bag or box 3. FNSKU label applied to outside of package 4. UPC code on individual units blocked/covered 5. Ship to Amazon as distinct SKUs

Advantages: - Maintains FBA status - Prime eligibility - Better buy box chances - Professional appearance - Inventory control

For Testing: Start with small quantities (24-48 units) of 4-pack and 8-pack to validate demand before committing to large multipack orders.

5.5 Marketing and Pricing Strategy for Multipacks

Tiered Messaging (02:17:57)

2-Pack: - “Perfect for immediate replacement needs” - Budget-friendly option - Try before committing to larger quantity

4-Pack: - “Seasonal supply - 4 months of clean spa water” - Great value for regular spa users - Most popular choice

8-Pack: - “8 months of worry-free filtration” - Premium value for spa enthusiasts - Bulk discount savings

12-Pack: - “Full year supply - never run out” - Maximum savings per filter - Perfect for business use or multiple spas

A+ Content Customization (02:21:35)

Variation-Specific Content:

12-Pack A+ Content Should Emphasize: - B2B use cases (hotels, rentals, service companies) - Cost per year comparison vs. buying monthly - Storage convenience - Protection against supply chain disruptions - Business pricing available

Separate Messaging for Each Tier: Instead of generic A+ Content, tailor content to pack size purchaser's mindset and priorities.

Business Pricing Tier (02:21:35)

Amazon Business Features: - Quantity pricing breaks - Net payment terms - Business-only pricing - Consolidated invoicing

Strategy: - Set aggressive B2B pricing on 12-pack and 24-pack (if created) - Market off-Amazon to existing B2B customers - Direct them to Amazon Business for ordering (drives external traffic = ranking boost) - Potential for recurring bulk orders

6. TECHNICAL IMPLEMENTATION

6.1 Listing Updates via Flat Files

Why Flat Files? (01:19:00)

Todd asked about the process for uploading listing improvements. Greg explained flat files are the preferred method.

Advantages of Flat Files: (01:20:15) - **Speed:** Much faster than manual copy/paste, especially for multiple listings - **Format Compliance:** Maintains latest Amazon format requirements automatically - **Data Integrity:** Prevents corruption or loss of data - **Bulk Updates:** Can update multiple SKUs simultaneously - **Version Control:** Easier to track changes and rollback if needed

Alternative (Not Recommended): Manual copy/paste in Seller Central: - Time-consuming - Error-prone - Doesn't maintain proper formatting - Must do one listing at a time - Risk of formatting issues

Process for Flat File Upload

Steps: 1. Generate flat file from listing optimization tool (Data Dive, Claude Code output, or manual creation) 2. Review file for accuracy 3. Upload to Seller Central via flat file upload tool 4. Validate file (Amazon checks for errors) 5. Confirm changes 6. Monitor for approval/rejection

Timeline: Changes typically process within 24-48 hours, though some attributes update immediately.

Todd's Past Experience (01:23:09)

Challenge Described: Todd shared they previously had difficulties with listing updates not taking effect, requiring them to open tickets and have Amazon representatives manually make changes.

Greg's Guidance: Flat files should eliminate most of these issues by ensuring format compliance. If updates still don't take effect: - Check file format carefully - Ensure no TOS violations in content - Verify category-specific requirements - May still need to open cases for certain restricted attributes

6.2 Dual-Language Compliance (Canada)

Amazon.ca Language Toggle (00:26:46)

Todd's Observation: Amazon.ca allows users to toggle between English and French, suggesting automatic translation.

Greg's Clarification: - Amazon does provide some automatic translation - However, they're increasingly enforcing dual-language compliance - Requirement extends beyond just listing text

Compliance Requirements:

Packaging: - Bilingual labels required (English and French) - Product safety warnings in both languages - Ingredient/material lists in both languages - Compliance with Canadian Consumer Packaging and Labeling Act

Images: In some cases, images showing text must be translated: - Product comparison charts - Feature callouts - Instructions visible in images - Specification tables

Listing Content: - Title: Can be English-primary with French in backend - Bullets: French keywords if they have search volume - Description: Ideally bilingual or separate French version - Backend keywords: Include French terms

French Keyword Strategy (00:25:15)

Douae's Question: Do we need to include French keywords?

Greg's Recommendation: Tiered approach based on searchability:

High Search Volume French Keywords: - Include in front-end (title, bullets) - Treat same as English high-value keywords - Example: "filtre spa" if significant search volume

Medium Search Volume: - Include in bullets or description - Not critical for title - Still valuable for coverage

Low Search Volume: - Backend keywords only - Don't clutter front-end with low-value terms

Issue Identified by Claude Code: (02:04:51) Current listing has French keywords mixed into English bullets. Greg's recommendation: - Separate French keywords to backend if they don't have significant search volume - Keep bullets focused on high-value English keywords for primary market - Use backend for secondary language coverage

Future Enforcement Trends

Greg's Warning: Amazon is becoming more strict about dual-language compliance for Canadian sellers. Better to be proactive than face compliance issues later.

Best Practice: - Audit all listings for French keyword opportunities - Ensure packaging meets bilingual requirements - Prepare French versions of A+ Content - Monitor Amazon policy updates for Canada-specific requirements

6.3 Brand Policing

Protecting Your Brand: Saluspa Example

Scenario: (01:41:23) Competitors using "Saluspa" brand name in their listings despite not being authorized sellers.

As Brand Owner, Todd Should: 1. Monitor listings for unauthorized use of brand name 2. Report violations to Amazon Brand Registry 3. Request removal of brand name from competitor listings

Why This Matters: - Protects brand integrity - Prevents customer confusion - Stops competitors from free-riding on brand recognition - Maintains pricing control

Reporting Process (01:41:23)

Steps: 1. **Identify Violation:** Find competitor listing using your brand name 2. **Document:** Screenshot or note ASIN and specific violation 3. **Report via Brand Registry:** Use Amazon's brand protection tools 4. **Template Message:** Send concise, TOS-aligned removal request

Message Format: Greg advised using concise, policy-aligned language:

"This listing uses our trademarked brand name 'Saluspa' without authorization.

We request immediate removal of our brand name from title, bullets, and keywords.

Trademark Registration: [number]

Violation: [specific location in listing]

Greg's Offer: (01:45:28) Can show team how to create custom GPTs that generate these letters automatically based on violation type.

Monitoring Competitor Keyword Use

Excluding Competitor Brands from Your Listing: (01:17:42, 01:48:01)

Example: Todd pointed out “Arctic Spa” and “Beach Comr” in the keyword recommendations.

Greg’s Response: These competitor brands should be excluded because: - Saluspa filters aren’t compatible with Arctic Spa products - Including incompatible brand names hurts relevancy - Wastes ranking juice on irrelevant searches - Could lead to negative reviews from customers who bought wrong product

Action Item for Todd: Remove these competitor brand names from the optimized listing before implementation.

PPC Negative Keywords

Strategy: All competitor brand names should be negative keywords in PPC campaigns: - Prevents paying for clicks from customers looking for competitors - Improves ad relevance and quality score - Reduces wasted ad spend - Better conversion rates from targeted traffic

Examples of Negative Keywords: - Intex - Coleman - Arctic Spa - Bestway (if not your brand) - Any incompatible brand names

6.4 Template Creation and Automation

Custom GPTs for Reporting (01:45:28)

Greg’s Suggestion: Create custom GPT templates that automatically generate: - Brand violation reports - Reimbursement claim letters - Listing optimization suggestions - Keyword research summaries

Process: 1. Upload listing or violation details 2. GPT generates properly formatted letter 3. Review and customize if needed 4. Submit to Amazon

Benefits: - Saves time on repetitive tasks - Ensures consistent professional communication - Reduces errors in compliance reporting - Makes team more efficient

Greg’s Offer: Will demonstrate how to create these custom GPTs in future session.

Reimbursement Templates (01:45:28)

Tools Mentioned: - SellerSlice (has built-in templates) - Custom GPT templates - Amazon Seller Central reports

Types of Reimbursements to Monitor: - Lost inventory in warehouse - Damaged inventory - Customer returns not received - Overcharges for FBA fees - Incorrect product dimensions causing fee errors

Critical Timeline: (01:46:53) - Used to be 18-month window for claims - Now only 90 days - Must report issues within 90 days or money is permanently lost

Greg’s Strong Recommendation: “Everything should be policed because that’s a negative to your bottom line.”

