exclusiva inc.

eCommerce growth agency for Amazon, TikTok Shop & DTC

AMAZON PDP AUDIT · October 16, 2026 · FULL AUDIT

Larkfield Labs Magnesium Supplement - Magnesium Glycinate Capsules for Adults - Magnesium for Sleep and Calm, Magnesium Complex

Larkfield Labs · ASIN B0SAMPLE01 · Amazon US · 4.3 stars (1,284)

Prepared for Larkfield Labs by Exclusiva Inc with AMZ PDP Audits

PDP SCORE	KEYWORD SCORE	REVENUE AT STAKE	OPEN ISSUES
50/100	76/100	$1,463–$2,926	40
Grade D · Rebuild before scaling ad spend	88 after the rewrite	per month, estimated	5 critical · 20 high

Checkpoint results

71 checkpoints of the Exclusiva Amazon PDP Framework

29 Pass · 16 Partial · 24 Fail · 1 Check manually

How this audit was built

WHAT WE READ	WHAT WE CHECKED	WHAT YOU GET
Your listing title, bullets, images, A+	**71 checkpoints** code + AI reviewer	**Fixes, in order** with revenue at stake
5 competitors page 1 for your keyword	**17 keywords** reverse-ASIN + index check	**A new listing** title, bullets, backend
Seller Central your files · level 2	**3 complaint themes** competitor reviews	**Image & A+ brief** Alexa answers, tests, 30-day plan

INSIDE THIS AUDIT

What's in this report

VERDICT

Rebuild before scaling ad spend. The leakiest funnel stage is "Shown & clicked". Fixing the 40 open issues is worth about 31% more conversions at $9,463 a month (from your Business Report). An estimate to prioritize by, not a guarantee.

MODULE	SECTION	HEADLINE	PAGE
01	**PDP Score**	71 checks · 40 open issues · 5 critical	3
02	**Keyword Map**	Keyword score 76 -> 88 · 17 keywords	11
03	**Competitor Pain Matrix**	5 rivals · 3 complaint themes	15
04	**Listing Rewrite**	Title 161 chars · 5 bullets · 179 B backend	19
05	**Image & A+ Blueprint**	9 images · 6 A+ modules · video	22
06	**Alexa, Tests & 30-Day Plan**	10 questions · 3 tests · 4 weeks	32

NOTES ON THIS AUDIT

This is a sample: the brand, listing, competitors and Seller Central numbers are invented to show what an audit looks like.

HOW TO READ IT

Priority	P1 Critical, P2 High, P3 Medium, P4 Low. Work top-down.
Revenue at stake	Monthly revenue x the conversion lift typical for fixing each open issue, capped. An estimate to prioritize by.
Status	PASS, PARTIAL, FAIL, or CHECK when we need a Seller Central file or a human look.
Keyword tiers	T1 belongs in the first 80 title characters; T2 in the title or bullets; T3 anywhere, backend included.

MODULE 01

PDP Score

Your listing run against the Exclusiva Amazon PDP Framework: 71 checkpoints across 11 pillars, graded by funnel stage. Every issue is ranked P1–P4 with the fix written for your listing.

PDP SCORE	CHECKED	CRITICAL (P1)	LEAKIEST STAGE
50	71	5	Stage 2
Grade D	100% of the framework scored	20 high · 15 lower	Shown & clicked

Where shoppers drop off

Each stage is scored from the checkpoints that affect it. Fix the leakiest stage first.

1. Indexed & ranked Can Amazon find it?	48
2. Shown & clicked Does it win the search card? · LEAKIEST STAGE	59
3. First screen Does the top of the page hold them?	29
4. Convinced Is every objection answered?	42
5. Add to cart Is the offer winnable?	100
6. Purchase & repeat Does it earn the next order?	100

Your Seller Central numbers

From the files you uploaded.

