E-COMMERCE
GRAND MASTERS

AMAZON GRAND MASTERS

Audit Coherence

Every number, every claim, every field must match.

THE STAKES

What incoherence costs you

Listing coherence is not just an algorithm problem. It is a customer trust problem. When the listing says one thing and the product delivers another, the consequences compound through returns, reviews, and brand abandonment. They compound again through Amazon's algorithm refusing to surface a listing it cannot verify.

SALSIFY 2025 CONSUMER RESEARCH REPORT, N=1,910 US+UK

71 percent of shoppers have returned a product because the listing did not match what arrived. 87 percent will abandon the brand after a single inaccurate listing.

71%	87%	90
RETURNS DRIVEN BY LISTING MISMATCH	ABANDON BRAND AFTER ONE BAD LISTING	ITEM DATA QUALITY FLOOR (0-100, SET BY AMAZON)

Sources: Salsify 2025 Consumer Research Report (n=1,910 US+UK); Amazon Vendor Central Item Data Quality dashboard documentation, 2025. Listings below the IDQ threshold are demoted in algorithmic surfacing.

WHY BOTH COSTS COMPOUND

A returned product costs you the margin on the unit, the return shipping, a negative review that depresses CVR for the next 90 days, and a lower IDQ score that demotes the ASIN in algorithmic surfacing. One incoherent bullet triggers all four.

THE MECHANISM

Why one contradiction is enough to de-rank you

Amazon's AI reads your entire listing the way a fact-checker would. When it finds the same metric stated two different ways, 1.8 liters in the title and 1750 milliliters in the description, it cannot verify the truth. Without verification, it cannot recommend.

The old organic search algorithm forgave inconsistencies because the buying signal, sales velocity, overrode them. The AI layer is different. It does not get the chance to test the listing on customers if the contradiction is caught at retrieval. The listing is filtered out before any shopper sees it.

> **One contradiction can drop visibility across an ASIN's full keyword set.**

THE VERIFICATION RULE

If the AI cannot resolve two stated values to the same fact, it treats the entire listing as unverified. Unverified listings are not surfaced in AI-curated results, full stop. A single contradiction can take an ASIN from page-one to invisible in 48 hours.

WHAT CAN CONTRADICT

The six dimensions of contradiction

With the mechanism clear, here are the six dimensions where contradictions hide. Cross-check each one across every touchpoint in your listing.

DIMENSION	WHAT TO CHECK	COMMON FAILURE
Numerical values	Capacities, weights, dimensions	1.8L in title, 1,8L in bullet, 1750ml in description
Quantities	Pack counts	Pack of 3 in copy, primary image shows 2 units
Units and format	mg vs milligrams, decimal point vs comma	65W, 65 watts, 65 W mixed across fields
Material claims	Composition statements	100 percent cotton in title, lab certification image shows blend
Comparative claims	Biggest, smallest, fastest	Largest in the range while a bigger variation is listed in the parent
Demographic targeting	Audience in copy versus image	Copy targets women over 50, lifestyle image shows a 25 year old man

THE CROSS-CHECK RULE

Pick one field as your reference. Usually the title. Every other field, every image overlay, every bullet, every backend attribute must match the reference word for word, unit for unit. Tolerance: zero.

FIVE REAL CASES

Contradictions to catch this week

CASE 1, THE 1.8 LITER BOTTLE THAT IS ALSO 1750 MILLILITERS

Title: 1.8L water bottle. Bullet 4: Holds 1,750 ml of liquid. The AI reads three different numbers and trusts none of them. Fix: pick one expression and use it everywhere. We recommend the title format. Rewrite every other touchpoint to match.

CASE 2, THE PACK OF 3 THAT SHIPS AS 2

Title: Pack of 3 cleansing pads. Primary image: two pads visible. Penalty: ranking suppression on every multi-pack keyword. Fix: confirm the image asset matches the SKU before publishing any variation.