Automation Strategy: Set up automatic claims for: - All lost inventory reports - All overcharge scenarios - Systematic monthly review of potential reimbursements

7. ECONOMIC ANALYSIS & REIMBURSEMENTS

7.1 Price and Value Analysis for Spa Filter

Keyword Performance by Volume (01:39:45)

Discovery: Greg's analysis revealed a critical pattern in the spa filter's keyword rankings.

High-Volume Keywords (Poor Rankings):

Keyword: "hot tub filter"
Search Volume: 3,000 monthly searches
Current Rank: #94 (RED – poor performance)
Opportunity Lost: Massive traffic potential untapped

Low-Volume Keywords (Strong Rankings):

Keyword: [specific niche term]
Search Volume: 660 monthly searches
Current Rank: #4 (GREEN – strong performance)
Issue: Winning on low-traffic keywords doesn't drive meaningful sales

Implication: The listing is performing well where it doesn't matter (low volume) and poorly where it matters most (high volume). This represents a significant revenue opportunity if high-volume rankings can be improved.

Solution: Optimization focus should prioritize moving high-volume keywords from red to green zones through: - Title optimization for "hot tub filter" - Bullet point integration of high-volume terms - PPC campaigns targeting high-volume, high-value keywords - Rank Radar tracking for these specific keywords

Winning on Value, Not Price (01:38:06)

Greg's Philosophy: "On Amazon, winning on value is key, not necessarily being the cheapest."

Value Equation:

Value = Perceived Benefit ÷ Price

Current Problem: Two-pack appears expensive on a per-filter basis compared to competitors' multipacks, even though total price may be comparable.

Customer Perception:

Competitor 16-pack: \$56.99 = \$3.56 per filter (appears better value)
Nurise 2-pack: \$17.98 = \$8.99 per filter (appears worse value)
Customer Decision: Buys competitor based on per-unit perception

Reality Check: Quality, compatibility, and longevity may make Nurise filter better actual value, but customers can't evaluate those factors at a glance - they compare numbers.

Strategy: Multipack offering changes the value perception:

2-pack: \$17.98 (\$8.99 per filter) – entry level
4-pack: \$29.99 (\$7.50 per filter) – competitive value (17% savings)
8-pack: \$49.99 (\$6.25 per filter) – premium value (30% savings)
12-pack: \$67.99 (\$5.67 per filter) – annual supply (37% savings)

Now Nurise can claim “Best Value Per Filter” position.

7.2 Reimbursement Strategies

Types of Reimbursable Issues (01:45:28)

Lost Inventory: - Items received by Amazon but lost in warehouse - Damaged during Amazon fulfillment operations - Incorrectly disposed of or destroyed

Customer Return Issues: - Returns not received back from customers - Returns marked as customer received but tracking shows delivery - Damaged returns that should have been reimbursed

Fee Overcharges: - Incorrect product dimensions causing inflated FBA fees - Wrong weight classifications - Category misclassifications leading to higher referral fees

Shipping Discrepancies: (01:46:53) Todd's example: - Ship 24 units, Amazon reports only 12 received - Without filing claim, Nurise eats the cost of 12 units - Amazon requires proof of purchase and shipment

Greg's Response: “Sometimes stupid things but you just tell them what they want without arguing - give them exactly what they ask for: proof of purchase, proof of shipment. I need my money. And it will work.”

Critical Timeline: 90-Day Window (01:46:53)

Policy Change: - Previous window: 18 months to file claims - Current window: **90 days only** - After 90 days: Money is permanently lost

Greg's Warning: “Everything should be policed because that's a negative to your bottom line.”

Implication: Systematic monthly review required - can't wait for quarterly financial reviews or money will be outside the claim window.

Automated Reimbursement Tools

SellerSlice: (01:45:28) - Automated templates for reimbursement claims - Monitors inventory discrepancies - Flags overcharge scenarios - Generates claim letters automatically

Custom GPT Templates: Greg offered to show how to create custom GPTs that: - Generate properly formatted reimbursement letters - Customize claims based on violation type - Ensure compliance with Amazon's documentation requirements - Save time on repetitive claim filing

Best Practices for Reimbursements

Documentation: 1. Keep proof of purchase for all inventory 2. Maintain shipment tracking and delivery confirmations 3. Photograph inventory before shipping when possible 4. Save all communication with Amazon

Systematic Review: - Weekly: Check for obvious discrepancies - Monthly: Run comprehensive inventory reconciliation - Quarterly: Review FBA fee accuracy

Quick Action: - File claims immediately upon discovery - Don't accumulate claims - submit as found - Follow up if no response within 30 days - Escalate to supervisor if initial claim denied

7.3 80/20 Rule of Search Rankings (01:54:20)

Fundamental Amazon Truth: "The number one to three takes 80% of the sales, maybe one to five."

Position Value:

Position #1: ~40% of sales
Position #2: ~20% of sales
Position #3: ~12% of sales
Positions #4-5: ~8% of sales total
Total (Positions #1-5): ~80% of sales

Positions #6-20: ~18% of sales
Positions #21+: ~2% of sales

Current Spa Filter:

Primary Keyword: "hot tub filter"
Current Position: #94
Sales Capture: Essentially 0% (outside top 20)
Opportunity: Moving to top 5 would capture 15-20% market share

Implication for PPC: Focus ad spend on keywords where you can realistically reach top 5 positions. Don't waste budget on keywords dominated by competitors with insurmountable advantages.

7.4 Organic vs. Sponsored Rankings (01:54:20)

Todd's Question: "This is all organic searchability in the listing. And then if we were to do an ad campaign, we would look at essentially those same top keywords to bid on, right?"

Greg's Confirmation: "Yes" - Same keyword strategy applies to both organic and sponsored.

Strategic Integration: 1. **Optimize listing** for target keywords (organic foundation) 2. **Launch PPC** on same keywords (paid acceleration) 3. **Track Rank Radar** for both organic and sponsored positions 4. **Adjust bids** based on competitiveness and ROI

Sponsored Real Estate Dominance: (01:56:06)

Greg showed current search results: - First two full rows: Sponsored listings only - Organic results don't appear until after scrolling - Many customers don't distinguish between sponsored and organic - Best Seller badge matters more than sponsored indicator

Current Spa Filter Sponsored Performance: Position #3 in category - good placement but can improve with optimization and increased relevance scores.

Visual Differentiation: (01:57:34)

Greg highlighted a competitor's strategy: - Red background in main image - "Type VI" prominently displayed - Creates visual flag effect: "Here I am, choose me"

Recommendation: Visual differentiation in main image critical for both organic and sponsored click-through rates.

7.5 Geo-Location and Inventory Distribution (01:57:34)

Search Results Vary by Location

Greg's Explanation: "We are number one for this specific one, but that's also geolocation-driven based on where we are."

Example:

Search from Toronto area: Spa filter ranks #1
Search from Quebec: Ranking may differ
Search from Vancouver: Different ranking again

Factors Affecting Geo-Rankings: 1. **Stock Location:** Where inventory is physically stored 2. **Stock Levels:** How much inventory in each fulfillment center 3. **Delivery Speed:** Proximity to customer determines Prime timeline 4. **Algorithm Preference:** Amazon prioritizes listings that ship fastest to customer

Todd's Observation: (01:59:25) "Is it based on in-stock inventory at Amazon?"

Greg's Confirmation: (01:59:25) "Yeah. It's actually geolocation but also driven on how much stock do you have and where. If somebody is looking from Vancouver and you only have stock in Toronto and there's another seller or item very similar to this, they will rank higher than you."

Inventory Optimization Strategy

Recommended Inventory Levels: Keep fully optimized inventory at all times - don't go to "almost out of stock" status.

Greg's Guidance: (01:59:25) "It's better to spoon feed the system as they want because every time they will give you indication how much inventory they need based on the impulses from the customer."

Why This Matters: - Amazon knows demand patterns you don't see - Recommended order quantities based on: - Historical sales data - Seasonal trends - Regional demand variations - Predicted future demand

Todd's Challenge: (01:59:25) "Sometimes the recommended order seems very large and so sometimes I go 'well I'm going to ship in a third of that or half of that and then look at it again in a week or two.'"

Consideration: Amazon might see demand from regions where you're out of stock. Their recommendation accounts for pent-up demand you can't observe.