SESSIONS	CONVERSION	BUY BOX	SALES
14,200	8.0%	97%	$28,388.64
this period	unit session %	featured offer %	this period

IMPRESSION SHARE	CLICK SHARE	ADD-TO-CART SHARE	PURCHASE SHARE
2.1%	1.3%	1.3%	1.3%

Search queries where you lose the shopper

SEARCH QUERY	VOLUME	WHERE IT LEAKS	SHARE
magnesium glycinate	412,000	Seen but not clicked: main image, title, price or rating loses the click	2.8% -> 1.7%
magnesium for sleep	196,000	Seen but not clicked: main image, title, price or rating loses the click	1.9% -> 0.9%
magnesium supplement	288,000	Barely seen: the listing is not indexed or ranks too low for this query (title, backend terms, relevance, ads)	2.1% -> 1.2%
magnesium glycinate capsules	44,000	Added to cart but not bought: price shock at checkout, delivery date, a competitor in the cart, or Buy Box/stock issues	4.7% -> 3.1%
magnesium bisglycinate	61,000	Barely seen: the listing is not indexed or ranks too low for this query (title, backend terms, relevance, ads)	2.1% -> 0.9%

Sponsored Products: terms that convert

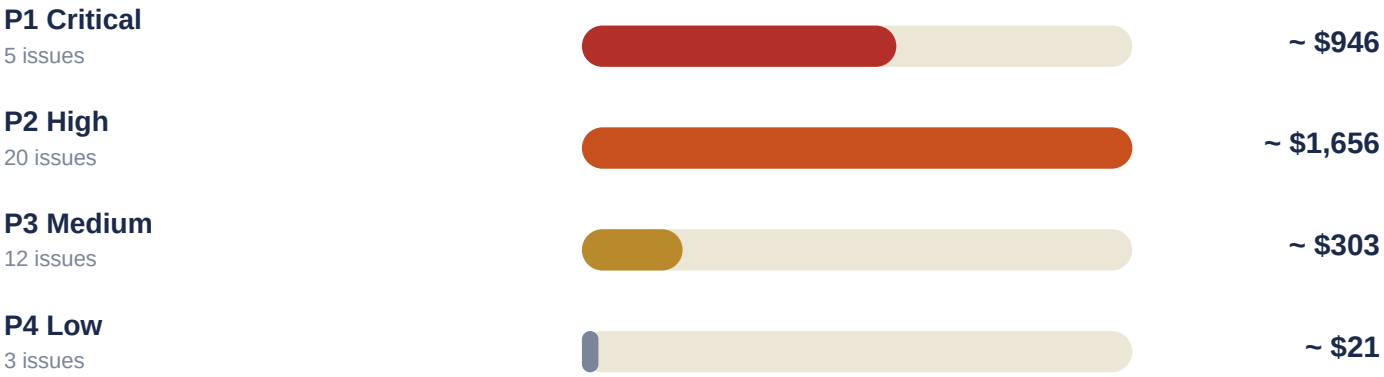
CONVERTING SEARCH TERM	ORDERS	ACOS
magnesium glycinate	96	79%
magnesium glycinate 400mg	41	50%
chelated magnesium	18	47%
magnesium for sleep	33	97%

Sponsored Products: 10+ clicks, no orders

WASTED SEARCH TERM	CLICKS	SPEND
magnesium citrate powder	74	$98.40
melatonin gummies	41	$61.50

Revenue at stake by priority

At $9,463 a month. Move fixes from the top bar down.



Top fixes, in order

Ranked by priority and the revenue each one holds back.

