E-COMMERCE
GRAND MASTERS

AMAZON GRAND MASTERS

AI Visibility Diagnostic

Find the stage where Amazon's AI is cutting you.

amazon

THE SHIFT

Amazon's AI cuts most listings before a shopper ever sees them

When a shopper asks Alexa for Shopping a product question, the answer is not a ranked list of your keywords. It is five named products, chosen by a six-stage machine that filters thousands of listings down to a handful. Most listings are eliminated in the first two stages, before the AI even reads your copy.

> **The majority of listings fail at Stage 2, attribute filtering. Sellers obsessed with bullet copywriting are working on Stage 5 input while their listing is cut at Stage 2.**

6	4.0	90%+
SEQUENTIAL FILTERS BEFORE THE AI ANSWERS	STAR RATING FLOOR AT STAGE 4 (BINARY)	BACKEND ATTRIBUTE FILL NEEDED TO PASS STAGE 2

WHY THIS DIAGNOSTIC EXISTS

If you are not appearing in Alexa for Shopping answers for relevant queries, you are failing at a specific stage. A chess player reads the whole board before touching a piece; this guide is your read of the board. It maps each stage to a self-check so you can find exactly where you are being cut, and fix the right thing first.

THE MECHANISM

Three algorithmic minds, one listing to feed all three

Your listing is processed by three distinct algorithmic layers simultaneously. Each layer is looking for something different. A listing that feeds only one layer ranks partially. A listing that feeds all three ranks fully.

A9
LITERAL TEXT MATCH
FINDS YOUR WORDS

A10
CONVERSION AUTHORITY
RANKS BY RESULTS

COSMO
INTENT KNOWLEDGE
GRAPH (6.3M NODES)

A9 is the literalist: if a shopper types 304 stainless steel espresso machine and those words are not in your listing, A9 cannot create the connection. A10 is the authority layer: it reads your impression-to-conversion gap. High impressions plus low conversions tells A10 your listing does not deserve its placement, and it suppresses you. Keyword stuffing dies here, not at A9. COSMO is the common-sense layer: it understands that a shopper searching shoes for a pregnant woman needs slip-resistance, arch support and ease of use, not those exact words.

THE FACT-PACKET LEVER FOR COSMO

COSMO recommends products through structured attribute statements in bullet headers, called Fact-Packets. Writing 15-Bar Pump or PID Control or Cold-pressed as a bullet header feeds COSMO. Writing premium performance does not. Fact-Packets are the one concrete lever operators control for COSMO recommendation.

YOUR STAGE-BY-STAGE SELF-CHECK

Six checkpoints, one product, find your cut point

Now that the three-mind mechanism is clear, run this diagnostic on one ASIN. A listing eliminated at Stage 2 never reaches Stage 5. Fix in stage order, not by gut feeling.

STAGE	WHAT THE AI CHECKS	YOUR SELF-CHECK	PASS / FAIL SIGNAL
Stage 1	Query intent classification	Is your listing connected to multiple content sources: catalog, reviews, Q&A;, A+ content?	Fail: only title and bullets filled, all other sources empty
Stage 2	Backend attribute completeness (the main cut point)	Open your Listing Quality Dashboard. Is backend attribute fill above 90%?	Fail: fill below 90%, or Material / Intended Use / Target Audience left blank
Stage 3	Candidate pool assembly from catalog, reviews, Q&A;	Do your reviews and Q&A; answers reinforce the same product claims as your bullets?	Fail: reviews mention a feature your listing does not name, or vice versa
Stage 4	COSMO ranking + 4.0-star binary cutoff	Is your star rating 4.0 or above? (3.9 is a hard elimination, not a demotion)	Fail: rating at 3.9 or below. The 0.1 difference is binary, not gradual
Stage 5	Re-ranking by listing coherence and content quality	Do your bullet headers contain Fact-Packets (specs, certifications, dosages)?	Fail: bullet headers are adjectives (premium, amazing) rather than attributes
Stage 6	Conversational answer generation citing 5 products	Does your listing read like a source the AI can quote directly?	Fail: listing is marketing copy, not a structured attribute document

THE MOST COMMON FINDING

Most listings fail at Stage 2. Operators spend effort on Stage 5 (bullet copywriting) while their backend attribute fill is at 60 percent. Fix Stage 2 first; Stage 5 only matters if Stage 2 passes.

