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Alexa for Shopping: Seller Whitepaper

Independent editorial guidance, not an official Amazon document. Examples are hypothetical; rankings and recommendations are not guaranteed.

Review product facts, answer real buyer questions and document what changed. Read the guide here or download the English or Simplified Chinese whitepaper without signing in.

Improve the information shoppers can verify

Conversational shopping creates another way for buyers to ask about fit, compatibility and tradeoffs. Sellers can make their own product information more accurate and easier to check. They cannot control every answer, personalize it for every shopper or guarantee a recommendation.

This guide separates Amazon’s published capabilities and COSMO research from our editorial recommendations. The examples are hypothetical and the five checks are our review process. They are not Amazon certification, a secret ranking formula or a verified three-layer search architecture.

Five checks before publication

Each check has an observable pass condition. If evidence is missing, resolve it or omit the claim.

1. Verify identity and facts

Pass when the product, variation, pack quantity and stated specifications agree with the evidence. Keep the fact sheet and source references. Resolve any catalog or unit-label requirements through the applicable Seller Central workflow.

Example: the fictional bottle has confirmed 750 ml capacity, single-wall steel construction and a screw cap. No material grade or care method is assumed.

2. Answer the relevant buyer questions

Pass when important questions about purpose, fit and limitations have supported answers, or are explicitly left unresolved for the owner. Keep a question-to-source map. The number of useful questions depends on the product.

Example: “Is it insulated?” can be answered from construction evidence; “Is it dishwasher safe?” cannot be answered without the relevant care information.

3. Check attributes, images and copy together

Pass when the selected variation’s fields, visible copy and images describe the same product. Keep a preview or screenshot and the approved specification. Do not fill unknown attributes with guesses.

Example: a single-unit offer must not use an image that implies two bottles are included.

4. Review keywords and current rules

Pass when terms are relevant, statements are supported and the current category and marketplace requirements have been checked. Keep the reviewed draft and any character or byte check. A counter cannot certify policy compliance.

Example: remove “insulated” from this bottle’s keywords. Use the byte counter as an editing aid and verify the limit that applies to the field you submit.

5. Approve, publish and record a baseline

Pass when an owner approves the draft, the seller checks the published page and an observation plan is recorded. Save the dates and note concurrent price, stock or advertising changes. Do not promise a lift before measuring it.

Example: compare suitable weekly windows with similar availability, and mark a result inconclusive if there is too little data.

The seller whitepaper: evidence, examples and measurement

Use this guide as a working document for one product. It combines source-backed context with a practical review process; the recommendations do not establish Amazon’s internal ranking rules.

Evidence first: what Amazon has published

Amazon’s help page describes Alexa for Shopping as a conversational experience on its website and shopping app. It explains shared profile context, feedback and access to history controls. These are documented product capabilities. They do not establish which phrases a seller must write to appear in an answer.

Amazon Science describes COSMO as a framework for deriving common-sense relationships from shopping behavior, including query-purchase and co-purchase data. Its work uses language models, human annotation and filtering. The research is evidence about that system and its reported applications, not a complete current ranking manual for sellers.

A useful teaching lens separates retrieval, understanding a shopper’s intent and presenting an answer. Treat these as three questions to ask about your content: can a product be described accurately, does it fit the task, and can its limitations be explained? This is not a verified A10 plus COSMO plus Alexa architecture.

Worked example: remove claims the product cannot support

The following bottle is fictional. Assume its specification sheet confirms 750 ml capacity, stainless steel material, single-wall construction and a screw cap. No evidence has been supplied for insulation, leak resistance, dishwasher safety, material grade or certifications. Do not invent those details while making the copy more specific.

Start with the product identity, then state the limitation relevant to the buyer. The wording below does not prescribe cleaning methods or permitted liquid temperatures because those instructions need their own evidence. Unknown care information is a task for the product owner, not a reason to guess “hand wash only.”

Before: hypothetical copy

The ultimate insulated sports flask: leakproof, dishwasher safe and cold all day.

After: verified facts in the example

Stainless steel water bottle, 750 ml, with a screw cap and single-wall construction. Not insulated.