#	PRIORITY	WHAT TO FIX	AT STAKE / MO	WHO
1	P1	**Add each Tier 1 copy-gap keyword to the title or first bullet (see the copy-gap list in Module 2).** No Tier 1 keyword missing from the copy while unranked (the copy gap) · Found: 2 Tier 1 keywords are in the copy gap: “magnesium for sleep”, “magnesium glycinate 400mg”.	~ $189	Copy
2	P1	**Your listing is seen but not clicked: test a new main image and title (Module 6 experiments), and check price per unit against the top sellers.** Click share keeps up with impression share (Search Query Performance) · Found: Impression share 2%, click share 1% across your search queries.	~ $189	Design
3	P1	**Add a 30-second video in the gallery: capsule size, the label, the lab report (Module 5 has the shot list).** A product video in the image gallery · Found: No video on the listing.	~ $189	Design
4	P1	**Close the review gap: turn on Request a Review for every order, add an insert that points to the review page, and enroll the new 240-count size in Vine.** Ratings count at least half of the top sellers’ median · Found: 1,284 ratings vs a top-seller median of 12,450.	~ $189	Founder
5	P1	**Open each bullet with the outcome a buyer wants: falling asleep easier, calmer evenings, no stomach upset.** Bullets lead with outcomes the buyer wants, not specs · Found: Bullets open with “High quality”, “Gentle formula” and “Satisfaction”: claims, not outcomes.	~ $189	Copy
6	P2	**Fill the backend to 240+ bytes with the Module 4 set: misspellings, synonyms and uses not in the visible copy.** Backend search terms use 180–249 bytes · Found: Backend search terms use 96 of 249 bytes.	~ $95	Copy
7	P2	**Use each Tier 2 keyword once, naturally, in the title or bullets.** Tier 2 keywords appear naturally in the title or bullets · Found: 2 of 12 Tier 2 keywords are placed well.	~ $95	Copy

#	PRIORITY	WHAT TO FIX	AT STAKE / MO	WHO
8	P2	**Badges follow conversion and ranking on a keyword: fix the P1 items, then push the hero keyword with exact-match ads.** Amazon's Choice or Best Seller badge · Found: No badge, while 3 of the top sellers have one.	~ $95	Founder
9	P2	**Rewrite the title and bullets to place every Tier 1 keyword in the first 80 characters and every Tier 2 keyword in the title or bullets (Module 4 has the copy).** Keyword Implementation Score of 85 or more · Found: Keyword Implementation Score 76/100 (partly optimized).	~ $47	Copy
10	P2	**Add a lifestyle image: an adult at a nightstand at bedtime.** A lifestyle image shows the product in use by the target buyer · Found: No image shows a person using the product.	~ $95	Design

#	QUICK WIN: HIGH IMPACT, NO NEW CREATIVE
1	Add each Tier 1 copy-gap keyword to the title or first bullet (see the copy-gap list in Module 2).
2	Open each bullet with the outcome a buyer wants: falling asleep easier, calmer evenings, no stomach upset.
3	Fill the backend to 240+ bytes with the Module 4 set: misspellings, synonyms and uses not in the visible copy.
4	Use each Tier 2 keyword once, naturally, in the title or bullets.
5	Rewrite the title and bullets to place every Tier 1 keyword in the first 80 characters and every Tier 2 keyword in the title or bullets (Module 4 has the copy).
6	Create a Brand Store and make sure "Visit the [brand] Store" links to it.

Score by pillar

Weakest pillar highlighted.

Keyword implementation	14 points · 11 checks	48
Title	6 points · 9 checks	69
Main image & search card	14 points · 8 checks	53
Image stack & video	12 points · 7 checks	29
Bullets & conversion	6 points · 8 checks	50
A+ & brand story	10 points · 6 checks	45
Social proof	12 points · 5 checks	44
Pain-point coverage	8 points · 3 checks	21
Offer & Buy Box	8 points · 6 checks	100
Alexa readiness	6 points · 4 checks	50
Compliance & trust	4 points · 4 checks	75

Every other open issue

PRIORITY	STATUS	CHECKPOINT AND FIX
P3	PARTIAL	**Add the non-indexed keywords to the title, bullets or backend search terms, then re-check indexing after 48 hours.** Indexed for 90%+ of the top 50 keywords · Found: Indexed for 14 of 17 top keywords (82%).
P3	PARTIAL	**Work your top converting ad search terms into the title or bullets so they rank organically too.** Search terms that already convert in your ads appear in the title or bullets · Found: 2 of your top 4 converting ad search terms are in the title or bullets. Missing: “magnesium glycinate 400mg”, “chelated magnesium”.

