






Amazon COSMO & Rufus Listing Optimizer






Version: 1.0 **Created:** January 29, 2026 **Purpose:** Optimize Amazon listings for COSMO's intent-based search algorithm and Rufus's conversational AI shopping assistant using semantic understanding, behavioral analysis, and intent-driven content strategies

Skill Overview

This skill specializes in optimizing Amazon product listings for **COSMO** (Amazon's backend AI search algorithm) and **Rufus** (Amazon's frontend conversational shopping assistant) using intent-based, semantic optimization strategies that differ fundamentally from traditional keyword-focused approaches.

What This Skill Does

COSMO Optimization: -  Intent-based semantic optimization (vs keyword matching) - 
Common-sense knowledge graph alignment -  Behavioral pattern optimization -  Real-world use case articulation -  Problem-solution mapping

Rufus Optimization: -  RAG-ready content structure (retrieval-augmented generation) - 
Conversational query optimization -  Multi-modal content optimization (text, images, video)
-  Q&A seeding strategies -  Review sentiment synthesis

Key Statistics: - 250M+ customers using Rufus globally - 60% higher conversion rate for Rufus users - 149% YoY increase in monthly active users - 210% YoY increase in Rufus interactions - \$10B projected incremental annual revenue from Rufus

How This Differs from DataDive Classic Optimization

Aspect	DataDive Classic	COSMO/Rufus
Focus	Keyword volume & density	Customer intent & context
Copy Style	Keyword-dense, exact match	Natural language, conversational
Search Queries	Short-tail, product names	Long-tail, question-based
Optimization	Front-load high-volume keywords	Use cases, benefits, storytelling
Measurability	High (ranking juice, indexing)	Moderate (intent signals, feedback)
Best For	New products, keyword visibility	Established products, niche audiences
Algorithm	A9 keyword matching	COSMO semantic graphs
Update Cycle	24-48 hours	7-14 days (knowledge graph)

Input Requirements

Required Files:

```
/02-Research/  
├ {Product-Name}-listing-current.txt (existing listing copy)  
├ {Product-Name}-product-info.txt (product details, features, specs)  
└ {Product-Name}-target-audience.txt (customer personas, use cases)  
  
Optional:  
├ {Product-Name}-rufus-feedback.txt (Rufus diagnostic responses)
```

```
└ {Product-Name}-reviews-analysis.txt (customer review insights)
└ {Product-Name}-competitors.txt (competitor ASIN list)
```

Product Information to Provide: 1. **Current Listing Copy** - Title, bullets, description, backend keywords 2. **Product Details** - Features, specifications, materials, dimensions 3. **Target Customers** - Who buys it, why they buy it, when they use it 4. **Customer Problems** - What pain points does this solve? 5. **Use Cases** - Specific scenarios where product delivers value 6. **Differentiators** - What makes this product unique vs competitors

Rufus Diagnostic Methodology

Phase 1: Rufus Feedback Loop

The 5 Diagnostic Questions:

Go to your product listing on Amazon, open Rufus chat, and ask:

1. "What is this product for?"

- Reveals how Rufus interprets product purpose
- Identifies which customer intents COSMO associates with your listing
- Shows semantic gaps between your copy and AI understanding

2. "What do people like about this product?"

- Synthesizes positive review themes
- Reveals strengths to emphasize in optimization
- Identifies unexpected use cases customers discovered

3. "What don't people like about this product?"

- Identifies objections to address
- Reveals disconnect between expectations and reality
- Shows opportunities for clarification in listing copy

4. "What are people buying instead of this product?"

- Reveals true competitive set (not just category leaders)
- Identifies alternative solutions to same problem
- Shows COSMO's knowledge graph connections

5. "Why do customers choose this product over alternatives?"

- Identifies true differentiators (not assumed ones)
- Reveals which features/benefits drive purchase decisions
- Shows messaging to emphasize in optimization

Phase 2: Competitive Intelligence Extraction

Analyze Top 3-5 Competitors (from Rufus feedback):

For each competitor, ask Rufus: - "What is [COMPETITOR PRODUCT] used for?" - "What do customers like most about [COMPETITOR]?" - "How does [YOUR PRODUCT] compare to [COMPETITOR]?"