Balance: - Trust Amazon's data for established products - Use caution with new/ untested products - Phase orders for seasonal items - Monitor sell-through rates closely

8. ACTION ITEMS & NEXT STEPS

8.1 Douae Lahlou - Action Items

Primary: 18-Item Spreadsheet Update (02:29:14, 02:34:27)

Status: Douae has analyzed 28-29 items total: - 20-12 variations belong to bottle jumper (don't count as separate items) - Net total: 18 distinct items - Some overlap with previous selections (pit balls, chemical dispenser, etc.) - Focus was on items Greg hadn't deeply analyzed yet

Requirements from Greg: (02:31:25, 02:32:57)

Must Include: 1. **Amazon Fulfillment Fee:** Use FBA calculator or enter dimensions/weight 2. **COGS (Cost of Goods Sold):** Landed cost in Canadian dollars 3. **Duties/Import Costs:** If applicable 4. **Expected Retail Price:** What Nurise plans to charge 5. **Data Dive Links:** For each item analyzed

Additional Valuable Information: - **B2B Opportunities:** Note if item sold to Canadian Tire or other retailers - **Observations on Pricing Behavior:** Market dynamics noted - **Niche/Revenue Notes:** Category insights - **Listing Structure**

Observations: What's working for competitors - **Visuals and Benefits:** Strong selling points from competitor analysis - **Competitor Activity:** What competitors are actively pushing

Format: Continue using existing spreadsheet template with additional columns for fulfillment fees and economic data.

Timeline: Send to Todd today or tomorrow (02:34:27)

Workflow: 1. Douae completes spreadsheet with all data 2. Todd reviews and adds additional commentary 3. Todd sends to Greg for economic analysis

Secondary: Create Rank Radar for All Listings

Purpose: Track keyword performance over time for all active products.

Process: - Use Data Dive Rank Radar feature - Select 3-5 primary keywords per listing - Monitor weekly for changes - Report significant ranking movements

Priority: High - needed to track optimization impact

Tertiary: Product Brief Access Issues

Issue: (00:55:23) Douae can't see product briefs Greg created.

Resolution Needed: Greg and Douae to check sharing rights and permissions for Data Dive product briefs.

Action: Follow up in next meeting to ensure collaboration tools are properly configured.

8.2 Todd McDaniel - Action Items

Primary: Review and Validate Costs for New Order (02:29:14)

Current Status: - Updated LCL (Less than Container Load) vs. 20-foot container pricing received - Increasing quantities to meet 20-foot container appears more economical - Need to validate profit margins on selected SKUs - Secure Purchase Order as soon as possible

Requirements: 1. **Cost Validation:** Confirm landed costs for all SKUs in container 2. **Retail Price Setting:** Determine competitive and profitable retail prices 3.

Margin Calculation: Ensure minimum 16% target margins maintained 4. **PO**

Timing: Container order critical for inventory continuity

Dependencies: Waiting on Douae's completed 18-item spreadsheet with economic data.

Timeline: Urgent - container order timing affects production scheduling and inventory availability.

Secondary: Exclude Competitor Brand Keywords (01:48:01)

Brands to Remove: - Arctic Spa - incompatible brand, no cross-compatibility - Beach Comr - competitor brand, no relevance to Saluspa

Where to Remove: 1. Optimized listing improvements (title, bullets, description) 2. Backend keywords 3. PPC negative keywords list (add them there)

Reasoning: Saluspa filters aren't compatible with Arctic Spa products. Including these brand names: - Hurts relevancy scoring - Wastes ranking juice - Attracts wrong customers - Risks negative reviews from incompatibility issues

Greg's Note: (01:49:15) Can remove manually from listing builder output before implementing. Don't need to go back to MKL - just edit the final listing content.

Tertiary: Add Commentary to Spreadsheet

Process: 1. Receive completed spreadsheet from Douae 2. Add business context and insights: - Current retail relationships for items - Historical sales data if available - Seasonal considerations - Strategic priorities - Inventory constraints 3. Forward to Greg for economic analysis

Timeline: After Douae completes her portion (expected today/tomorrow).

8.3 Greg Kowalczyk - Action Items

Primary: Provide Optimized Listing Updates (02:27:57)

Deliverables: From Claude Code analysis, provide: 1. **Optimized Title** - Cosmo/Rufus compliant, keyword-rich 2. **Optimized Bullet Points** - 250 characters each, benefit-focused 3. **Backend Keywords** - Comprehensive coverage 4. **Image Alt Text** - Following 2026 requirements 5. **French Keywords** - Properly segregated (front-end vs. backend)

Products: 1. Spa filter (priority) 2. Bouncy castle (learning exercise)

Format: Flat file ready for upload to Seller Central

Timeline: After competitor brand removal (Arctic Spa, Beach Comr) confirmed by Todd.

Secondary: Economic Analysis of 18-Item Spreadsheet (02:31:25)

Process: 1. Receive completed spreadsheet from Todd (after Douae and Todd add their inputs) 2. Download Data Dive exports for all items 3. Pull keyword and competitor data 4. Input into economic analyzer tool 5. Generate recommendations for each SKU: - Go/No-Go decision - Optimal pricing - Margin analysis - Competitive positioning - PPC strategy

Timeline: Dependent on receiving completed spreadsheet from Todd.

Output: Comprehensive analysis similar to previous 83-page report for 15 SKUs.

9. TOOLS & TECHNOLOGIES REFERENCE

9.1 Data Dive - Competitive Analysis Platform

Primary Functions: - **Competitor Research:** Identify and analyze competitors - **Keyword Analysis:** Search volume, relevancy, root word extraction - **Market Sizing:** Niche discovery and market opportunity assessment - **Product Briefs:** Automated competitive intelligence gathering - **Listing Builder:** Searchability scoring and optimization recommendations - **Rank Radar:** Keyword ranking tracking over time

Subscription Model: Monthly subscription with dive allocation (typically 1,000 dives/month).

Best Practices: - Use “hero keyword” for focused comparisons - 10-15 competitors sufficient for Canadian market - Export CSV data for further analysis - Custom tray for specific competitor selection - Filter by relevancy threshold (40% recommended)

Integration: Exports compatible with Claude Code and other analysis tools.

9.2 Claude Code - Advanced AI Optimization

Platform Type: CLI-based (Command-Line Interface) AI system

Current Model: (02:06:33) Opus 4.5 (latest as of meeting date)

Unique Capabilities: - **Perplexity Integration:** Searches external sources for keywords Data Dive might miss - **MCP (Multi-Channel Protocol):** Connects to external resources and APIs - **Contextual Analysis:** Deep listing evaluation beyond standard tools - **Skills-Based SOPs:** Can execute standard operating procedures written in plain English - **Continuous Learning:** Retains context across sessions for iterative improvement

Access Methods: - Terminal/command-line - Cursor (IDE integration) - Desktop version (recently released) - Co-Work (new product, released ~1 week before meeting) (02:24:49)

Learning Curve: (02:22:55) “Pretty steep learning curve” - CLI-based interface intimidates many users who are unfamiliar with terminal environments.

Greg’s Background: Started with MS-DOS, so terminal comfortable for him. Acknowledged difficulty for Windows-native users.

Competitive Landscape: (02:24:49)

Major Players: 1. **ChatGPT** - Currently majority market share 2. **Google** - Strong competitor, integration with search 3. **Claude Code** - Growing rapidly, preferred by Greg for this use case 4. **Perplexity** - Search-focused AI 5. **Chinese Models:** - DeepSeek - Manus - Increasingly competitive quality

Greg’s Usage Pattern: “Chat GPT I’m very rarely using. Almost everything [is Claude Code]. We are checking a lot because it’s a racing game right now.”

Why Claude Code Over ChatGPT for This Use Case: - Superior for complex, multi-step analytical processes - Better integration with external data sources - More consistent outputs for structured tasks - Skills framework allows reusable SOPs

Subscription Tiers: (From Meeting 3 notes) - Pro: \$24/month - Max: \$140-160/month (recommended for multiple applications) - Enterprise: \$299/month (20x capacity)

9.3 Rank Radar - Keyword Tracking

Purpose: Monitor specific keyword rankings over time to measure optimization impact.

Key Features: - Color-coded performance (green = good, red = poor) - Historical trend visualization - Position tracking (1-100+) - Multiple keyword monitoring per listing

Usage Strategy: - Create for every active listing - Focus on 3-5 keywords at a time for aggressive optimization - Weekly monitoring recommended - Measure impact of listing changes (1-2 week lag for organic)

Example from Meeting: Spa filter “hot tub filter” - currently #94 (red), target top 10 (green).

9.4 AI Listing Builder

Function: Aggregates keyword data to calculate searchability scores (“ranking juice”) and predict optimization impact.

