

Progress Meeting #4 - Meeting Minutes

Subject: Meeting Minutes & Action Items - Progress Meeting #4 (Jan 29, 2026)

Date: January 30, 2026

Hi Todd and Douae,

Attached are the comprehensive meeting minutes from our Progress Meeting #4 held yesterday (January 29, 2026). These minutes will be incorporated into the project dashboard for future reference.

Meeting Overview

Our 2.5-hour session covered: - Amazon listing optimization for the spa filter - Introduction to Cosmo & Rufus AI algorithms - Multipack strategy (4-pack, 8-pack, 12-pack) - Advanced agentic AI optimization (GEO, LLMO, AEO, GXO) - Economic analysis and action items

Key Outcome: Spa filter listing can achieve 224% searchability improvement (7,100 → 23,000 ranking juice), moving from position #11 to potential #1.



Critical Action Items

Douae - Due: This Week - Complete 18-item spreadsheet with FBA fees, costs, and Data Dive links - Create Rank Radar for all active listings

Todd - Due: ASAP - Validate new order costs and secure Purchase Order - Exclude competitor keywords (Arctic Spa, Beach Comr) - Review and add business context to spreadsheet

Greg - Deliver optimized listing content (titles, bullets, alt text) - Economic analysis after receiving completed spreadsheet

Attached Documents

 **Meeting Minutes** (15,422 words, 54 pages) - Complete meeting notes with technical details  **Executive Summary** (2,500 words) - High-level strategic overview

Please review the full meeting minutes for comprehensive details on optimization strategies, AI algorithms, and implementation guidelines.

Next Steps

Meeting minutes are being added to the project dashboard. Next meeting will be scheduled after initial action items are completed and we have results to analyze.

Questions? Reply to this email or schedule a follow-up call.

Best regards,

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