THE 3-SECOND CHECK

Is this line feeding Stage 2 or Stage 5?

> **Before you write any listing line, name the stage it feeds.**

Keyword stuffing: why it suppresses rather than lifts

Stuffing a keyword into the title and all five bullets and the backend and the description creates high impressions. A10 then reads the impression-to-conversion gap. If the conversion rate does not match the impression volume, A10 identifies the mismatch as a quality signal and suppresses the listing. Net result: more keywords, fewer placements.

LINE	STAGE IT FEEDS	PASS OR REWRITE
Material: 304 Stainless Steel (in backend Specs)	Stage 2 (attribute filter)	Pass
Premium high-quality build (in bullet header)	Stage 5 only, zero attributes	Rewrite to Fact-Packet
15-Bar Pump (bullet header Fact-Packet)	Stage 5 + COSMO recommendation	Pass
espresso machine coffee maker cafetera (backend search terms repeated in title)	A10 sees keyword stuffing	Remove duplicates from backend
Star rating 4.0 (review discipline)	Stage 4 binary gate	Pass if maintained
Star rating 3.9	Stage 4 hard elimination	Prioritise review recovery first

THE DISCIPLINE

Fix in stage order: the field priority rule

The pipeline is sequential. A listing eliminated at Stage 2 never benefits from improvements at Stage 5. The discipline is to work in stage order, starting with the earliest cut point, never skipping ahead because a later fix feels more visible.

- Stage 2 first: backend attribute completeness. Open the Listing Quality Dashboard for each priority ASIN. Bring every ASIN above 90 percent fill. Fill Material, Intended Use, Target Audience, Dimensions and Compatibility at minimum. This is the single highest-leverage action in the entire pipeline for most operators.
- Stage 4 second: protect the 4.0-star floor. The cutoff is binary: 4.0 passes, 3.9 is eliminated. A listing at 3.95 with 12 reviews is one negative review away from Stage 4 elimination. Maintain a Vine and review-request programme on every priority ASIN so the floor is never at risk.
- Stage 5 third: rewrite bullet headers as Fact-Packets. Each bullet header should be a structured attribute statement. Replace adjective headers with spec headers: not high performance but 65W GaN, PD 3.0. This feeds both A9 indexation and COSMO recommendation simultaneously.
- Cross-layer: dismantle the keyword-stuffing pattern. Audit for the same keyword pushed into the title, the bullets and the backend at once. Stuffing spikes impressions without lifting conversions, and that impression-to-conversion gap is exactly what A10 reads before suppressing a listing. Every keyword must earn its place by semantic relevance to the product, not by repetition across fields.
- Indirect factors after direct factors. PPC, promotions and external traffic are indirect: they drive Sales Velocity and Conversion Rate, which are direct ranking signals. Never scale PPC spend while a direct factor is bottlenecked. Fix the direct factor first (attribute completeness, star rating, Fact-Packets), then scale the indirect lever to amplify.

THE ONE PRINCIPLE

The seller who fixes Stage 2 before writing a single bullet is making a more valuable decision than the seller who rewrites all five bullets while the backend attributes sit at 60 percent. Stage order is the discipline.

DO IT THIS WEEK

The Stage 2 audit: one ASIN, 20 minutes

Pick your highest-revenue ASIN. Open the Listing Quality Dashboard in Seller Central. Find the backend attribute completeness percentage. If it is below 90 percent, every minute you spend on bullet rewrites is wasted effort until you fix this number first.

Fill every structured attribute field: Material, Intended Use, Target Audience, Dimensions, Compatibility. Save and publish. Then re-check the completeness percentage on the Listing Quality Dashboard once the edit is live. Your Stage 2 pass rate is your leading indicator, not your keyword rank.

What to measure

- Backend attribute fill percentage, same ASIN, re-checked after publishing. Target above 90 percent before moving to any other action.
- Alexa for Shopping visibility on your relevant queries. Watch your AI-surface presence over the following weeks. If Stage 2 was your cut point, passing the attribute filter is what puts you back into the candidate pool the later stages rank.
- Star rating weekly. If your rating is between 4.0 and 4.2, add it to your review monitoring. One negative review at that level can flip a Stage 4 pass to a Stage 4 fail.

YOUR NEXT STEP

When you are ready to go deeper on the full trilogy: AI visibility, listing conversion and peak-event strategy, the Academy has the complete operator curriculum. Visit ecommercegrandmasters.com/academy

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