Use Alexa to Audit Your Amazon PDP (for Free) | Event Recap

By Russ Dieringer // November 17, 2026 // Briefings, Webinars

TL;DR: Brands spend time and money optimizing product detail pages (PDPs) for Alexa. We walked through how you can also use Alexa to do the same thing, with an audit framework that identifies priority shoppers, missing search terms and buried proof points. Any team can run this audit for free themselves, giving lean teams new insight into their pages and well-funded teams a benchmark for the tools they already pay for.

4 minute read

Most brands treat Alexa for Shopping as something to optimize for. Today's session added a plot twist, asking Alexa to do the optimizing.

This matters for two reasons. First, Alexa costs nothing and is available to every team. For brands paying meaningful sums for digital shelf tools, or looking for an economical option, that makes it a low-cost way to assess their PDP content. Second, most brands have yet to act. Our research has found only 39% of brands have meaningfully updated their PDPs for Alexa (up from 25% a year ago), leaving 61% of brands doing little to nothing.

Today's live session with Chris Perry, co-founder of firstmovr, covered four areas:

1. The shopper, SEO, and AI lenses that define a compelling PDP
2. A framework for interrogating Alexa about a PDP
3. An audit of a major laundry detergent listing
4. What teams must validate from Alexa

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