Extract Competitive Insights:

Competitor Analysis Table:

Competitor	Primary Intent	Key Strengths	Gaps/Weaknesses
Competitor A	Night shift use	Portability	Battery life
Competitor B	Reading/study	Adjustability	Price
Your Product	TBD (optimize)	TBD (identify)	TBD (address)

Phase 3: Intent Segmentation

Identify Customer Intent Buckets:

Based on Rufus feedback and competitive analysis, map customer intents:

Intent Segmentation Framework:

PRIMARY INTENT (Highest Volume):

- └ Problem: What main problem drives purchase?
- └ Use Case: When/where is product used?
- └ Outcome: What result does customer want?
- └ Language: How do customers describe this need?

SECONDARY INTENTS (Niche Segments):

- └ Intent 1: [Describe specific use case]
- └ Intent 2: [Describe specific use case]
- └ Intent 3: [Describe specific use case]

UNEXPECTED INTENTS (Discovered via Rufus):

- └ Surprise 1: [Use case you didn't anticipate]
- └ Surprise 2: [Customer segment you didn't target]

Example (Desk Lamp):

PRIMARY INTENT: Task lighting for focused work

- └ Problem: Eye strain from poor lighting during extended work
- └ Use Case: Reading, studying, precision work at desk
- └ Outcome: Comfortable, focused light exactly where needed
- └ Language: "reading light," "study lamp," "desk task lighting"

SECONDARY INTENTS:

- └ Intent 1: Night shift workers (healthcare, security) needing portable lighting
- └ Intent 2: Students in dorms without overhead lighting
- └ Intent 3: Crafters/hobbyists needing precise illumination for detail work

UNEXPECTED INTENT (via Rufus):

- └ Nurses using lamp for charting during night shifts (discovered in reviews)
- └ Model builders using adjustable arm for precision work (unexpected use case)

Optimization Framework

Title Optimization (200 characters max)

COSMO/Rufus Title Strategy:

✗ OLD (Keyword-Stuffing):



Desk Lamp LED Adjustable Lamp Brass Desk Light Reading Lamp USB Charging Lamp
Office Lamp Study Light

✓ NEW (Intent-Focused):



Adjustable Brass Desk Lamp with USB Charging Port for Reading and Study |
Flexible Task Light for Office Work, Precision Tasks, and Night Shift Use

Title Structure Formula:

```
{Primary Benefit/Use Case} {Product Type} {Key Attribute} |  
{Feature 1} {Feature 2} | {Target Customer Intents}
```

Optimization Principles: 1. **Lead with PRIMARY INTENT** (not product category) - 
"Adjustable Brass Desk Lamp for Reading" (intent-first) -  "Brass Desk Lamp Adjustable for Reading" (product-first)

1. Use **NOUN PHRASE OPTIMIZATION (NPO)**

- Combine features into rich, natural phrases
-  "with USB Charging Port" (contextual phrase)
-  "USB charging" (isolated keyword)

2. Include **MULTIPLE INTENT SIGNALS**

- Address primary + 1-2 secondary intents
- "Reading and Study | Office Work, Precision Tasks, Night Shift"

3. **Natural Language READABILITY**

- Must read naturally when spoken aloud
- Rufus quotes titles when answering questions
- Poor readability = lower Rufus recommendation confidence

Character Budget: - First 80 chars: Primary intent + key benefit (highest weight) - Next 80 chars: Secondary intents + differentiators - Final 40 chars: Tertiary use cases (if space permits)

Bullet Points (5 bullets, 500 chars each)

RAG-Ready Bullet Structure:

Rufus extracts information from bullets using retrieval-augmented generation (RAG). Structure bullets as **complete, quotable sentences** that Rufus can cite directly.

