



CARTOGRAPH · FIELD GUIDE

The CPG Brand's AEO Playbook

Getting AI to recommend your products

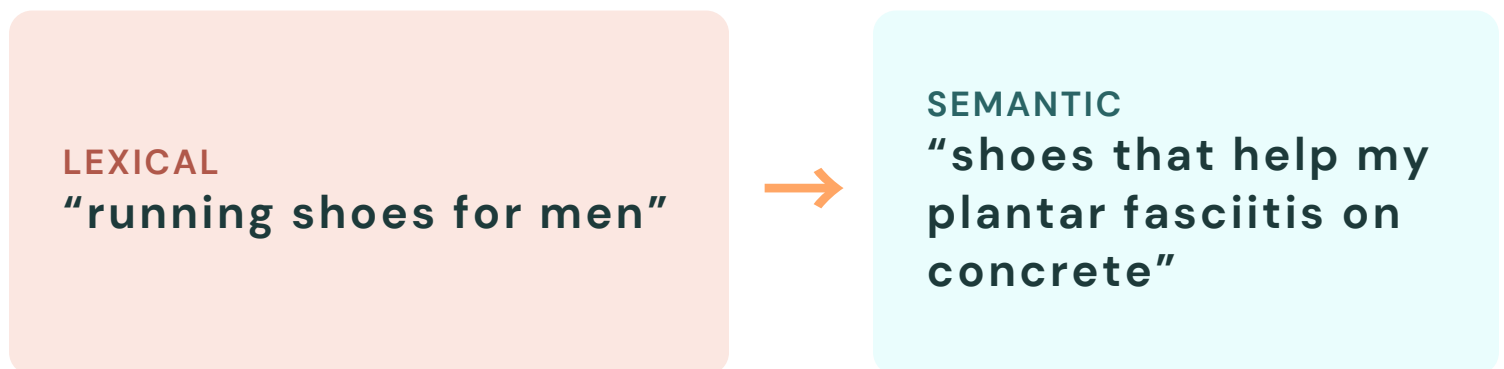
"AI shopping traffic converted 40% better than non-AI channels this Prime Day."

— Adobe Analytics, Prime Day 2026

Swipe for the playbook →

Keywords got you ranked. Now you have to be the answer.

Amazon's COSMO algorithm and Alexa for Shopping (formerly Rufus) moved discovery from lexical matching to semantic matching (from “does my listing contain the keyword?” to “is my product the answer to this need?”). Content needs to answer the questions that customers are asking.



[Alexa for Shopping] now serving 300M customers and ~\$12B in incremental sales.
— Amazon, Q4 2025

You're being evaluated in two places.

AEO · Inside Amazon

Answer Engine Optimization. Alexa for Shopping / Rufus reads your full listing, reviews, and Q&A to decide whether you fit a shopper's stated need before they ever click the search button.

GEO · Across the AI web

Generative Engine Optimization. ChatGPT, Gemini, Perplexity, and Google's AI Overviews recommend the brands they trust based on third-party content they cite, not your listing.

Write for intent, not keyword density.

The AI reads your whole listing and decides if you fit the shopper's stated need. Turn features into specific, verifiable attributes that answer the unspoken question.

✗ "High protein. Great taste."

✓ "20g grass-fed whey · 2g sugar · no artificial sweeteners | Built for post-workout recovery and keto macros."

Four verifiable attributes the AI can match beat one generic claim it can't.

Complete the data. Fill out your backend specs.

Listings with full structured attributes outperform keyword-stuffed ones. Fill every backend field and get your Item Type Keyword as granular as possible. A wrong ITK files you in the wrong neighborhood of Amazon's knowledge graph and drags down your perceived relevancy.

FILL THESE OUT FOR ALL PRODUCTS

Diet type

Allergens

Organic / Non-GMO

Serving size

Flavor

Use occasion

Certifications

Granular ITK

Answer the questions shoppers actually ask.

- List the top 10 questions people are asking per SKU (mine your Q&A, reviews, and competitor pages), then make your bullets answer them in plain language.
- Treat reviews and Q&A as training data. AI is reading these to learn about your product and its use cases.
- Put your claims in A+ Content text, not just images. The AI can't always read your graphics.
- Self-test: Ask Alexa about your own product. Anything it gets wrong points to gaps in your content listings.

Become the source the AI cites.

- Citations are the new backlinks. Every time your product is mentioned in “best-of” roundups, trade press, Reddit, and YouTube boosts your AI visibility.
- Make your site machine-readable: Product + FAQ schema with ingredients, certifications, and ratings. Use free online schema generators to make this quick.
- Keep “product truth” identical across the web. Conflicting specs or claims kill the AI's confidence to recommend you.
- Publish honest product comparisons and “alternative to” content. AI assistants love clear, easy-to-parse trade-offs.

Measure your AI visibility.

Track how often you're cited across AI platforms, and in what sentiment. This helps you control the narrative. AI tracking tools are still new, but asking LLMs like ChatGPT, Gemini, and Claude how they perceive your brand can surface a lot of this info without requiring SaaS investments.

Example questions to ask the LLMs:

- "What do you think of [your product]? Please provide a list of pros and cons, the product's use cases, and any common concerns or questions you see."
- "When would you recommend [your product]?"

On-Amazon signals:

- Brand Analytics is beginning to expose Rufus / Alexa attribution for brand-registered sellers.
- Watch Search Query Performance for long, conversational queries. Those are typically AI-driven.

START HERE

Your first three moves.

01

Fix backend attributes + ITK on your top 5–10 SKUs. These are fast fixes that go a long way.

02

Rewrite titles and bullets around intent and the top 10 questions people are asking about your product.

03

Launch the off-Amazon citation push. Implement schema and get people across the web talking about your product.



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