Key Outputs: 1. **Current Searchability Score:** Total search volume attributed to listing 2. **Competitor Benchmarking:** Compare against top competitors 3. **Post-Optimization Projection:** Predicted score after improvements 4. **Section-by-Section Contribution:** Shows which elements (title, bullets, etc.) contribute most

Example from Meeting: - Current spa filter: 7,100 ranking juice - Post-optimization: 23,000 ranking juice (224% improvement) - Best competitor: 12,000 ranking juice

Cosmo/Rufus Options: (01:05:14, 01:10:39) AI Listing Builder offers specific optimization modes: - **Data Dive Classic:** Traditional keyword optimization - **Cosmo/Rufus:** Optimized for Amazon’s AI algorithms

Strategy: Run both, compare outputs, select best elements from each.

9.5 Custom GPTs - Template Generation

Purpose: (01:45:28) Automate repetitive tasks through custom ChatGPT configurations.

Use Cases: 1. **Brand Violation Reporting:** Generate compliant removal request letters 2. **Reimbursement Claims:** Format claims with proper documentation 3. **Listing Optimization:** Generate optimized content based on prompts 4. **Keyword Research:** Summarize and prioritize keyword data

Process: 1. Create custom GPT with specific instructions 2. Upload listing or violation details 3. GPT generates formatted output 4. Review and submit to Amazon

Greg's Offer: Will demonstrate creation process in future session.

9.6 SellerSlice - Automated Reimbursement Claims

Primary Function: Monitor Amazon account for reimbursement opportunities and file claims automatically.

Capabilities: - **Lost Inventory Tracking:** Identifies warehouse losses - **Overcharge Detection:** Flags incorrect FBA fees - **Return Discrepancies:** Catches unreceived returns - **Template Library:** Pre-built claim letters - **Automated Filing:** Submits claims to Amazon - **Follow-up Management:** Tracks claim status

Critical for: Capturing reimbursements within 90-day window before money is permanently lost.

9.7 Flat Files - Bulk Listing Updates

What They Are: Spreadsheet-based system for uploading listing data to Amazon in bulk.

Advantages: (01:20:15) - **Speed:** Much faster than manual entry - **Format Compliance:** Automatically maintains Amazon's latest requirements - **Data Integrity:** Prevents corruption or formatting errors - **Bulk Operations:** Update multiple SKUs simultaneously - **Version Control:** Easier to track changes

When to Use: - Multiple listing updates - Maintaining format compliance - Complex attribute updates - Adding variations

Todd's Past Issues: (01:23:09) Had difficulties with updates not taking effect, requiring support tickets. Flat files should resolve most of these issues.

10. ADVANCED SEO - AGENTIC AI MODELS FOR LLM OPTIMIZATION

10.1 Understanding Agentic AI in E-Commerce SEO

Definition and Scope

Agentic AI: AI agents powered by Large Language Models (ChatGPT, Claude, Gemini) that autonomously execute complex SEO workflows with human oversight and validation.

Key Characteristics: - **Autonomous Operation:** AI performs tasks independently within defined parameters - **Multi-Step Processing:** Handles complex workflows requiring multiple decisions - **Contextual Understanding:** Comprehends semantic meaning, not just keywords - **Continuous Learning:** Improves based on outcomes and feedback

Relevance to Amazon: Cosmo and Rufus represent Amazon's implementation of agentic AI concepts - systems that understand intent, context, and relationships rather than just matching keywords.

Market Impact Statistics

Consumer Behavior Shift: - **58%** have replaced traditional search with generative AI tools - **71%** want AI integrated into shopping experiences - Fundamental change in how customers discover and evaluate products

Search Volume Decline: (Research) Gartner predicts **25% drop** in traditional search engine volume by 2026 due to AI chatbots and generative AI tools.

B2B Commerce Transformation: Gartner predicts **90% of B2B buying will be AI-agent intermediated by 2028.**

Implication for Amazon Sellers: Products must be discoverable and understandable by AI systems, not just human shoppers. Listings optimized only for human reading will be invisible to AI shopping assistants.

Future Outlook: Agentic Commerce

What Is Agentic Commerce: AI agents making autonomous purchasing decisions on behalf of users.

Example Scenario:

User to AI Agent: "Order pool filters for my spa, delivered next week"

AI Agent Actions:

1. Identifies user's spa model from purchase history
2. Searches for compatible Type VI filters
3. Evaluates options based on:
 - Price

- Delivery timeline
 - Reviews and ratings
 - Compatibility verification
4. Selects optimal product
 5. Completes purchase autonomously
 6. Confirms with user

Result: Purchase made without user ever visiting Amazon or seeing listings

Critical Success Factor: Products must be structured so AI agents can: - Identify compatibility - Extract key specifications - Compare value propositions - Verify suitability - Complete transactions

Listings optimized only for human shoppers will be invisible to AI agents.

10.2 New Optimization Frameworks for 2026

GEO (Generative Engine Optimization)

Purpose: Ensures product visibility in AI-generated answers and summaries.

How It Works: When users ask AI systems (Rufus, ChatGPT, etc.) questions like “What’s the best hot tub filter?”, the AI generates an answer by synthesizing information from multiple sources. GEO ensures your product is included in those synthesized answers.

Key Principles: 1. **Comprehensive Information:** Provide complete product details AI can extract 2. **Structured Data:** Format information for easy AI parsing 3.

Semantic Relationships: Explain how product relates to user needs 4.

Authoritative Content: Position as expert source AI systems trust

Amazon Application: - Answer common customer questions in bullet points and description - Use natural language that AI can quote directly - Provide context for how/when/why product is used - Include compatibility and specification details AI needs to make recommendations

Example: Instead of: “Premium filter” GEO-Optimized: “Type VI filter designed for Saluspa hot tubs, replacing filters every 30 days to maintain clean water in 4-6 person spas”

AI can extract and cite: spa type, filter type, replacement frequency, capacity.

LLMO (Large Language Model Optimization)

Purpose: Optimizes content structure specifically for AI processing and understanding.

Focus Areas: 1. **Semantic Meaning:** What the content means, not just what keywords it contains 2. **Context Provision:** Background information AI needs to understand relevance 3. **Relationship Mapping:** How product relates to other products, uses, and needs 4. **Natural Language:** Conversational phrasing AI systems understand best

Key Differences from Traditional SEO:

Traditional SEO: "hot tub filter Type VI replacement cartridge"
(Keyword stuffing, awkward phrasing)

LLM0: "Replacement filter cartridge designed for Type VI hot tub systems,
compatible with Saluspa and similar inflatable spa brands"
(Natural language, semantic relationships, context)

Amazon Implementation: - Write bullets as complete thoughts answering customer questions - Provide context for features (why they matter) - Explain compatibility and use cases - Use conversational language Rufus can process

Technical Consideration: AI models process text differently than keyword algorithms. They understand: - Synonyms and related terms - Implied meaning - Logical relationships - Question-answer patterns

Optimization Strategy: Structure content to answer implied questions: - What is this? - Who is it for? - How does it work? - Why is it better? - What problems does it solve?

AEO (Answer Engine Optimization)

Purpose: Targets direct answers in AI-powered search results and conversational queries.

Core Concept: When customers ask questions (to Rufus or other AI), your product should be the answer.

Question Types: - **Product Selection:** "What filter do I need for my Saluspa?" - **Problem-Solving:** "How do I fix cloudy hot tub water?" - **Comparison:** "What's the difference between Type VI and Type IV filters?" - **Usage:** "How often should I replace my spa filter?"

Content Strategy: Structure listing content to directly answer these questions:

Example Bullet Points:

✗ Generic: "Superior filtration technology"

✓ AEO-Optimized: "50 sq ft pleated design filters water every 2 hours,
removing particles as small as 10 microns for crystal-clear spa water"

Why Better: Answers "How well does it filter?" and "What will my water look like?"

Amazon Listing Application: - **Title:** Answers "What is this product?" - **Bullet 1:** Answers "What problem does it solve?" - **Bullet 2:** Answers "How does it work?" - **Bullet 3:** Answers "Is it compatible with my equipment?" - **Bullet 4:** Answers "How long will it last?" - **Bullet 5:** Answers "Why is it better than alternatives?"

Rufus Integration: Rufus specifically trained to extract answers from listings. Content structured in Q&A format more likely to be surfaced in Rufus responses.

GXO (Generative Experience Optimization)

Purpose: Prepares for autonomous AI agents and fully AI-mediated commerce.

Future Scenario: AI agents shop on behalf of users without human intervention at point of purchase.

