



E-COMMERCE
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Fluff to Fact

The rewrite template Amazon's AI actually rewards.



THE SHIFT

Amazon is reading specs, not adjectives

The shift from keyword search to AI-curated search is not a future scenario. It is in production today, and the share of Amazon traffic flowing through AI surfaces has crossed the threshold where it can no longer be ignored.

AMAZON Q1 2026 EARNINGS CALL

Alexa for Shopping, Amazon's AI shopping assistant (rebranded from Rufus in May 2026), reached 300 million shoppers in 2025 and is now responsible for around 12 billion dollars in incremental Amazon sales. Listings that feed it specs get cited. Listings that feed it adjectives do not.

300M

SHOPPERS USING ALEXA
FOR SHOPPING, 2025

38%

OF BLACK FRIDAY
2025 SESSIONS

60%

HIGHER CONVERSION VIA
ALEXA FOR SHOPPING

Sources: Amazon Q1 2026 earnings call; Adobe + Salesforce Black Friday 2025 data; Amazon Q3 2025 earnings call (CEO statement on Alexa for Shopping conversion lift).

WHAT THIS MEANS FOR YOUR LISTINGS

AI surfaces now drive almost two out of every five sessions on Amazon and convert at over 3x the rate of keyword search. If your listings cannot feed structured facts to Alexa for Shopping, you are giving up the highest-converting traffic Amazon currently offers, every day, on every ASIN.



THE MECHANISM

One spec line, three indexable attributes

When Amazon's AI scans your listing, it does not read sentences. It extracts attributes. A bullet like 'premium build with amazing performance' contains zero attributes. A bullet like '304 stainless steel, 1.5 mm thickness, IP68 rated' contains three.

304 SS

MATERIAL
ATTRIBUTE

1.5 mm

THICKNESS
ATTRIBUTE

IP68

WATER-RESISTANCE
RATING

Three retrievable facts from a single bullet. A shopper searching 304 stainless steel finds the listing. A shopper searching 1.5 mm thickness finds it. A shopper searching IP68 outdoor finds it. The same words a fluff-led seller hides behind premium build.

The mechanism is universal across categories

Take a supplement bullet: 600 mg standardized Ashwagandha, 95 percent withanolides, third-party lab tested. Same structure, three indexable attributes.

600 mg

DOSAGE
ATTRIBUTE

95%

STANDARDIZATION
ATTRIBUTE

Lab tested

VERIFICATION
ATTRIBUTE

WHY ADJECTIVES LOSE

No buyer types premium or highly potent into the search bar. They type the material, the dosage, the certification. Spec lines win because they speak the buyer's literal query language.



SEE THE DIFFERENCE

Ten rewrites from fluff to fact

Now that the mechanism is clear, read the right column. Each fact line carries three to five retrievable attributes. Each fluff line carries zero. The categories vary but the pattern is identical.

FLUFF (delete)	FACT (replace with)
Premium 15-bar espresso machine	15-Bar Italian Ulka pump espresso machine, 304 Stainless Steel boiler, PID temperature control plus or minus 1 degree C
Highly potent premium formula	600 mg of 95 percent standardized Ashwagandha extract per capsule, zero artificial ingredients
Super fast charging	15 to 60 percent battery in 23 minutes, 65W GaN, PD 3.0, USB-C
Amazing stainless steel construction	Type 304 Stainless Steel, 1.5 mm thickness, IP68 rated
Softest most breathable sheets	400 thread count long-staple Egyptian Cotton, sateen weave, OEKO-TEX certified
Incredibly tough chew toy	Vulcanized rubber, 500 lbs bite resistance, ASTM F963 certified
Best for sensitive skin	Cleanses without disrupting the skin barrier
Designed for excellence	12 step quality control, 24 month warranty, ISO 9001 certified
Highly nutritious	23 g protein per serving, 9 essential amino acids, third-party lab tested
Long lasting performance	800 charge cycles to 80 percent capacity, 5 year manufacturer warranty



THE TEST

Can a robot verify this sentence?

Can a robot verify this sentence?

Examples of the test in action

SENTENCE	ROBOT-VERIFIABLE?	KEEP OR REWRITE
Premium build	No	Rewrite
304 stainless steel, 1.5 mm thickness	Yes	Keep
Designed for excellence	No	Delete
IP68 water resistance rating	Yes	Keep
Customers love it	No	Rewrite or delete
Over 10,000 five-star reviews	Yes (if true)	Keep
Doctor-approved formula	No (no named doctor, no study)	Rewrite or delete
Recommended by 9 out of 10 dentists	Yes (if study cited)	Keep with citation

When an adjective is fine

An adjective stays only when it serves a specific purpose and the noun base around it is already heavy. Lightweight is fine when it sits next to 267 g in the same sentence. Without the gram count, lightweight is fluff. Durable is fine when it sits next to a tested cycle count or a material grade. Without one of those, durable is wishful thinking.



THE RULE

The rule of the heavy noun

Lead with technical specs. Reinforce every claim with a number, a material, a protocol, or a certification. Adjectives are allowed only when the noun base is already heavy and the adjective serves a specific purpose. The default is zero adjective until proven necessary.

Where the noun base must show up

- Title. The first 80 characters should carry the highest-volume nouns and the strongest spec.
- The first three bullets. Each bullet leads with a fact, not a benefit. Benefits come second, anchored to the fact.
- A plus Content modules. Specs in module headers, not just module body. Headers are read with extra weight.
- Image overlays. Amazon OCR reads text inside your images. Specs in overlays count as listing content.
- Backend attributes and hidden search terms. The structured fields the AI weights highest at the retrieval stage.

Common mistakes to avoid

- Specs in the description but not the title. The title is the highest-weight field. Hiding your specs further down halves their indexing power.
- Specs without units. '15 bar' wins. '15' alone is a number with no anchor and may not be indexed correctly.
- Adjective stacking. Three adjectives in a row reset to zero attributes. One adjective next to a spec can earn its keep.

THE ONE PRINCIPLE

If a single line of your listing carries a noun, a unit, and a certification, you have already done more than 80 percent of your category for AI eligibility.



DO IT TUESDAY

The Tuesday rewrite, in 30 minutes

Pick one ASIN. Open the title and the first three bullets. Run them through the robot-verifiable test, line by line. Replace every fluff sentence with a fact sentence from the swipe list above. Keep one adjective only where it earns its place next to a spec.

You are done when the first 80 characters of your title carry at least one spec, and the first three bullets each open with a fact. Publish. Track impressions and click-through for two weeks against your baseline. The lift shows fast on the AI surface, slower on classic search.

What to measure

- Impressions over the next 14 days. Expect a 10 to 25 percent lift on AI-surface impressions in week one if the rewrite was deep.
- Click-through rate over the next 14 days. Spec-led listings typically lift CTR by 5 to 15 percent because the title pre-qualifies the shopper.
- Conversion rate over 30 days. The deeper compounding effect, driven by better-matched traffic. Hold this metric stable before judging the rewrite.

PITFALL TO AVOID

Do not strip every adjective at once across the catalog. Test on one ASIN. Measure. Then roll the discipline out. The goal is heavier nouns, not naked specs.

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