OLD (Feature List):

```
BULLET 1: USB CHARGING PORT  
Built-in USB port for charging devices
```

✅ NEW (RAG-Ready):

BULLET 1: ELIMINATES DESK CABLE CLUTTER WITH BUILT-IN USB CHARGING

Includes USB charging port built directly into the lamp base (2.0A fast charging), eliminating the need for additional charging cables near your desk. Perfect for charging phones, tablets, or wireless earbuds while you work. Trusted by over 10,000 professionals for organized, efficient workspace setup.

Bullet Distribution Strategy:

Bullet 1: PRIMARY BENEFIT + MAIN FEATURE

Purpose: Hook readers with strongest value proposition

Structure: [KEYWORD-RICH HEADING]: [Benefit statement] [Feature explanation]
[Supporting details] [Social proof]

Intent: Address primary customer problem + main use case

Example: "PROVIDES BRIGHT, FOCUSED LIGHT EXACTLY WHERE YOU NEED IT: Flexible arm adjusts from 15° to 45°, allowing precise positioning of light for reading, study, and precision work without eye strain during extended sessions. Reduces headaches and improves focus for students, professionals, and night shift workers."

Bullet 2: COMPATIBILITY + EASE OF USE

Purpose: Address "Will this work for me?" concerns

Structure: Explain who benefits + when/where it's used

Intent: Address secondary customer segments

Example: "IDEAL FOR STUDENTS, PROFESSIONALS, AND SHIFT WORKERS: Perfect for dorm rooms without overhead lighting, home offices requiring task illumination, hospital charting stations, and precision hobbies like model building or jewelry repair. Installs in seconds—simply place on desk and plug in. No assembly required."

Bullet 3: DURABILITY + COST-EFFECTIVENESS

Purpose: Justify price + communicate long-term value

Structure: Materials + construction + lifespan + cost savings

Intent: Address "Is this worth the investment?" concerns

Example: "BUILT TO LAST WITH COMMERCIAL-GRADE CONSTRUCTION: Heavy-duty brass base (3.2 lbs) provides stable positioning without tipping. Reinforced aluminum arm maintains position without sagging after 50,000+ adjustment

cycles. Outlasts cheap plastic alternatives by 5+ years, saving \$150+ vs repeated replacements."

Bullet 4: SAFETY + QUALITY MATERIALS

Purpose: Build trust + address health/safety concerns

Structure: Certifications + materials + safety features + peace of mind

Intent: Address "Is this safe for my family/health?" concerns

Example: "SAFE FOR YOUR EYES AND HOME: UL-certified LED bulb (included) emits flicker-free light that reduces eye strain during extended use. BPA-free materials won't off-gas harmful chemicals. Stable base prevents tip-over accidents. Enjoy worry-free lighting knowing your health and safety are prioritized."

Bullet 5: WARRANTY + SUPPORT + VALUE

Purpose: Remove purchase risk + create urgency

Structure: Guarantee + support + package value + call-to-action

Intent: Address "What if I don't like it?" concerns

Example: "100% SATISFACTION GUARANTEE + LIFETIME SUPPORT: Backed by 2-year warranty and lifetime customer support from our USA-based team (responses within 24 hours). Includes LED bulb, 6ft power cord, and quick-start guide. Order risk-free today and experience the difference quality task lighting makes in your productivity and comfort."

Critical Rules: - Each bullet targets DIFFERENT customer intent (no repetition) - Complete sentences (Rufus can quote directly) - Benefits BEFORE features (solve problems, not list specs) - Natural language (conversational, not keyword-stuffed) - Social proof where relevant ("Trusted by X customers")

Description Optimization (2,000 characters max)

COSMO/Rufus Description Strategy:

Use description to: 1. **Remaining intent signals** not in title/bullets 2. **Long-tail conversational queries** customers ask Rufus 3. **SEO-optimized storytelling** about who, when, why 4. **Detailed use case scenarios** with specific contexts 5. **Address anticipated objections** proactively

5-Section Framework:

SECTION 1: OPENING (200-300 chars) - Problem/Solution Hook

Purpose: Establish emotional connection + primary benefit

Structure: Problem → Solution → Outcome

Example: "Tired of eye strain and headaches from poor desk lighting? Our adjustable brass desk lamp provides bright, focused illumination exactly where you need it—whether you're studying for exams, working on detailed projects, or charting patient notes during night shifts. Experience comfortable, productive work sessions without lighting fatigue."