CASE 3, THE 6 MM PILL THAT IS ALSO UNDER 6 MM

Bullet: Pills under 6 mm for easy swallowing. Image: ruler shows the pill at 6.0 mm. The AI sees a claim that contradicts the visual evidence. Fix: measure exactly. If the value is 5.81 mm, say 5.81 mm in both fields. If the value is 6 mm, drop the under.

CASE 4, THE BIGGEST IN OUR RANGE PLUS A BIGGER VARIATION

Bullet: Our largest 2L bottle. Variation dropdown also lists a 2.5L size. The AI flags the comparative claim and stops trusting it. Fix: never use comparative claims when the parent listing carries a contradicting variation. Drop the comparative or restructure the variation tree.

CASE 5, THE AUDIENCE MISMATCH

Copy: Skincare for women over 50. Lifestyle image: a model in his twenties. The AI reads both signals. It cannot resolve the conflict, so it stops recommending the ASIN to either audience. Fix: align copy targeting and visual identity. Pick one customer per ASIN.

THE FIELD ORDER

Where to look first

Run the audit in this order. The earlier fields carry the highest ranking weight, so contradictions there cause the steepest drop.

- Title. The highest-weight statement on the listing. Anchor your reference values here first.
- Primary image. What shoppers see first. Any text or visual count claim must match the title.
- The top three bullets. Load-bearing copy. Every spec here must match the title and the primary image.
- Backend attributes. The structured AI inputs Amazon weights highest in the retrieval stage.
- Description and A plus Content. Long form. Easy to forget to update when a spec changes.
- Secondary image overlays. Amazon OCR reads these. They count as listing content.
- Variation siblings. All sizes and packs of the same parent must reinforce each other, not contradict.

THE REFERENCE RULE

Pick the title as your single source of truth. Every other field must match it word for word, unit for unit, number for number. If a field deviates, fix the field, not the title.

HEALTHY OR BROKEN

The signal you are looking for

Use this rubric to score any listing in under two minutes. If you see any broken signal, fix it before doing anything else with the ASIN.

HEALTHY	BROKEN
Same number, same units, same format in every field	Same number, two different unit notations in the listing
Comparative claims tied to verifiable specs	Comparatives that a variation in the parent contradicts
Image text matches body text word for word	Generic image overlays unrelated to the bullet content
Variation siblings reinforce each other	Variations contradict each other on size, units, or claims
Numbers rounded consistently across all touchpoints	Some fields rounded, some carry the raw value
Title, bullets, A plus Content tell the same story	Each field tells a slightly different story

Where rounding is fine

Rounding is fine only when the same rounded value appears identically everywhere. 5.98 mm rounded to 6 mm is fine if and only if every single touchpoint says 6 mm. Rounding only one of them is the contradiction. The rule is alignment, not precision.

DO IT TODAY

The 20 minute coherence sweep

Five steps. Twenty minutes. One ASIN.

- Pick your highest-revenue ASIN.
- Pull title, primary image, top three bullets, backend attributes, A plus Content, secondary images, and variations into one view.
- Search for every number that appears in the title. Confirm it appears in the same format in every other field.
- Repeat for every unit, every pack count, every material claim, every audience tag, every comparative claim.
- Fix the contradictions. Republish. Measure impressions for two weeks against your baseline.

What to measure

- Impressions over 14 days. A coherence fix typically recovers 10 to 30 percent of suppressed impressions on the affected keyword set within the first week.
- Buy Box win rate. Coherence improvements often correlate with Buy Box stability because IDQ score rises and Amazon increases confidence in the listing.
- Return rate over 30 days. Customer-side coherence (listing matches reality) drops returns. Watch this monthly.

MAKE IT A HABIT

Run the sweep once per quarter on every priority ASIN. The AI layer will continue to tighten its coherence checks. The discipline pays compounding returns as the algorithm matures.

HOW WE WORK WITH YOU

Four ways to go further.

Pick the door that fits where your brand is right now.

THE ACADEMY

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