PRIORITY	STATUS	CHECKPOINT AND FIX
P3	PARTIAL	**Fill every recommended attribute in Seller Central (Edit listing -> Product details). Amazon search and Alexa both filter on them.** Product attributes filled in (item form, count, flavor, diet, size and the rest) · Found: 7 product attributes are filled in on the page.
P3	PARTIAL	**Lead with “Larkfield Labs Magnesium Glycinate 400mg” so the form and strength sit inside the first 80 characters.** The first 80 characters say exactly what it is (product, form, key spec) · Found: The first 80 characters say “Magnesium Supplement - Magnesium Glycinate Capsules” but not the strength or count.
P2	FAIL	**Use “magnesium” once or twice: “Larkfield Labs Magnesium Glycinate 400mg, Chelated Bisglycinate Capsules for Sleep…”.** No word repeated more than twice in the title · Found: Repeated: “magnesium” x4.
P3	FAIL	**Add the count or size (e.g. “90 Capsules”) and strength to the title.** Size, count or strength stated in the title · Found: The title doesn’t say how much is in the pack.
P3	FAIL	**Rewrite the title as one readable phrase: brand, form, strength, use, count.** Title reads like a sentence a shopper would say, not a keyword list · Found: The title is four dash-separated fragments that repeat “magnesium” four times.
P3	PARTIAL	**Make “120 capsules · 60 servings” legible on the main image label.** Main image shows what you get (pack count, size, contents) · Found: The count is on the label but too small to read in search results.
P3	PARTIAL	**Increase label contrast and the size of “Magnesium Glycinate”.** Main image is readable at thumbnail size (label legible, high contrast) · Found: The label text is thin and low-contrast at thumbnail size.
P3	FAIL	**Run a 10–15% coupon for 4 weeks while the new images go live, so the search card shows a deal badge.** A coupon or deal shows in search results · Found: No coupon or deal is running.
P2	PARTIAL	**Add the scale, lifestyle and comparison images so the gallery has 9 images (Module 5 has the brief).** At least 7 images in the gallery · Found: 6 images in the gallery.
P2	FAIL	**Add a scale image: capsule next to a coin and the 120 capsules spread out.** A scale or “what you get” image (size in hand, pills shown, servings) · Found: No image shows capsule size or what is in the bottle.
P4	PARTIAL	**Cut each image to one headline of 3–8 words.** Text on images is short and legible on a phone · Found: Image 3 has 40+ words of small text.
P3	FAIL	**Add a comparison image: glycinate vs citrate vs oxide, without naming brands.** A comparison image (vs other forms or other brands, without naming them) · Found: No comparison image.
P2	FAIL	**Expand each bullet to 150–250 characters: outcome first, then the amount, form or proof.** Each bullet is 120–250 characters · Found: 0 of 5 bullets are 120–250 characters (lengths: 113, 50, 97, 93, 66).
P3	PARTIAL	**Add “Take 2 capsules 30–60 minutes before bed” and who it suits (adults who find citrate harsh).** Bullets say how to use it and who it’s for · Found: Dosage is stated (2 capsules) but not who it is for or when to take it.