SECTION 2: USE CASE SCENARIOS (400-600 chars) - "When & Where"

Purpose: Help customers envision product in their lives

Structure: Specific scenarios across different customer segments

Example: "PERFECT FOR DIVERSE NEEDS: College students appreciate portable lighting in dorm rooms lacking overhead fixtures. Home office professionals value adjustable positioning for video calls and focused work. Healthcare workers rely on stable task lighting for charting during night shifts. Crafters and hobbyists benefit from precise illumination for detail work like model building, jewelry repair, and sewing. Travelers pack the lamp for reliable lighting in hotel rooms or temporary workspaces."

SECTION 3: FEATURES & SPECIFICATIONS (400-600 chars) - "How It Works"

Purpose: Technical details that support benefit claims

Structure: Explain features in context of benefits

Example: "INTELLIGENT DESIGN FOR COMFORT AND CONVENIENCE: Flexible arm extends 12 inches and rotates 360°, positioning light precisely where needed. Three brightness levels (100%, 60%, 30%) adapt to ambient conditions and task requirements. Color temperature adjusts from warm (3000K) to cool (6500K) to match time of day and reduce circadian disruption. Built-in USB port (2.0A) charges devices while you work. Weighted brass base (3.2 lbs) prevents tip-over on uneven surfaces."

SECTION 4: QUALITY & TRUST (300-400 chars) - "Why Trust Us"

Purpose: Build credibility + address quality concerns

Structure: Certifications + manufacturing + testing + reputation

Example: "QUALITY YOU CAN TRUST: UL-certified for safety and performance. Manufactured in ISO 9001 certified facilities using premium materials. Each lamp undergoes 48-hour burn-in testing before shipping. LED bulb

rated for 50,000+ hours (15+ years of daily use). Over 10,000 satisfied customers trust our lighting for their most important work."

SECTION 5: SUPPORT & GUARANTEE (200-300 chars) - "Risk-Free Purchase"

Purpose: Remove purchase hesitation

Structure: Warranty + support + what's included + call-to-action

Example: "BACKED BY OUR SATISFACTION PROMISE: 2-year warranty covers all components. Lifetime customer support from USA-based team (24-hour response time). Includes LED bulb, 6ft power cord, and quick-start guide. 30-day money-back guarantee if you're not completely satisfied. Order with confidence today!"

Optimization Principles: - Address customer questions Rufus might be asked - Use natural, conversational language (not keyword lists) - Incorporate long-tail phrases ("best desk lamp for night shift work") - Tell a story about customer problems → solutions → outcomes - No repetition of title/bullet keywords (expand semantically)

Backend Keywords (249 characters total)

COSMO Backend Strategy:

Backend keywords in COSMO/Rufus optimization serve a different purpose than traditional keyword matching—they help COSMO categorize your product in its knowledge graph and connect it to related intents.

What to Include: 1. **Misspellings** customers commonly make 2. **Synonyms** for main product terms 3. **Alternative phrases** for same intent 4. **Foreign language terms** (French Canadian market) 5. **Abbreviations** customers use in searches

What NOT to Include: - Keywords already in title/bullets/description (wasted space) - Competitor brand names (minimal impact in COSMO) - Promotional terms ("best," "top rated," "cheap")

Example (Desk Lamp):

Field 1: nite shift charting illumination werk taske lyte lumiere

Field 2: studie reading precision detailed hobbie craft jewelery

Field 3: portible travel dormroom homeoffice bedroom nightstand

Field 4: adjustable positionable flexible moveable rotatable
Field 5: eyestrain headache ergonomic comfortable healthier

Backend Attributes (Critical for COSMO)

COSMO Knowledge Graph Mapping:

COSMO uses backend attributes to categorize products in its knowledge graph. Incomplete or inaccurate attributes = poor COSMO visibility.

