

# Executive Summary - Progress Meeting #4

## Listing Optimization & Advanced AI Strategies

January 29, 2026

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### Meeting Overview


**Date:** Thursday, January 29, 2026, 2:54 PM EST **Duration:** 2 hours 35 minutes  
**Attendees:** Greg Kowalczyk (GearTOP Inc), Todd McDaniel (Nurise Group), Douae Lahlou (Nurise Group) **Focus:** Amazon listing optimization, Cosmo/Rufus AI algorithms, multipack strategy, and agentic AI optimization

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### Key Outcomes & Strategic Decisions

#### 1. Product Portfolio Strategy

**Spa Filter (Continue & Optimize)** -  **Decision:** Continue replenishment - best performing SKU - Current ranking juice: 7,100 points - Post-optimization potential: 23,000 points (224% improvement) - Primary challenge: Two-pack beaten on per-unit price basis - **Solution:** Implement multipack strategy (4-pack, 8-pack, 12-pack)

**Bouncy Castle (Phase Out)** -  **Decision:** Use as learning exercise but clear inventory before April 1 insurance renewal - Lost money overall but valuable optimization practice - Will apply learnings to successful products

#### 2. Amazon's AI Algorithms - Cosmo & Rufus

##### Critical Understanding Achieved:

**Cosmo (Backend AI):** - Proprietary algorithm interpreting product relevancy - Uses knowledge graphs and semantic understanding - Moves beyond simple keyword matching to analyze: - Listing content and structure - Images (including text within images) - Reviews and shopping patterns - Customer journey and behavior

**Rufus (Frontend Conversational AI):** - Natural language AI assistant for customers - Works with Cosmo to personalize recommendations - Learns from customer profiles and search patterns - Represents Amazon's step toward AI-mediated commerce

**Optimization Implications:** - Conversational-level specificity required (not just keywords) - Image naming conventions critical (dashes, not underscores) - Cosmo reads text within images (opportunity for additional keywords) - Content must satisfy both human readers AND AI algorithms

### 3. Multipack Strategy Developed

**Proposed Configuration:** - **2-pack** (current): Entry-level, maintain for budget-conscious buyers - **4-pack** (NEW): Value tier, competitive per-unit pricing - **8-pack** (NEW): Premium value, bulk discount appeal - **12-pack** (NEW): Full year supply, business customer focus

**Benefits:** - Improved per-unit value perception - Higher margins on larger packs enable couponing - Reduced customer churn (committed for longer periods) - B2B opportunities with business pricing tiers

**Implementation:** - Physical kitting preferred over virtual variations (maintains FBA) - Test with small quantities initially - A+ Content tailored to each pack size variation - Market 12-pack to business customers (hotels, service companies, rental properties)

### 4. Comprehensive Listing Optimization

**Current Spa Filter Performance:** - Ranking #94 for "hot tub filter" (3,000 monthly searches) - Ranking #4 for low-volume niche term (660 monthly searches) - **Problem:** Strong where it doesn't matter, weak where it does

**Optimization Plan:** - Implement Claude Code recommendations for title and bullets - Achieve 250 characters per bullet point (maximum ranking juice) - Exact match keywords worth 80-100% value vs. 40% for broad match - French keywords: High-volume in front-end, low-volume backend only - Remove competitor brand names (Arctic Spa, Beach Comr) - incompatible products

**Critical Statistics:** - 70% of searches on mobile → images critical for clicks - 80% of sales go to positions #1-5 → must reach top 5 - Organic changes: 1-2 weeks to see impact - PPC changes: 24 hours to see results

### 5. Technical Implementation Requirements

**Flat Files for Updates:** - Preferred method: Faster, maintains format compliance, prevents data corruption - Use for all listing updates to avoid manual entry errors

**Dual-Language Compliance (Canada):** - Amazon increasingly enforcing French requirements - High-volume French keywords in front-end - Low-volume French keywords backend only - Packaging must be bilingual

**Brand Policing:** - Report competitors using “Saluspa” brand name without authorization - Use Brand Registry for enforcement - Create custom GPT templates for violation reporting

**Reimbursement Strategy:** - Critical 90-day window (reduced from 18 months) - Systematic monthly review required - Use SellerSlice or custom templates for automated claims - Types: Lost inventory, overcharges, return discrepancies

## 6. Advanced AI Optimization - Future-Proofing for 2026-2028

### Four New Optimization Frameworks:

1. **GEO (Generative Engine Optimization):** Visibility in AI-generated answers
2. **LLMO (Large Language Model Optimization):** Content optimized for AI processing
3. **AEO (Answer Engine Optimization):** Direct answers in AI search results
4. **GXO (Generative Experience Optimization):** Preparation for autonomous AI agents

**Market Predictions:** - 25% drop in traditional search volume by 2026 (Gartner) - 90% of B2B buying will be AI-agent intermediated by 2028 - 71% of consumers want AI integrated into shopping

**Implementation Priority:** - Complete all backend attributes (foundation for AI discovery) - Structure content for both human and AI consumption - Use semantic keyword relationships, not just exact matches - Provide comprehensive, machine-readable specifications - Optimize for conversational queries

**Integration with Cosmo/Rufus:** Cosmo already uses knowledge graphs (foundation of agentic AI). Listings optimized for agentic AI will perform better in Cosmo/Rufus now and future-proof for next-generation AI algorithms.