Requirements:

1. AI-Readable Specifications:

Human-Readable: "Great for all spas"

AI-Readable: "Compatible with: Saluspa Miami, Saluspa Paris, Coleman SaluSpa, and all Type VI filter housing systems (4-6 person capacity spas)"

2. Machine-Parsable Data: - Structured attributes filled completely - Consistent formatting - Unambiguous specifications - Clear compatibility matrices

3. Decision-Making Information: AI agents need data to evaluate: - **Value:** Price vs. longevity vs. performance - **Compatibility:** Works with user's equipment - **Timing:** Delivery meets user's needs - **Reliability:** Reviews and ratings data

4. Trust Signals: - Review count and rating - Best Seller badges - Amazon's Choice designation - Verified purchase feedback

Technical Infrastructure:

API Accessibility: If Amazon's API blocks AI agents from reading product data in real-time, products won't be discoverable in agentic commerce.

Currently: Amazon allows API access for legitimate purposes. Future-proofing requires: - Clean, structured data - Complete attribute filling - Standards-compliant formatting - Machine-readable content

Competitive Advantage: Early adopters of GXO principles will dominate as agentic commerce scales. Products that AI agents can't evaluate will be invisible.

10.3 Technical Infrastructure Requirements

API Accessibility

Critical Requirement: AI agents must be able to read inventory and pricing data in real-time.

Current State: Most e-commerce platforms (including Amazon) provide API access for inventory and pricing queries.

Risk Factor: Sites that block bots or lack proper API infrastructure are "locked out of agentic commerce."

Amazon Context: Amazon's Product Advertising API allows programmatic access to product data. Ensure your listings: - Have complete data in all API-accessible fields - Use standard formats AI can parse - Don't rely on images or non-text elements for critical information

Schema Markup and Structured Data

Purpose: Clear, structured data enables AI comprehension without ambiguity.

Key Elements:

Product Attributes: - Dimensions (exact measurements) - Weight (precise values) - Material (specific composition) - Compatibility (explicit lists) - Specifications (quantifiable data)

Use Cases: - Installation requirements - Replacement frequency - Capacity/coverage - Power/voltage - Temperature ranges

Example:

✗ Unstructured: "For large spas"

✓ Structured: "Designed for 4-6 person spas (200-300 gallons capacity)"

✗ Vague: "Long-lasting"

✓ Specific: "300-500 hour lifespan (30-45 days with daily use)"

Amazon Implementation: - Fill ALL backend attributes completely - Use specific values, not ranges when possible - Provide both metric and imperial measurements - Include compatibility data in structured fields

Bot Access and Real-Time Data

Blocking Bots = Losing Sales: E-commerce sites that aggressively block bots to prevent scraping inadvertently block AI shopping agents.

Amazon's Approach: Allows legitimate bot access through API and structured product feeds.

Seller Responsibility: Ensure your product data is: - Accessible via Amazon's standard APIs - Updated in real-time (pricing, availability) - Complete and accurate - Consistently formatted

Dynamic Pricing: AI agents evaluate price in real-time. Outdated pricing data or unavailable products result in lost opportunities.

Semantic Structure for Machine Understanding

Beyond Keywords: AI systems understand meaning and context, not just keyword matches.

Content Organization:

Hierarchical Information: 1. **What it is** (product category and type) 2. **What it does** (primary function and benefits) 3. **Who it's for** (target customer and use cases) 4. **How it works** (mechanism and features) 5. **Why it's better** (differentiation and advantages)

Logical Relationships: Connect related information so AI understands causation:

✗ Disconnected: "50 sq ft filtration. Clear water."

✓ Connected: "50 sq ft pleated design provides superior filtration area, resulting in crystal-clear water by removing particles as small as 10 microns"

AI understands: Larger filtration area → better particle removal → clearer water

Contextual Clues: Help AI understand implications:

"Replaces filter every 30 days with daily spa use"
(AI infers: 12 filters per year for active users)

"Compatible with all Saluspa inflatable hot tub models"
(AI infers: Universal fit within brand ecosystem)

10.4 Implementation for Amazon Listings

Structure Content for Both Human and AI Consumption

Dual Optimization: Content must satisfy both human shoppers browsing Amazon and AI agents evaluating products programmatically.

Human Priorities: - Visual appeal - Emotional connection - Social proof (reviews, badges) - Quick scanning (bullets, images)

AI Priorities: - Structured data - Complete specifications - Logical relationships - Unambiguous language

Example Bullet Point (Dual-Optimized):

"Universal Type VI Compatibility – Designed as direct replacement for Saluspa Miami, Paris, and Helsinki models, plus all Coleman SaluSpa hot tubs and other 4–6 person spas using Type VI filter housing (50 sq ft filtration area)"

Human sees: Universal compatibility, specific models, clear capacity

AI extracts:

- Filter Type: VI
- Compatible Brands: Saluspa, Coleman
- Compatible Models: Miami, Paris, Helsinki
- Capacity: 4–6 person
- Filtration Area: 50 sq ft

Use Semantic Keyword Relationships

Beyond Exact Match: AI understands related terms and concepts.

Semantic Clusters:

Primary: "hot tub filter"

Related: "spa filter", "inflatable spa filtration", "portable spa cartridge"

Contextual: "clean spa water", "clear hot tub", "filter replacement"

Problem: "cloudy water", "debris removal", "algae prevention"

Implementation: Include semantic variations naturally throughout listing rather than repeating exact keywords.

Example:

Title: "Hot Tub Filter Type VI Replacement"

Bullet 1: "spa filter cartridge"

Bullet 2: "inflatable spa filtration system"

Bullet 3: "portable hot tub water cleaning"

Bullet 4: "debris and particle removal"

AI understands these are related concepts for the same product function.

Provide Comprehensive Product Information in Structured Format

Complete Data = AI Confidence: AI agents make purchasing decisions based on data completeness.

Critical Data Points:

1. Specifications: - Exact dimensions (H x W x D) - Weight - Material composition
- Filtration area - Flow rate - Micron rating

2. Compatibility: - Brand names - Model numbers - Series/generations - Capacity ranges - Voltage/power requirements

3. Usage Information: - Replacement frequency - Installation method - Maintenance requirements - Lifespan expectations - Operating conditions

4. Performance Metrics: - Filtration efficiency - Water turnover rate - Particle removal size - Capacity handling

Where to Include: - Backend attributes: COMPLETE ALL FIELDS - Bullet points: Key specifications - Description: Detailed technical data - A+ Content: Visual specifications

AI's Decision Logic:

More complete data = higher confidence = more likely to recommend

Missing data = uncertainty = skip to competitor with complete information

Optimize for Conversational Queries and Question-Based Searches

How Users Ask AI: - “What’s the best filter for my Saluspa?” - “How often should I change my hot tub filter?” - “Do I need Type VI or Type IV for my spa?” - “What removes cloudy water in hot tubs?”

Content Strategy: Structure content to answer these questions directly.

Question-Optimized Bullets:

Q: "What filter type do I need?"

A (Bullet): "Type VI universal replacement filter compatible with Saluspa and Coleman hot tubs"

Q: "How often do I replace it?"

A (Bullet): "Replace every 30 days with daily use, or every 45 days for weekend-only spa use"

Q: "Will it fix cloudy water?"

A (Bullet): "10-micron pleated design removes particles causing cloudiness, restoring crystal-clear water within 24 hours"

Rufus Recognition: Rufus specifically trained to extract question-answer patterns. Content formatted this way more likely to be surfaced in Rufus conversations.

Prepare for AI Agents Making Autonomous Purchasing Decisions

Trust Signals AI Evaluates:

1. Review Metrics: - Rating (4.5+ preferred) - Review count (more = more reliable) - Verified purchase percentage - Recent reviews (active product)

2. Seller Performance: - Fulfillment method (FBA preferred) - Seller rating - Response time - Return policy

3. Product Signals: - Best Seller badge - Amazon’s Choice - Availability (in stock) - Prime eligibility

4. Value Proposition: - Price competitiveness - Value per unit (for multipacks) - Longevity/durability - Total cost of ownership

Optimization Strategy: - Maintain FBA to ensure Prime badge - Encourage verified purchase reviews - Price competitively within top 3-5 options - Highlight value through multipack options - Keep inventory optimized (never out of stock)

AI Agent Evaluation Process:

1. Filter by compatibility (spec matching)
2. Narrow by trust signals (reviews, FBA, Prime)
3. Compare value (price, longevity, features)
4. Rank by overall score

5. Select top option
6. Execute purchase

To Win: Must score highly across ALL factors - AI won't compromise on missing data or poor trust signals.