Why this changes the meaning

The revised example uses only the four supplied facts and their explicit construction limitation. It removes unsupported performance and care claims. It is not a real product listing or a promise of Amazon approval.

Connect a buyer question to a source and a field

Create a small evidence worksheet with columns for the buyer's question, confirmed fact, source, listing field, unresolved issue and review owner. For the example bottle, the question "Is it insulated?" maps to the construction specification and a visible limitation in a bullet. A question about cleaning remains unresolved until the responsible person obtains the applicable instructions.

Use a supplier specification, a physical measurement, an applicable test record or another suitable source for the claim. The type of evidence depends on the product and assertion. A customer review can reveal confusion, but it is not proof that a safety claim is true. Do not require a particular certificate for every product simply because another product needed one.

Decide where each fact belongs. A title identifies the product; bullets explain fit and limitations; images can demonstrate scale or contents; structured attributes hold the corresponding product fields. Keep these surfaces consistent. Adding a correct capacity to a bullet does not resolve an incorrect capacity in the selected variation.

Write for a task without inventing a benefit

A useful scenario connects a real feature to a plausible task. For a storage drawer, confirmed external dimensions help a buyer check available space. They do not prove compatibility with every desk. Show the measurement and ask the buyer to compare it with their setup rather than writing "fits all desks."

For the bottle, commuting can be a relevant use to investigate, but a leakproof or cup-holder-fit claim requires separate evidence. A scenario is a writing aid, not a mandatory COSMO backend tag. There is no public requirement in the cited research to paste a list of supposed intent labels into Seller Central.

Review the finished draft for contradictions. Does the image suggest two units while the title says one? Does a feature mention insulation that the attributes deny? Does the copy imply a certification the product does not have? Remove the contradiction before treating the page as ready for publication.

Use search data with its reporting limits

Brand Analytics can help identify the words shoppers use. Preserve the marketplace, report name and dates. Search Frequency Rank is relative popularity, not a search count, competition score or sales forecast. The three products shown in Top Search Terms are selected by clicks; they are not necessarily the three with the most purchases.

Click share and conversion share use different denominators. A gap can suggest questions about product fit or the offer, but it does not prove a bullet caused lost sales. The public keyword preview on AmazonSEO.ai shows limited US records and their reporting dates; those records may be historical. An empty result does not prove that a product has no demand.

Measure changes without claiming a ranking experiment

Save the previous copy, the approved revision and its publication date. Choose comparable reporting windows based on the traffic available; a fixed thirty-day rule is not suitable for every product. Record price, promotions, advertising, availability and seasonal changes alongside the content change.

Review relevant brand or ASIN measures, realized sales, margin and customer questions. A rise after publication is an observation, not proof of causation. If data is sparse, mark the outcome inconclusive. Where eligible and appropriate, use a controlled experiment rather than crediting a before-and-after difference to one edit.

You can also repeat a clearly recorded shopping question and inspect whether the answer represents the product accurately. Save the prompt, date, marketplace and visible context. One personalized answer is not a general rank measurement; its presence or absence does not prove universal inclusion, exclusion or indexing.

Handoff and future updates

The deliverable should include approved copy, unresolved product questions, the evidence worksheet and a change log. Assign an owner to review facts and current marketplace requirements. The seller submits the changes and checks the rendered page, selected variation, price and package quantity afterward.

Update the evidence when suppliers change materials, packaging or care instructions. Revisit the page when customer questions reveal a recurring misunderstanding. Fix factual errors promptly rather than waiting for a traffic test. Keep a dated source list so another editor can understand which guidance was used.

AmazonSEO.ai can help draft listing text and review character or byte counts. It does not certify product claims, publish automatically to Seller Central or guarantee a recommendation. The five checkpoints on this page are a practical editorial review, not an official Amazon approval checklist.

Official sources, reviewed November 8, 2026

- Amazon: About Alexa for Shopping
  https://digprjsurvey.amazon.com/csad/help/node/Tvh55TTsQ5XQSFc7Pr
- Amazon Science: COSMO and common-sense knowledge graphs
  https://www.amazon.science/blog/building-commonsense-knowledge-graphs-to-aid-product-recommendation
- Amazon: Brand Analytics dashboards
  https://sell.amazon.com/blog/brand-analytics
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