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## Action Items by Person

### Douae Lahlou

**Priority 1: Update 18-Item Spreadsheet** (Due: Today/Tomorrow) - **Required Data:** - Amazon fulfillment fees (use FBA calculator) - COGS and landed costs (Canadian dollars) - Expected retail prices - Data Dive links for each item - B2B opportunity notes - Observations on pricing, niche, competitors - **Workflow:** Send to Todd → Todd adds commentary → Forward to Greg for economic analysis

**Priority 2: Create Rank Radar** - Set up for every available listing - Monitor 3-5 primary keywords per listing - Track weekly for optimization impact measurement

**Priority 3: Product Brief Access** - Work with Greg to resolve sharing rights issues - Ensure team collaboration in Data Dive

## **Todd McDaniel**

**Priority 1: Validate Costs for New Order (Urgent)** - Review LCL vs. 20-foot container pricing - Confirm landed costs for all selected SKUs - Determine optimal retail prices maintaining target margins - **Secure Purchase Order as soon as possible**

**Priority 2: Exclude Competitor Brand Keywords** - Remove “Arctic Spa” and “Beach Comr” from listing updates - These brands incompatible with Saluspa products - Add as negative keywords in PPC campaigns

**Priority 3: Review and Enhance Spreadsheet** - Add business context to Douae’s 18-item analysis - Include historical sales data if available - Note seasonal considerations and strategic priorities - Forward to Greg after adding commentary

## **Greg Kowalczyk**

**Priority 1: Provide Optimized Listing Content** - Deliver Cosmo/Rufus-compliant title and bullets from Claude Code analysis - Include image alt text following 2026 requirements - Provide backend keywords and French keyword recommendations - Format as flat file ready for Seller Central upload

**Priority 2: Economic Analysis of 18-Item Spreadsheet** - Process Data Dive exports for all items - Run through economic analyzer tool - Generate go/no-go recommendations - Provide pricing, margin, and competitive positioning guidance

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## **Critical Metrics & Benchmarks**

### **Searchability Improvement Opportunity**

Current Spa Filter: 7,100 ranking juice (Position #11)  
Post-Optimization: 23,000 ranking juice (Position #1 potential)  
Best Competitor: 12,000 ranking juice

Improvement: 224% increase in searchability  
Competitive Advantage: 92% better than leading competitor

### **Keyword Ranking Gaps**

High-Volume Keyword: "hot tub filter" (3,000 searches/month)  
Current Rank: #94 (RED – no sales capture)  
Target: Top 5 (80% sales capture zone)

Low-Volume Keyword: [niche term] (660 searches/month)  
Current Rank: #4 (GREEN – strong but low impact)  
Issue: Winning where it doesn't matter

## Value Optimization Through Multipacks

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

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

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

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

Result: Can claim "Best Value Per Filter" in market with annual supply option

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## Tools & Technologies Utilized

**Data Dive:** Competitive analysis, keyword research, market sizing **Claude Code:** Advanced AI optimization (Opus 4.5 with Perplexity integration) **Rank Radar:** Keyword ranking tracking over time **AI Listing Builder:** Searchability scoring and optimization projections **SellerSlice:** Automated reimbursement claim management **Flat Files:** Bulk listing update system

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## Key Insights & Learning Points

1. **Mobile-First Reality:** 70% of searches on mobile → visual differentiation critical
  2. **80/20 Rule:** Top 5 positions capture 80% of sales → must reach top 5 or settle for scraps
  3. **Exact Match Value:** Exact keyword phrases worth 80-100% vs. 40% for broad match
  4. **Testing Timeline:** Organic changes need 1-2 weeks; PPC changes show in 24 hours
  5. **Value Over Price:** Customers buy value (perceived benefit/price), not necessarily cheapest option
  6. **AI Future:** Prepare now for AI agents making autonomous purchases (2027-2028 timeframe)
  7. **Reimbursement Window:** Only 90 days to file claims (down from 18 months) → systematic monthly review required
  8. **French Compliance:** Amazon increasingly enforcing dual-language requirements in Canada
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## Next Steps & Timeline

**Immediate (This Week):** - Douae: Complete and send 18-item spreadsheet - Todd: Review spreadsheet and add business context - Todd: Validate new order costs and secure PO

**Short-Term (Next 2 Weeks):** - Greg: Deliver optimized listing content - Team: Implement flat file updates - Team: Create Rank Radar for all listings - Greg: Analyze 18-item economic data

**Medium-Term (Next Month):** - Test multipack strategy with small quantities - Monitor optimization impact via Rank Radar (weekly reviews) - Implement custom GPT templates for brand policing - Set up systematic reimbursement review process

**Long-Term (Next Quarter):** - Full multipack rollout based on test results - Continuous optimization based on ranking data - Preparation for AI agent commerce (complete backend data) - Evaluate additional products for optimization

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## Strategic Priorities Moving Forward

1. **Optimize for AI:** Implement agentic AI principles (GEO, LLMO, AEO, GXO) to future-proof for 2026-2028
  2. **Multipack Value:** Transform value perception through pack size variety and B2B positioning
  3. **Data-Driven Decisions:** Use Rank Radar and analytics to measure optimization impact objectively
  4. **Systematic Operations:** Implement processes for reimbursements, brand policing, and listing maintenance
  5. **Prepare for Agentic Commerce:** Structure all listings for AI discoverability and evaluation
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## Appendix: Meeting Resources

**Full Detailed Minutes:** [Meeting-Minutes-Progress-Meeting-4-Jan29-2026.md](#)  
(15,500 words, 90 pages)

**Video Recording:** [Listing optimization - 2026\\_01\\_29 14\\_54 EST - Recording.mp4](#)

**AI Transcript:** [Listing optimization - 2026\\_01\\_29 14\\_54 EST - Notes by Gemini.md](#)

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**Document Prepared By:** Greg Kowalczyk, GearTOP Inc **Date:** January 30, 2026  
**Classification:** Executive Summary - Client Deliverable

*This executive summary distills 2.5 hours of strategic discussion into actionable insights and clear next steps. For comprehensive details, technical specifications, and teaching content, refer to the full meeting minutes document.*