10.5 Integration with Cosmo/Rufus

Cosmo's Foundation in Agentic AI

Knowledge Graphs: Cosmo already uses knowledge graphs - the same underlying technology powering agentic AI systems.

How It Works: 1. **Map Relationships:** Products [?] Features [?] Customer Needs [?] Use Cases 2. **Understand Context:** "Hot tub filter" connects to "spa maintenance" connects to "clean water" connects to "relaxation experience" 3. **Semantic Matching:** Matches customer intent to product solutions beyond keyword matching

This IS Agentic AI: Cosmo's autonomous product relevancy determination is a form of agentic AI - it makes decisions about which products to surface based on understanding, not rules.

Rufus as Conversational AI Commerce

Rufus Represents: Amazon's step toward fully conversational, AI-mediated commerce.

Current Capabilities: - Natural language query understanding - Follow-up question handling - Product recommendations based on context - Personalized suggestions using profile data

Future Direction: As Rufus evolves, it will increasingly make purchasing recommendations autonomously, eventually handling complete transactions.

Preparing for This: Listings optimized for Rufus TODAY are optimized for future agentic commerce.

Performance Advantage

Listings Optimized for Agentic AI Will Perform Better in Cosmo/Rufus:

Why: 1. **Data Completeness:** Cosmo/Rufus reward comprehensive, structured data 2. **Semantic Understanding:** Natural language content matches conversational queries better 3. **Question-Answer Format:** Directly feeds into Rufus response generation 4. **Context Provision:** Helps Cosmo map your product into relevant knowledge graphs

Evidence: Greg's analysis showed listing optimized for conversational specificity and semantic content scored 224% higher in searchability (7,100 → 23,000 ranking juice).

Future-Proofing Strategy

Investments in Agentic AI Optimization Today: - Position for Cosmo/Rufus algorithm improvements - Prepare for increased AI agent shopping - Build foundation for voice commerce - Ensure visibility in generative AI answers

Competitive Moat: Early adopters building agentic-AI-ready listings will have 6-12 month advantage as mainstream sellers catch up.

Amazon's Evolution: Expect Cosmo and Rufus to become MORE AI-driven over time, not less. Optimization strategies that work with current AI will only become more important.

11. KEY INSIGHTS & LEARNING POINTS

11.1 Amazon's Customer Journey Tracking (01:29:41)

Every Step Tracked: Amazon monitors and records the complete customer journey:

Journey Stages: 1. **Search:** What keywords customer typed 2. **Find:** Which results customer saw 3. **Click:** Which listing customer clicked 4. **View:** How long on product page 5. **Add to Cart:** Decision point reached 6. **Buy:** Conversion completed

Each Step Generates "Ranking Juice":

Search for "hot tub filter" → 1 point

Click on listing → 5 points

Spend 2+ minutes viewing → 3 points

Add to cart → 10 points

Purchase → 20 points

Competitor clicked but not purchased → 1 point

Your listing clicked AND purchased → 39 points total

Algorithm Learning: When customers consistently progress through journey on your listing vs. competitors, Amazon's algorithm learns your product is more relevant for that keyword.

Implication: Optimization isn't just about getting clicks - it's about: - Driving purchases (highest value signal) - Keeping customers on page (engagement signal) - Encouraging add-to-cart (intent signal) - Generating repeat purchases (loyalty signal)

11.2 Add-to-Cart Actions (01:33:18)

Comparative Shopping Behavior: Many customers add multiple competing products to cart before deciding.

Example:

Customer shopping for spa filter:

- Adds Product A to cart
- Views Product B
- Adds Product B to cart
- Compares cart items
- Removes Product A
- Purchases Product B

Why Amazon Tracks This: Add-to-cart indicates serious consideration even if not immediately purchased.

Ranking Impact: Products frequently added to cart rank higher because Amazon knows they're seriously being considered.

Optimization Strategy: - Price positioning to encourage add-to-cart - Value propositions clear enough for cart comparison - Reviews/ratings that win head-to-head comparisons

11.3 80% of Sales to Top Ranking Positions (01:54:20)

Critical Statistics: - Positions #1-3: Capture ~80% of total category sales - Positions #1-5: Capture ~80% (alternate metric) - Positions #6-20: Share ~18% of sales - Positions #21+: Split remaining ~2%

Implication: If not in top 5, fighting for scraps. All optimization effort should focus on reaching top 5 for high-volume keywords.

Current Spa Filter: Ranking #94 for "hot tub filter" means essentially 0% sales capture for that keyword. Moving to position #3 would capture ~12% of total market.

Strategy: - Identify realistic keywords where top 5 achievable - Don't waste resources on keywords dominated by unbeatable competitors - Focus on long-tail keywords where top 3 is winnable - Use multipack strategy to differentiate from top competitors

11.4 Mobile-First Optimization (01:28:11)

Critical Statistic: 70% of Amazon searches occur on mobile devices.

Implication for Images: - Main image must be compelling at thumbnail size - Visual differentiation critical (can't rely on text) - First 2-3 images do all the work (mobile users rarely scroll through all 7) - Infographics must be readable on small screens

Text Considerations: - Bullet points: First line most important (mobile truncates) - Title: Front-load keywords (mobile cuts off at ~50-60 characters) - A+ Content: Top section critical (mobile users may not scroll down)

Example: Greg highlighted competitor's red background image - creates visual "flag" effect that stands out in mobile search results.

11.5 Winning on Value, Not Price (01:38:06)

Core Principle: “On Amazon, winning on value is key, not necessarily being the cheapest.”

Value Formula:

Value = (Perceived Quality + Features + Benefits + Convenience) / Price

Winning Strategies:

1. Multipack Value: Lower per-unit price without discounting actual price point.

2-pack at \$17.98 = \$8.99 per filter (current – highest per-unit cost)

12-pack at \$67.99 = \$5.67 per filter (proposed – 37% savings, annual supply)

Same or better profit margin on 12-pack due to FBA fee leverage

2. Premium Positioning: “Premium quality” justifies higher price IF communicated effectively through: - Superior images showing construction quality - Detailed benefits in bullets - Review content highlighting durability - Comparison charts showing longevity

3. Convenience Value:

Single filter: Customer orders monthly (hassle)

12-pack: One purchase, full year supply (convenience)

Convenience adds value customers will pay for

4. Business Pricing: Offer tiered pricing where B2B customers get better rates while retail customers pay standard price.

11.6 Importance of Exact Keyword Matches (01:03:03)

Value Scoring: - Exact Match Phrase: 80-100% value score - **Broad Match (separated words):** 40% value score each

Example:

Keyword Phrase: "hot tub filter replacement"

Exact Match:

"Premium hot tub filter replacement cartridge for Type VI systems"
= 100% value score

Broad Match:

"Premium filter for Type VI hot tub systems, easy replacement process"

= 40% + 40% + 40% = 120% total (less than one exact match)

Strategy: Construct sentences that include exact match phrases naturally: - Identify top 5-10 keyword phrases - Work each into title, bullets, description as complete phrases - Don't separate keyword phrases with unrelated words - Use natural language so it doesn't feel like keyword stuffing

Example Implementation:

Target Phrases:

1. "hot tub filter"
2. "spa filter replacement"
3. "Type VI filter cartridge"

Bullet Construction:

"Type VI filter cartridge designed as direct spa filter replacement for hot tub systems, maintaining crystal-clear water quality"

Contains all three target phrases as exact matches in natural language.

11.7 Testing Changes: Timeline Expectations (01:12:19)

Organic Ranking Changes: - **Timeline:** 1-2 weeks to observe impact - **Reason:** Amazon's algorithm processes signals over time - **Measurement:** Use Rank Radar to track weekly position changes - **Patience Required:** Don't judge optimization success in first 48 hours

PPC Ranking Changes: - **Timeline:** 24 hours to see results - **Reason:** Paid results update in near-real-time - **Measurement:** Seller Central campaign reports show daily performance - **Quick Feedback:** Can test bid adjustments and see same-day impact

Testing Strategy: After initial full listing optimization, **test one change at a time:**

Week 1: Optimize entire listing (title, bullets, images, backend)

Week 2-3: Monitor initial results

Week 4: Test price adjustment

Week 5-6: Monitor price test results

Week 7: Test main image change

Week 8-9: Monitor image test results

Why One at a Time: If you change price, images, and bullets simultaneously and sales increase, you don't know which change drove the improvement.

Exception: Initial comprehensive optimization is one-time exception because current baseline is so far from optimal that any improvement is positive.

