Amazon COSMO & Rufus Optimizer

Purpose

Specialized skill for optimizing Amazon listings for **COSMO's intent-based search algorithm** and **Rufus's conversational AI shopping assistant** using semantic understanding and behavioral analysis.

When to Use This Skill

✅ **Use COSMO/Rufus Optimizer when:** - Optimizing listings for AI-driven discovery (vs keyword matching) - Product already validated as GO/STRONG GO - Want to capture Rufus-driven traffic (60% higher conversion rate) - Targeting niche customer segments with specific use cases - Improving conversion rate for existing products - Addressing "intent gaps" discovered through customer feedback

❌ **Don't use for:** - New product keyword research (use DataDive first) - Initial listing creation (DataDive provides keyword foundation) - Measuring ranking juice or search volume (DataDive excels here) - Products without sufficient review data for intent analysis

How This Complements DataDive Classic

Task	DataDive Classic	COSMO/Rufus Optimizer
Initial Research	✅ Primary (keyword volume, competition)	❌ Not applicable
Keyword Foundation	✅ Primary (MKL, ranking juice)	❌ Not applicable
New Product Launch	✅ Primary (keyword visibility)	⚠️ Secondary (add intent layer)
Established Products	⚠️ Secondary (maintain keywords)	✅ Primary (optimize for AI)
Conversion Optimization	❌ Limited (keywords ≠ conversion)	✅ Primary (intent = conversion)
Niche Targeting	⚠️ Limited (broad keywords)	✅ Excellent (specific intents)

Recommended Workflow

For New Products: 1. **Start with DataDive** → Run amazon-product-competitive-analyzer skill (Mode 2) - Generates keyword-optimized listing with proven ranking juice - Establishes solid MKL coverage (90%+ target) - Provides measurable baseline for indexing

1. **Layer COSMO/Rufus** → Run amazon-cosmo-rufus-optimizer skill
    - Use Rufus feedback loop to identify intent gaps
    - Rewrite title/bullets with natural language while preserving keywords
    - Add use case scenarios and intent-specific content
    - Optimize visuals for computer vision
2. **Deploy Hybrid Listing** → Combine best of both
    - DataDive provides keyword foundation (ranking juice)
    - COSMO/Rufus provides intent alignment (conversion)

- Result: Visibility + relevance = sales

For Established Products: 1. **DataDive Audit** → Verify keyword coverage is still competitive - Check MKL coverage hasn't degraded - Update backend keywords if needed - Maintain ranking juice baseline

1. **COSMO/Rufus Optimization** → Primary focus
   - Run 5 Rufus diagnostic questions
   - Identify intent gaps and unexpected customer segments
   - Restructure content for AI-driven discovery
   - Monitor conversion rate improvements

Key Differences

DataDive Classic Approach

```
Focus: What keywords do customers search for?
Method: Maximize ranking juice (volume × match type × position)
Output: Keyword-dense listing optimized for A9 algorithm
Metrics: MKL coverage %, search volume coverage %, SEO leaderboard
Update: 24-48 hours for indexing changes
Best for: New products, keyword visibility, measurable SEO
```

COSMO/Rufus Approach

```
Focus: What problems do customers need solved?
Method: Intent alignment through semantic understanding
Output: Natural language listing optimized for AI recommendation
Metrics: Rufus recommendation frequency, conversion rate, intent match
Update: 7-14 days for knowledge graph propagation
Best for: Conversion optimization, niche targeting, AI-driven traffic
```

Integration Strategy

Scenario 1: New Product Launch

```
Week 1-2: DataDive optimization + launch
Week 3-4: Wait for review accumulation (need 10+ reviews)
```

```
Week 5: Run Rufus diagnostics
Week 6: Layer COSMO/Rufus optimization on top of DataDive foundation
Week 7-8: Monitor results, iterate based on feedback
```

Scenario 2: Existing Product Underperforming

```
Step 1: DataDive audit (is keyword coverage adequate?)
  - If NO → Fix DataDive fundamentals first
  - If YES → Proceed to Step 2

Step 2: COSMO/Rufus optimization (is intent match strong?)
  - Run Rufus diagnostics
  - Identify intent gaps
  - Optimize for discovered customer segments
  - Monitor conversion improvements
```

Scenario 3: High Traffic, Low Conversion

```
Problem: Good visibility, poor conversion = intent mismatch
Solution: COSMO/Rufus optimization (primary)
  - DataDive brought traffic (keywords working)
  - COSMO/Rufus improves conversion (intent alignment)
  - Focus on RAG-ready bullets, use case scenarios, visual optimization
```

Success Metrics by Approach

DataDive Classic Success: - ✅ 90%+ MKL exact match coverage - ✅ 94%+ search volume coverage - ✅ Top 3 SEO Leaderboard position - ✅ Indexing for primary keywords within 48 hours - ✅ Measurable ranking juice competitive with top sellers

COSMO/Rufus Success: - ✅ 15-25% conversion rate improvement - ✅ Rufus recommends product for target intents - ✅ New customer segments discovered via AI - ✅ Lower bounce rate (better intent match) - ✅ Positive Rufus diagnostic feedback

File Structure

```
/01-Project/.claude/skills/
├── amazon-product-competitive-analyzer/
│   ├── skill.md (DataDive Classic + Listing Optimization)
│   └── knowledge-base/
│       ├── listing-optimization-patterns.json
```

```
│       └── listing-templates/
│           ├── title-template.md
│           ├── bullet-template.md
│           ├── description-template.md
│           └── category-specific/
│               ├── pool-equipment.md
│               └── README.md
│
└── amazon-cosmo-rufus-optimizer/
    ├── skill.md (COSMO/Rufus Intent-Based Optimization)
    ├── README.md (This file)
    └── knowledge-base/
        └── cosmo-rufus-patterns.json
```

Quick Start

Run DataDive Classic Optimization (Mode 2):

```
"Analyze these products and create optimized listings based on SOP-304"
→ Uses: amazon-product-competitive-analyzer skill
→ Output: Product Brief with keyword-optimized listings
```

Run COSMO/Rufus Optimization:

```
"Optimize this listing for COSMO and Rufus using intent-based strategies"
→ Uses: amazon-cosmo-rufus-optimizer skill
→ Output: Intent-optimized listing with Rufus diagnostic insights
```

Version History

- v1.0 (Jan 29, 2026): Initial release
  - Rufus 5-question diagnostic framework
  - RAG-ready content structure
  - Noun Phrase Optimization (NPO)
  - Multi-modal optimization (text, images, video)
  - Backend attribute guidance
  - Q&A seeding methodology
  - Review analysis integration

Maintained by: Greg (Consulting Project for Todd McDaniel) **Documentation**: See skill.md for complete methodology **Support**: Reference SOP-304 for DataDive methodology integration