Critical Fields to Complete:

1. Specific Uses For Product (MOST IMPORTANT)

Purpose: Hard-codes product into specific COSMO intent buckets
Example: "reading, study, office work, precision tasks, night shift charting, hobby work, detail work, computer use, extended focus sessions"
Strategy: Include ALL use cases (primary + secondary + unexpected)
Impact: Direct connections in COSMO knowledge graph

2. Item Type Keyword (ITK)

Purpose: Categorizes product in Amazon's browse tree
Example: "task lighting" (not generic "lamps" or "lighting")
Strategy: Most specific category that accurately describes product
Impact: COSMO searches correct neighborhood of knowledge graph

3. Target Audience

Purpose: Identifies which customer segments benefit
Example: "students, professionals, shift workers, crafters, readers"
Strategy: List all customer personas (not just primary)
Impact: Rufus recommendations to these specific segments

4. Color, Material, Size, Weight (Technical Attributes)

Purpose: Enables filtering + computer vision validation

Example: Color: "Antique Brass"; Material: "Brass, Aluminum"; Height: "18 inches"

Strategy: Complete every available field accurately

Impact: Image analysis validation + attribute-based filtering

5. Special Features

Purpose: Differentiators that appeal to specific needs

Example: "USB charging port, adjustable color temperature, weighted base"

Strategy: Features that solve specific customer problems

Impact: COSMO matches to intent-specific queries

Multi-Modal Optimization

Image Optimization for Computer Vision

COSMO & Rufus Computer Vision Analysis:

Both systems analyze images using: - Object recognition (what is the product?) - Feature detection (what capabilities does it have?) - Context analysis (where/how is it used?) - OCR text extraction (what text is in images?)

7-Image Strategy:

IMAGE 1: MAIN (Hero Image)

Requirements:

- ✓ White background (Amazon requirement)
- ✓ Product fills 85%+ of frame
- ✓ Professional product photography
- ✓ NO text, logos, badges on main image

Purpose: Computer vision product recognition

Quality: 2000x2000px minimum (enables zoom)

IMAGE 2: LIFESTYLE (Context)

Content: Product in realistic use scenario
Example: Student studying at desk with lamp illuminating textbook
Purpose: Shows COSMO the intended use context
Include: Target customer demographic in setting

IMAGE 3: INFOGRAPHIC (Features + Benefits)

Content: 3-5 callout boxes with icons + text
Example: "Adjustable Arm: 15°-45°", "USB Charging: 2.0A Fast Charge",
"3 Brightness Levels", "Color Temp: 3000K-6500K"
Purpose: Rufus OCR extraction for answering questions
Format: Clear text overlays Rufus can read

IMAGE 4: USE CASE COMPARISON

Content: Side-by-side showing different use scenarios
Example: Same lamp in 3 settings: study, work, hobby
Purpose: Demonstrates versatility across customer intents
Benefit: Shows multiple customer segments product serves

IMAGE 5: DETAIL/CLOSE-UP

Content: Close-up of construction quality + materials
Example: Brass base texture, reinforced arm joint, USB port detail
Purpose: Visual proof of quality claims in bullets
Include: Material callouts Rufus can extract

IMAGE 6: INSTALLATION/HOW-TO

Content: 3-4 step visual guide
Example: 1) Unbox, 2) Place on desk, 3) Plug in, 4) Adjust position
Purpose: Addresses "ease of use" concerns
Format: Numbered steps with brief text

IMAGE 7: PACKAGING/UNBOXING

Content: Product packaging + what's included
Example: Lamp, LED bulb, power cord, quick-start guide visible

Purpose: Sets expectations + shows professional presentation

Include: "What's Included" text overlay

Image Optimization Checklist: - [] All images 2000x2000px minimum - [] Main image: white background, no text - [] 2-3 images with clear text overlays (OCR-ready) - [] At least 1 lifestyle image showing target customer - [] Use case diversity (multiple customer intents shown) - [] Mobile-optimized (viewable on small screens) - [] Vertical format videos (9:16 for Rufus mobile)

Video Optimization for Rufus

Rufus Video Strategy:

Rufus frequently includes video carousels in mobile recommendations. Optimize for mobile-first viewing.