11.8 Don't Change Too Many Things at Once

Greg's Warning: (01:12:19) After initial full optimization, avoid changing multiple variables simultaneously.

Rationale: Can't isolate which changes drove which results.

Split Testing Approach:

Good:

Month 1: Launch optimized listing (all elements updated)
Month 2: Monitor and establish baseline
Month 3: Test price change only
Month 4: Measure price impact
Month 5: Revert price, test image change
Month 6: Measure image impact

Bad:

Month 1: Launch optimized listing
Month 2: Change price AND images AND bullets
Month 3: Sales increased 30%
Question: Which change worked? Don't know.

Experimentation Timeline: - Organic changes: Need 1-2 weeks minimum per test - PPC changes: Can test more rapidly (24-hour feedback) - Seasonal products: Test in off-season to prepare for peak - High-volume products: May see signals faster due to more data

11.9 Future of E-Commerce: AI Agents Making Autonomous Purchasing Decisions

Current State (2026): AI assistants help customers find and evaluate products, but customers make final purchase decisions.

Near Future (2027-2028): AI agents make autonomous purchasing decisions based on user preferences and parameters.

Example Scenario:

User: "I need pool filters for the summer, delivered by April 1"

AI Agent (Autonomous):

1. References user's purchase history (Saluspa Miami 4-person)
2. Identifies Type VI filter requirement
3. Calculates optimal quantity (6-month supply = 6 filters)
4. Evaluates options by price, ratings, delivery
5. Selects 6-pack from preferred seller
6. Schedules delivery for March 25
7. Completes purchase
8. Notifies user: "Ordered 6-pack Saluspa filters, arriving March 25, \$89.94"

User never saw listings, compared products, or clicked buy button.

Preparation Required NOW: - Complete backend data for AI matching - Structured specifications for compatibility checking - Clear value propositions for AI evaluation - Strong review profiles for trust signals - Optimized logistics (FBA) for delivery promises

Competitive Impact: Sellers not prepared for AI agents will be invisible in this future, regardless of product quality.

Todd and Douae's Action: Begin structuring all listings with AI readability in mind: - Fill all backend attributes completely - Provide explicit compatibility lists - Include machine-readable specifications - Maintain excellent seller metrics (AI agents prefer reliable sellers)

12. APPENDICES

Appendix A: Glossary of Terms

Cosmo: Amazon's proprietary back-end AI algorithm that interprets product relevancy and determines search rankings. Uses knowledge graphs and semantic understanding rather than simple keyword matching. Represents Amazon's shift to AI-driven product discovery.

Rufus: Amazon's front-end conversational AI assistant that helps customers find products through natural language interactions. Works in conjunction with Cosmo to provide personalized product recommendations based on customer profile and behavior.

Ranking Juice: Metric representing total search volume attributed to a listing based on keyword coverage and rankings. Higher ranking juice = more traffic potential. Example: 7,100 vs. 23,000 ranking juice = 224% improvement in searchability.

Master Keyword List (MKL): Curated list of most relevant keywords for a product, filtered by relevancy threshold (typically 40%+). Excludes competitor brand names and irrelevant terms. Foundation for listing optimization.

Root Words: Core searchable terms extracted from multi-word keywords. Example: "hot tub filter" breaks down to roots: "hot", "tub", "filter". Used to identify most-searched individual terms for combination into long-tail keywords.

Rank Radar: Keyword ranking tracking tool that monitors positions over time. Color-coded (green = good, red = poor) visualization of performance. Used to measure optimization impact and identify improvement opportunities.

Virtual Variations: Amazon system allowing bundling of multiple individual items without physical kitting. Amazon picks required quantity from master case and ships as complete bundle. Results in FBM (not FBA) for manually created virtual bundles.

Flat Files: Spreadsheet-based system for bulk uploading listing data to Amazon. Maintains format compliance, prevents data corruption, enables simultaneous updates of multiple SKUs. Preferred over manual entry for listing updates.

FBA (Fulfillment by Amazon): Amazon stores, picks, packs, and ships products on behalf of seller. Includes Prime eligibility, customer service, and returns handling. Strongly preferred by algorithm for buy box and ranking.

FBM (Fulfillment by Merchant): Seller handles storage, shipping, and customer service independently. Lower fees but significantly disadvantaged in buy box competition and ranking algorithms.

A+ Content: Enhanced product descriptions with images, comparison charts, and formatted text. Not all sellers have access (requires brand registry or approval). Improves conversion but not available for basic sellers.

Alt Text: Descriptive text attached to images for screen reader accessibility and SEO. Required for A+ Content images. Must be 100 characters max, no punctuation, 1-2 keywords, unique per image, objectively descriptive.

GEO (Generative Engine Optimization): Optimization strategy ensuring product visibility in AI-generated answers and summaries. Goes beyond traditional SEO to make products discoverable by AI systems synthesizing information.

LLMO (Large Language Model Optimization): Content structure optimization specifically for AI processing and understanding. Focuses on semantic meaning, context provision, and natural language rather than keyword density.

AEO (Answer Engine Optimization): Targets direct answers in AI-powered search results. Structures content to answer specific customer questions, optimizing for conversational and question-based queries.

GXO (Generative Experience Optimization): Prepares products for autonomous AI agents and agentic commerce. Ensures products are discoverable, evaluatable, and purchasable by AI shopping assistants.

Agentic AI: AI agents powered by LLMs (ChatGPT, Claude, Gemini) that autonomously execute complex workflows with human oversight. Can perform multi-step tasks, make decisions, and learn from outcomes.

Agentic Commerce: Future state where AI agents make autonomous purchasing decisions on behalf of users. Requires products to be structured so AI can evaluate compatibility, value, and suitability without human intervention.

Knowledge Graphs: Relationship maps between products, features, customer needs, and use cases. Used by Cosmo to understand semantic connections and determine relevancy beyond keyword matching.

Schema Markup: Structured data format that enables AI comprehension. Includes product attributes, specifications, compatibility, and use cases in machine-readable format.

MCP (Multi-Channel Protocol): System allowing Claude Code to connect with external resources and APIs (like Perplexity) for enhanced data gathering and analysis.

Ranking Juice: see above in main glossary entries

Backend Keywords: Keywords not visible to customers but indexed by Amazon's search algorithm. Used for secondary keywords, alternative spellings, and terms that don't fit naturally in customer-facing content.

Buy Box: The featured seller position (usually top right of product page) where customers can “Add to Cart” or “Buy Now”. Heavily weighted toward FBA sellers with competitive pricing and strong seller metrics.

FNSKU (Fulfillment Network Stock Keeping Unit): Amazon’s unique identifier for products in FBA inventory. Required label for all FBA shipments. Blocks original UPC codes when creating multipacks.

Searchability Score: see “Ranking Juice”

Claude Code: CLI-based AI platform using Opus 4.5 model with MCP integrations. Specialized for complex, multi-step analytical processes. Steep learning curve but superior for Amazon listing optimization.

Appendix B: Meeting Resources

Video Recording: 📺 [Listing optimization - 2026_01_29 14_54 EST - Recording.mp4](#) - Duration: 2 hours 35 minutes - Format: MP4 - Size: 1.84 GB

AI-Generated Transcript and Summary: 📄 [Listing optimization - 2026_01_29 14_54 EST - Notes by Gemini.md](#) - Source: Google Meet AI note-taker (Gemini) - Length: 1,508 lines - Includes: Summary, detailed notes, transcript with timestamps

Related Data Dive Exports: - Spa filter competitive analysis - Spa filter keyword research - Bouncy castle analysis (referenced but not primary focus)

Previous Meeting Notes for Context: - [Progress Meeting 2 - January 9, 2026](#) - [Progress Meeting 3 - January 15, 2026](#)

Claude Code Analysis Reports: Referenced but not directly included in meeting folder. Greg generated comprehensive listing optimization analysis for spa filter using Claude Code Opus 4.5 with Perplexity integration.

Appendix C: Technical Reference

Image Naming Conventions

Format:

primary-keyword-secondary-keyword-feature.jpg

Rules: - Use dashes (-) between words, not underscores (_) - No spaces - Include relevant keywords - Descriptive of image content - All lowercase recommended

Examples:

✅ Correct:
hot-tub-filter-type-vi-replacement.jpg
spa-filter-cartridge-50-sqft.jpg
saluspa-filter-compatibility-chart.jpg

❌ Incorrect:
IMG_1234.jpg (no keywords)

spa_filter.jpg (underscores)
hot tub filter.jpg (spaces)

Why It Matters: - Cosmo indexes image filenames - Keywords in filenames contribute to relevancy - Dashes are SEO-compliant separators - Improves accessibility

Image Alt Text Requirements (2026 Standards)

Character Limit: - Maximum: 100 characters - Recommendation: Use full allowance when possible

Prohibited Characters: - No hyphens (-) - No commas (,) - No apostrophes (') - No periods (.) - No exclamation marks (!) - No question marks (?)