PRIORITY	STATUS	CHECKPOINT AND FIX
P2	FAIL	**State 400mg elemental magnesium per serving and the third-party lab that tests each batch.** Bullets give proof (testing, certifications, specific numbers) · Found: No testing, certification or amount per serving is given anywhere in the bullets.
P2	PARTIAL	**Fix the first-screen issues (title, images 1–3, bullets 1–2) before raising bids: 8% conversion trails the 10% target.** Conversion (unit session %) at or above 10% · Found: Unit session percentage 8.0% on 14,200 sessions (target 10%).
P2	FAIL	**Publish a Brand Story: why Larkfield started, the testing, the sourcing (copy in Module 5).** Brand Story is published · Found: No Brand Story.
P3	PARTIAL	**Rebuild A+ with 6 modules, including a comparison chart that answers capsule size and smell.** A+ uses at least 5 modules · Found: 4 A+ modules.
P4	PARTIAL	**If your brand is eligible, upgrade to Premium A+ with a video module and interactive comparison.** Premium A+ (video, hotspots, carousels) when eligible · Found: Standard A+ only.
P2	FAIL	**Create a Brand Store and make sure “Visit the [brand] Store” links to it.** Brand Store linked from the byline · Found: No Brand Store link in the byline.
P2	FAIL	**Fix the most-criticized topic in the product or packaging, and answer it on the page (Module 3 shows how).** No review topic where more than a third of mentions are negative · Found: Most-criticized topic: “Capsule size”, 43% of 96 mentions negative.
P2	PARTIAL	**Answer each top competitor complaint with proof: an image slot, a bullet and an A+ module (Module 3 has the copy).** The top competitor complaints are answered on your page · Found: 1 of the top 2 competitor complaints are answered on your page (“Stomach comfort”, “Smell”).
P2	FAIL	**Show the capsule next to a coin and say “size 0 capsule”; brief the switch to a smaller capsule.** Your own most common complaint is addressed on the page · Found: Your own reviews complain about large capsules; the page never mentions capsule size.
P2	FAIL	**Add a comparison image and A+ chart: 400mg per 2 capsules, vegan, odor-controlled bottle, third-party tested.** The page says why to choose this over the top sellers · Found: Nothing on the page says why to choose Larkfield over the top sellers.
P2	PARTIAL	**Answer the top shopper questions in the bullets and description (Module 6 has the answers).** The copy answers the top shopper questions Alexa gets asked · Found: The page answers dose but not “how long until it works”, “can I take it with melatonin” or “is it vegan”.
P2	FAIL	**Add three “Ideal for…” lines to the description: winding down, muscle recovery, sensitive stomachs.** “Best for” use cases are written out · Found: No “ideal for” or use-case lines anywhere on the page.
P4	PARTIAL	**State exact numbers in the bullets (strength per serving, servings per container) so comparisons can quote them.** Specific numbers stated (dose, count, servings, size) · Found: 1 bullet state specific amounts.
P2	FAIL	**State “third-party tested by [lab]” and “made in a GMP facility” in bullet 5 and on image 7.** Certifications or testing stated (third-party tested, GMP, NSF, organic…) · Found: No certifications or testing mentioned.

Not checked

These need a Seller Central file or a human look. They are left out of your score.

CHECKPOINT	WHY IT WASN'T CHECKED
Returns under 5% of units sold	Upload your FBA customer returns report to check this.

MODULE 02

Keyword Map

Your Keyword Implementation Score: every keyword weighted by search volume and checked for where it sits (first 80 title characters, title, bullets, backend) and whether you rank for it. Copy gaps, free rankings and competitor keyword gaps.

KEYWORD SCORE	AFTER THE REWRITE	KEYWORDS	INDEXED
76	88	17	14/17
partly optimized	Module 4 listing	2,256,000 searches / mo	top keywords

Keyword quadrant

In the copy? x ranking in the top 20? The copy gap is your rewrite list.

	NOT IN THE COPY	IN THE COPY
RANKS TOP 20	**2** **Free ranking** Ranks without being in the copy. Add it to lock the rank in.	**3** **Working** In the copy and ranking. Protect it.
NOT TOP 20	**10** **Copy gap** Missing and not ranking. This is the rewrite list.	**2** **Placed, not ranking** Already in the copy: a click, conversion or ads problem.

Search volume by placement

Where the monthly searches sit in your listing today. Amazon weighs the first 80 title characters most.