Video Structure:

OPENING (0-5 seconds): Show the PROBLEM

Example: Person squinting, rubbing eyes from poor lighting

MIDDLE (5-20 seconds): Show the SOLUTION

Example: Lamp providing focused, comfortable light; person reading easily

CLOSING (20-30 seconds): Show the OUTCOME

Example: Person working productively for hours without strain

Duration: 30-60 seconds maximum (mobile attention span)

Format: 9:16 vertical (optimized for Rufus mobile interface)

Audio: Optional (Rufus often shows videos muted)

Text: On-screen captions (critical for muted viewing)

Problem-Solution Arc: 1. **Problem Visualization** - Show customer pain point 2. **Product Introduction** - How product addresses problem 3. **Feature Demonstration** - Show product capabilities 4. **Benefit Outcome** - Customer achieving desired result 5. **Call-to-Action** - "Order today for [specific benefit]"

Q&A Seeding Strategy

COSMO/Rufus Q&A Optimization:

Rufus indexes Q&A content and cites it when answering customer questions. Strategically seeded Q&A can capture long-tail intents not naturally addressed in titles/bullets.

Seeding Methodology:

Step 1: Identify Intent-Specific Questions

Based on Rufus feedback and customer personas, list questions customers ask about your product category:

Example (Desk Lamp):

- "Is this safe to use for extended periods?"
- "Can I dim this for nighttime use without disturbing roommates?"
- "Will this work in a dorm room without overhead lighting?"
- "Is the light bright enough for detailed model building?"
- "Can I charge my phone while using the lamp?"

Step 2: Write Detailed, Helpful Answers

Each answer should: - Address question comprehensively - Include specific details (numbers, specs) - Mention use cases - Be quotable by Rufus

Example Q&A Pair:

Q: "Can I dim this for nighttime use without disturbing roommates?"

A: "Yes! The lamp has three brightness levels (100%, 60%, 30%) and adjustable color temperature from warm (3000K) to cool (6500K). For nighttime use, I recommend the 30% brightness with warm color temperature—it provides enough light for reading or working without being disruptive to others in the room. Many customers use this setting in dorm rooms, shared bedrooms, and hospital settings where they need task lighting during night shifts without disturbing colleagues or patients."

Step 3: Mobilize Your Network

- Ask friends, family, loyal customers to post these questions
- Respond with detailed answers immediately
- Ensure answers are marked "helpful" to increase visibility

- Space questions over time (don't post 10 questions in one day)

Strategic Q&A Targets: - Long-tail intents not in title/bullets - Objections identified through Rufus feedback - Competitor gaps (questions their listings don't address) - Seasonal use cases ("Can I use this outdoors?" for portable products) - Compatibility concerns ("Will this fit on a small desk?")

Review Analysis & Management

COSMO/Rufus Review Synthesis:

Rufus synthesizes review content when recommending products and answering questions. Reviews provide critical trust signals and intent validation.

Review Optimization Strategy:

Phase 1: Analyze Existing Reviews

Extract recurring themes: - **Positive Patterns** - What do customers consistently praise? - **Negative Patterns** - What objections/issues recur? - **Unexpected Uses** - What use cases surprise you? - **Language Patterns** - What specific words do customers use?

Example Analysis Template:

POSITIVE THEMES (Emphasize in Listing):

- ✓ "Perfect for late-night studying without disturbing roommate" (12 mentions)
- ✓ "Adjustable arm stays in position" (18 mentions)
- ✓ "USB charging port super convenient" (23 mentions)

NEGATIVE THEMES (Address in Listing):

- ✗ "Color looks different than photos" (8 mentions)
- ✗ "Wish it had longer power cord" (5 mentions)
- ✗ "Took a while to figure out brightness controls" (4 mentions)

UNEXPECTED USES (Add to Use Cases):

- 🌀 Nurses using for patient charting during night shift (7 mentions)
- 🌀 Model builders using for precision hobby work (6 mentions)
- 🌀 Travelers packing in suitcase for hotel lighting (9 mentions)

Phase 2: Address Objections

For each recurring negative theme, add clarification:

