

AI VISIBILITY, INSIDE AND OUTSIDE AMAZON

Two different AIs decide whether buyers find you.

Most brands are only ready for one of them.

INSIDE AMAZON

Rufus decides.

READS

Your whole listing

Title, bullets, A+ content, reviews and Q&A, the way a shopper would read them.

BLOCKS

Outside agents

Amazon blocked Meta's Muse shopping agent on Sep 20. Its own assistants, Rufus and Buy for Me, still read your listing.

OUTSIDE AMAZON

ChatGPT, Perplexity and Gemini decide.

PULLS FROM

The wider web

Your own website, other people's reviews, Reddit and editorial coverage.

CONTROL

Not Amazon's, and not yours by default

You only influence it if you have built something there for those tools to find.

WHERE BRANDS ARE LOPSIDED

Strong on one side, thin on the other

Strong on Amazon

A tuned listing, a three page website

Strong off Amazon

A beautiful DTC site, a listing from 2022

The brands that read well to both get recommended wherever the buyer starts.

TWO CHECKS FOR THIS WEEK

- 1** In the Amazon app, open your top ASIN and ask Rufus **“Who is this not right for?”** Note every answer that surprises you.
- 2** Ask ChatGPT or Perplexity to **name the best brands in your category**. See whether you appear at all.

WANT A SECOND PAIR OF EYES

Send me an ASIN or a brand name and I will look at either side for you.

Message me “AI check”

Source for the Muse block, Sep 20 2026 report by The Star.
techmadeazy.com