Keyword Strategy: - 1-2 keywords per image - Avoid keyword stuffing - Natural phrasing - Unique per image (no reuse)

Content Requirements: - Accurately describe image - Use objective language - Include colors when relevant - Mention size/scale - Describe action/use demonstrated

Prohibited Terms: - "Free" (shipping, bonus, etc.) - "Guaranteed" - "Best" - Pricing information - Promotional language

Example Alt Text:

✅ Good:

"blue spa filter cartridge Type VI universal hot tub replacement"
"filter installation process hands twist lock mechanism demonstration"
"three filter sizes small medium large comparison display"

❌ Bad:

"Premium best guaranteed spa filter!!! FREE shipping!!!"
"Beautiful amazing incredible filter"
"filter, filter, filter, spa, hot tub, filter, replacement"

Compliance: Amazon will reject A+ Content if alt text doesn't meet requirements.

Keyword Formatting Rules

Backend Keywords: - Use spaces to separate keywords - No commas needed - No punctuation - Singular and plural versions both included - Maximum character limits vary by category

Title and Bullets: - Natural language sentences - Keywords integrated organically - Exact match phrases as complete units - No keyword stuffing - Readable for humans first, algorithms second

Incorrect Formatting Example (from meeting): (01:25:41)

✗ "hot tub/spa filter replacement"
(Slash with no spaces – doesn't parse correctly)

Correct Formatting:

✓ "hot tub and spa filter replacement"
(Separators with spaces – parses as multiple keywords)

✓ "hot tub | spa filter replacement"
(Vertical line with spaces – alternative separator)

Bullet Point Character Targets

Target Length: 250 characters per bullet point

Rationale: - Maximizes ranking juice allocation - Provides sufficient space for keyword integration - Allows comprehensive benefit communication - Meets algorithm preferences

Structure:

[Primary Benefit] – [Specific Feature Description with Keywords]
for [Use Case/Customer Outcome]

Example (237 characters):

"Universal Type VI Compatibility – Designed as direct replacement for Saluspa Miami, Paris, and Helsinki models, plus all Coleman SaluSpa hot tubs and other 4–6 person spas using Type VI filter housing systems"

Balance: - Keyword density: High but natural - Readability: Must make sense to customers - Specificity: Concrete details, not vague claims - Value communication: Clear customer benefit

Searchability Scoring Methodology

How It's Calculated: 1. Identify all keywords in listing (title, bullets, description, backend) 2. Determine search volume for each keyword 3. Factor in keyword relevancy to product 4. Calculate weighted score based on: - Keyword placement (title > bullets > description) - Exact match vs. broad match - Keyword search volume - Relevancy score

Example:

Keyword: "hot tub filter"

Search Volume: 3,000/month

Placement: Title (exact match)

Calculation: $3,000 \times 1.0 \text{ (exact)} \times 2.0 \text{ (title weight)} = 6,000$ points

Keyword: "spa filter"

Search Volume: 1,500/month

Placement: Bullet (exact match)

Calculation: $1,500 \times 1.0$ (exact) $\times 1.5$ (bullet weight) = 2,250 points

Total Contribution: 8,250 points

Aggregate Across All Keywords: Sum all individual keyword contributions = Total Searchability Score (Ranking Juice)

Competitive Benchmarking: Compare your total against competitors to determine relative position.

Optimization Impact: Adding high-volume keywords in optimal placements (title, exact match) dramatically increases total score.

Agentic AI Optimization Frameworks

GEO (Generative Engine Optimization): - **Goal:** Visibility in AI-generated answers - **Method:** Comprehensive, quotable information - **Content:** Answer common questions directly - **Format:** Natural language AI can extract

LLMO (Large Language Model Optimization): - **Goal:** AI processing and understanding - **Method:** Semantic meaning and context - **Content:** Relationships and implications - **Format:** Conversational, contextual

AEO (Answer Engine Optimization): - **Goal:** Direct answers in AI search - **Method:** Question-answer content structure - **Content:** Address specific customer queries - **Format:** Problem → Solution statements

GXO (Generative Experience Optimization): - **Goal:** AI agent autonomous shopping - **Method:** Complete, structured data - **Content:** Specifications, compatibility, value - **Format:** Machine-readable, unambiguous

Implementation Priority: 1. Complete backend data (foundation) 2. Natural language content (LLMO) 3. Question-answer bullets (AEO) 4. Comprehensive information (GEO) 5. Trust signals for AI (GXO)

Appendix D: Research Sources & Citations

Image Alt Text & Naming Conventions

1. The Complete Guide to Amazon Image Requirements in 2026
 - Comprehensive specifications for image dimensions, formats, and requirements
 - Updated for 2026 standards
2. How to Write Alt Text for Amazon A+ Content Image Keywords Fields
 - Best practices for A+ Content alt text
 - SEO and accessibility guidelines
3. How to Optimize Amazon Alt Text: Boost A+ Content SEO
 - Optimization strategies for alt text
 - Impact on search rankings
4. Amazon Alt Text SEO: Best Practices Guide by SearchX
 - Technical requirements and compliance

- Common mistakes to avoid

Agentic AI & LLM SEO Optimization

1. Agentic AI and SEO: How autonomous systems redefine search
 - Comprehensive guide to agentic AI in SEO
 - Search engine optimization evolution
 2. Top LLMs and AI Trends for 2026 | Clarifai Industry Guide
 - Market trends and predictions
 - LLM technology evolution
 3. SEO Trends 2026: GEO, LLMO & AEO for AI Visibility | ZUMO SEO Agency
 - New optimization frameworks explained
 - Implementation strategies
 4. Answer Engines & Agentic Commerce 2026
 - Agentic commerce predictions
 - Gartner research cited
 5. LLM Optimization for Ecommerce: The Ultimate Enterprise Guide (2026)
 - E-commerce-specific LLMO strategies
 - Technical implementation guide
 6. The Rise of AI Search in Retail: 2026 Trends | Agentic AI
 - Consumer behavior statistics
 - Retail AI adoption trends
 7. Agentic AI in 2026: What the future holds
 - Future predictions and implications
 - B2B commerce transformation
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DOCUMENT METADATA

Document Title: Meeting Minutes - Progress Meeting #4 (Meeting #5 Overall)
Subject: Listing Optimization & Advanced AI Strategies **Date:** Thursday, January 29, 2026 **Duration:** 2 hours 35 minutes **Attendees:** Greg Kowalczyk (GearTOP Inc), Todd McDaniel (Nurise Group), Douae Lahlou (Nurise Group)

Document Prepared By: Greg Kowalczyk, GearTOP Inc **Preparation Date:** January 30, 2026 **Version:** 1.0 **Classification:** Client Deliverable - Meeting Minutes & Training Guide

Distribution: - Todd McDaniel (Nurise Group) - Douae Lahlou (Nurise Group) - Greg Kowalczyk (GearTOP Inc) - Project File Archive

Next Meeting: TBD - Follow-up on listing optimization implementation and 18-item economic analysis

Document Purpose: This comprehensive meeting document serves dual purposes:
1. **Meeting Minutes:** Accurate record of discussions, decisions, and action items from January 29, 2026 progress meeting
2. **Training Material:** Detailed educational content on listing optimization, AI algorithms (Cosmo/Rufus), and agentic AI strategies for future reference

Page Count: Approximately 90 pages **Word Count:** Approximately 45,000 words
Section Count: 12 main sections + 4 appendices

Key Topics Covered: - Amazon's Cosmo & Rufus AI algorithms - Listing optimization methodology and tools - Multipack strategy development - Technical implementation (flat files, dual-language compliance) - Economic analysis and reimbursement strategies - Agentic AI and LLM optimization frameworks (GEO, LLMO, AEO, GXO) - Future-proofing for AI agent commerce

These minutes are confidential and intended for Nurise Group internal use. The product analysis methodologies, AI system implementation strategies, and advanced optimization techniques described herein represent specialized expertise in Amazon product research and cutting-edge AI/LLM technologies. This document contains forward-looking strategies for 2026-2028 e-commerce evolution including agentic commerce and autonomous AI shopping agents.

END OF COMPREHENSIVE MEETING MINUTES