Objection: "Color looks different than photos"

Solution:

- Add image showing lamp in different lighting conditions
- Add bullet: "Note: Brass finish appears warmer in photos; actual color is antique brass with natural patina variations"
- Add Q&A: "What color is this lamp exactly?" with detailed answer

Phase 3: Emphasize Unexpected Positives

If reviews reveal unexpected use cases:

Discovery: Nurses using lamp for night shift charting (not original target)

Actions:

- Add to title: "...and Night Shift Use"
- Add lifestyle image: Healthcare setting
- Add bullet addressing healthcare professionals
- Seed Q&A: "Is this suitable for hospital charting?"

Phase 4: Encourage Intent-Rich Reviews

When requesting reviews from customers, ask specific questions:

Instead of: "Please leave a review!"

Try: "We'd love to hear how you use your lamp! Specifically:

- What tasks do you use it for?
- How has it improved your work/study sessions?
- What feature do you find most helpful?"

This generates reviews with rich semantic content Rufus can extract and cite.

Optimization Workflow

Complete COSMO/Rufus Optimization Process

STEP 1: Rufus Diagnostic (1-2 hours)

1. Open your product listing on Amazon
2. Click Rufus chat interface

3. Ask 5 diagnostic questions (record responses)
4. Ask competitive comparison questions for top 3-5 competitors
5. Synthesize feedback into intent buckets

STEP 2: Intent Segmentation (1 hour)

1. Map primary customer intent (most common use case)
2. Identify secondary intents (niche segments)
3. Note unexpected intents (discovered via Rufus)
4. Create language library (how customers describe each intent)

STEP 3: Content Optimization (3-4 hours)

1. **Title:** Rewrite using NPO + primary intent focus
2. **Bullets:** Restructure as RAG-ready, intent-specific sentences
3. **Description:** Expand with use case scenarios + storytelling
4. **Backend:** Complete all attribute fields (Specific Uses, ITK, etc.)

STEP 4: Visual Optimization (2-3 hours)

1. Audit existing images (do they show intent contexts?)
2. Add text overlays to 2-3 images (OCR-ready)
3. Ensure lifestyle imagery for each customer segment
4. Create/optimize video (problem-solution arc, vertical format)

STEP 5: Q&A Seeding (1 hour)

1. Write 5-10 strategic questions addressing intent gaps
2. Mobilize network to post questions over 2-3 weeks
3. Write detailed, quotable answers immediately
4. Mark answers as helpful to increase visibility

STEP 6: Review Analysis (1 hour)





1. Extract themes from existing reviews
2. Address recurring objections in listing
3. Emphasize unexpected positives discovered
4. Create review request template encouraging intent-rich feedback



STEP 7: Implementation & Monitoring (Ongoing)




1. Update listing in Seller Central
 2. Wait 7-14 days for COSMO knowledge graph propagation
 3. Re-run Rufus diagnostics to measure changes
 4. Iterate based on feedback
-

Performance Metrics

COSMO/Rufus Optimization Success Indicators

Direct Metrics (Measurable): -  **Conversion Rate:** Target 60% lift (Rufus user benchmark) -  **Session Duration:** Longer sessions = better intent alignment -  **Add-to-Cart Rate:** Higher = clearer value communication -  **Bounce Rate:** Lower = better intent match

Indirect Metrics (Feedback-Based): -  **Rufus Recommendation Frequency:** Ask Rufus to recommend products for various intents; does yours appear? -  **Intent Match Quality:** Do Rufus answers about your product align with your intended positioning? -  **Competitive Positioning:** When Rufus compares your product to competitors, what does it emphasize?

Qualitative Signals: -  **Review Language Shifts:** Do new reviews mention intents you emphasized? -  **Q&A Volume:** Are customers asking questions you seeded topics about? -  **Customer Segment Changes:** Are new customer segments discovering product?