Title, first 80 chars 8 keywords		**82% · 1.8M**
Title, after 80 2 keywords		**10% · 235K**
Bullets 2 keywords		**1% · 33K**
Backend terms 4 keywords		**5% · 114K**
Description 0 keywords		**0% · 0**
Not in the listing 1 keyword		**1% · 33K**

PENALTIES (12)

Root word repeated 3+ times in the title: magnesium. 7 backend words repeat the visible copy

Tier 1: must sit in the first 80 characters of the title

TIER	KEYWORD	SEARCHES/ MO	RANK	WHERE IT SITS	INDEXED	ACTION
T1	**magnesium glycinate** hero keyword	412,000	#14	title, first 80 chars	yes	Working
T1	**magnesium**	905,000	#41	title, first 80 chars	yes	Placed, not ranking
T1	**magnesium supplement**	288,000	#23	title, first 80 chars	yes	Placed, not ranking
T1	**magnesium for sleep**	196,000	#31	title, after 80	yes	Copy gap
T1	**magnesium glycinate 400mg**	74,000	20+	title, first 80 chars	yes	Copy gap

Copy gaps (10): add these

TIER	KEYWORD	SEARCHES/ MO	RANK	WHERE IT SITS	INDEXED	ACTION
T1	**magnesium for sleep**	196,000	#31	title, after 80	yes	Copy gap
T1	**magnesium glycinate 400mg**	74,000	20+	title, first 80 chars	yes	Copy gap

TIER	KEYWORD	SEARCHES/MO	RANK	WHERE IT SITS	INDEXED	ACTION
T2	**magnesium bisglycinate**	61,000	#37	title, first 80 chars	yes	Copy gap
T2	**chelated magnesium**	52,000	20+	backend terms	NO	Copy gap
T2	**magnesium for anxiety**	48,000	20+	title, first 80 chars	NO	Copy gap
T2	**magnesium supplement for women**	35,000	#44	backend terms	yes	Copy gap
T2	**magnesium for muscle cramps**	33,000	20+	not placed	NO	Copy gap
T2	**high absorption magnesium**	27,000	20+	bullets	yes	Copy gap
T2	**magnesium for relaxation**	15,000	#28	backend terms	yes	Copy gap
T2	**vegan magnesium**	12,000	20+	backend terms	yes	Copy gap

Keywords 2+ competitors rank for and you don't

KEYWORD	SEARCHES/MO	RIVALS IN TOP 20
magnesium	905,000	4 of 5
magnesium supplement	288,000	4 of 5
magnesium for sleep	196,000	4 of 5
magnesium glycinate 400mg	74,000	3 of 5
magnesium bisglycinate	61,000	5 of 5
chelated magnesium	52,000	4 of 5
magnesium for anxiety	48,000	3 of 5
magnesium supplement for women	35,000	2 of 5
magnesium for muscle cramps	33,000	2 of 5
high absorption magnesium	27,000	4 of 5
magnesium for relaxation	15,000	3 of 5
vegan magnesium	12,000	4 of 5

YOUR CONVERTING AD TERMS

2 of your top 4 converting ad terms are in the title or bullets. Missing: magnesium glycinate 400mg, chelated magnesium.