Expected Timeline: - **Days 1-3:** No change (updates processing) - **Days 4-7:** Early Rufus feedback changes visible - **Days 8-14:** COSMO knowledge graph propagation complete - **Days 15-30:** Full impact measurable (conversion, traffic, segments)

Common Mistakes to Avoid

DON'T:

1. **Keyword Stuff** - COSMO penalizes unnatural, repetitive language
 - Bad: "Desk Lamp Lamp Desk Light Lamp LED Lamp Desk"

- Good: "Adjustable Brass Desk Lamp for Reading and Study"

2. **Repeat Across Sections** - Title/bullets/description should use DIFFERENT semantic variations

- Bad: Saying "adjustable arm" in title, bullets, and description
- Good: "adjustable arm" (title), "flexible positioning" (bullets), "rotates 360°" (description)

3. **Ignore Rufus Feedback** - If Rufus says customers use product for X, address X in listing

- Bad: Continuing to market to assumed audience despite feedback showing different segment
- Good: Pivoting messaging to actual customer intents Rufus reveals

4. **Generic Lifestyle Images** - Stock photos don't provide intent signals

- Bad: Generic "person at desk" stock photo
- Good: Specific use case (student studying, nurse charting, crafter working)

5. **Skip Backend Attributes** - Incomplete attributes = COSMO can't categorize properly

- Bad: Leaving "Specific Uses" and ITK fields blank
- Good: Comprehensively filling every available attribute field

6. **Write for Keywords Instead of Humans** - Rufus quotes your copy; it must sound natural

- Bad: "USB charging port charging cable phone tablet device fast 2.0A"
- Good: "Includes USB charging port (2.0A fast charging) built into the base for phones and tablets"

7. **One-and-Done Optimization** - COSMO updates slowly; requires iteration

- Bad: Optimizing once and never revisiting
- Good: Monthly Rufus diagnostics + quarterly optimization updates

✅ **DO:**

1. **Think Intent-First** - Start with customer problems, not keywords
2. **Write Conversationally** - Rufus quotes you; sound natural and helpful
3. **Use Rufus Diagnostics** - Let AI tell you how it interprets your listing
4. **Address Objections** - Proactively answer concerns in copy
5. **Show Use Cases** - Images and videos demonstrating real scenarios

6. **Complete Attributes** - Every backend field = more COSMO connections

7. **Iterate Regularly** - Monthly checks, quarterly optimization updates

Knowledge Base Integration

Learning Storage:

After each optimization project, document learnings:

File: knowledge-base/cosmo-rufus-patterns.json

```
{
  "optimizations": [
    {
      "product": "Desk Lamp - Brass Adjustable",
      "date": "2026-01-29",
      "primary_intent": "Task lighting for focused work",
      "unexpected_intents": ["Night shift charting", "Precision hobby work"],
      "rufus_feedback_summary": "Customers value portability and USB charging more than brightness",
      "conversion_impact": "+18% after optimization",
      "key_learnings": [
        "Healthcare workers emerged as unexpected primary segment",
        "Portability more important than assumed durability",
        "USB charging mentioned in 23% of reviews—should be title priority"
      ]
    }
  ]
}
```

Success Criteria

Optimization Complete When:

☐

Rufus diagnostic questions show accurate intent understanding

☐

Title leads with primary customer benefit (not product category)

☐

All 5 bullets are RAG-ready (complete, quotable sentences)

☐

Description addresses 3+ specific use case scenarios

☐

All backend attributes completed (Specific Uses, ITK, Target Audience)

☐

3+ images have text overlays (OCR-ready)

☐

At least 1 lifestyle image per customer intent segment

☐

5+ strategic Q&A pairs seeded






☐

Review themes addressed in listing copy

☐

Video follows problem-solution arc (if video created)

Expected Outcomes (30 days post-optimization):

-  15-25% conversion rate improvement (vs baseline)
-  Rufus recommendations increase for target intents
-  New customer segments discover product (via Rufus)
-  Lower bounce rate (better intent match)
-  Higher average order value (better-qualified traffic)

Skill Status:  Production Ready **Complementary Skills:** Amazon Product Competitive Analyzer (SOP-701) for DataDive validation **Update Frequency:** Monthly (COSMO knowledge graph updates) **Next Evolution:** Automated Rufus diagnostic API integration (when available)