All 17 keywords

TIER	KEYWORD	SEARCHES/ MO	RANK	WHERE IT SITS	INDEXED	ACTION
T1	**magnesium glycinate** hero keyword	412,000	#14	title, first 80 chars	yes	Working
T1	**magnesium**	905,000	#41	title, first 80 chars	yes	Placed, not ranking
T1	**magnesium supplement**	288,000	#23	title, first 80 chars	yes	Placed, not ranking
T1	**magnesium for sleep**	196,000	#31	title, after 80	yes	Copy gap
T1	**magnesium glycinate 400mg**	74,000	20+	title, first 80 chars	yes	Copy gap
T2	**magnesium bisglycinate**	61,000	#37	title, first 80 chars	yes	Copy gap
T2	**chelated magnesium**	52,000	20+	backend terms	NO	Copy gap
T2	**magnesium for anxiety**	48,000	20+	title, first 80 chars	NO	Copy gap
T2	**magnesium glycinate capsules**	44,000	#9	title, first 80 chars	yes	Working
T2	**magnesium complex**	39,000	#12	title, after 80	yes	Working
T2	**magnesium supplement for women**	35,000	#44	backend terms	yes	Copy gap
T2	**magnesium for muscle cramps**	33,000	20+	not placed	NO	Copy gap
T2	**high absorption magnesium**	27,000	20+	bullets	yes	Copy gap
T2	**magnesium for relaxation**	15,000	#28	backend terms	yes	Copy gap
T2	**vegan magnesium**	12,000	20+	backend terms	yes	Copy gap
T2	**magnesium glycinate 120 capsules**	9,000	#6	title, first 80 chars	yes	Free ranking
T2	**gentle magnesium**	6,000	#19	bullets	yes	Free ranking

How it's scored: placement (first 80 title characters 1.0, rest of title 0.8, bullets 0.6, backend 0.5, description 0.2) x how it's written (exact 1.0, plural 0.9, words in any order 0.6), against the tier's target, weighted by search volume.

MODULE 03

Competitor Pain Matrix

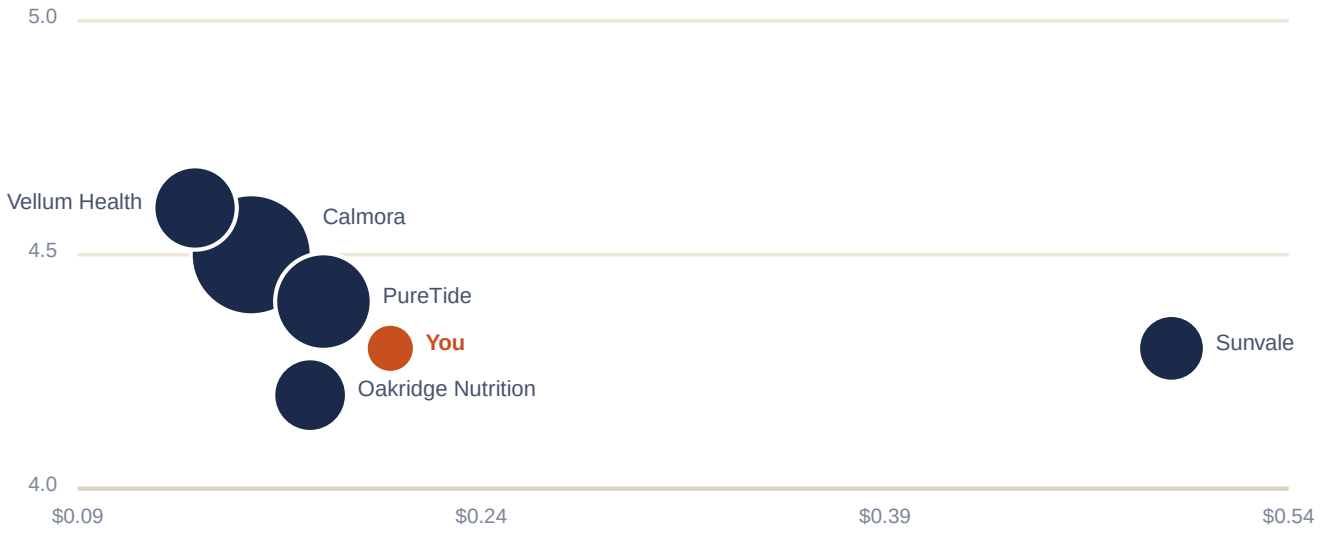
What shoppers complain about in your top 5 competitors' reviews, ranked by how many rivals fail it, routed to your listing, your product or your offer, plus the Alexa prompt pack to dig deeper.

You vs your 5 competitors

LISTING	PRICE	PER UNIT	RATING	RATINGS	IMAGES	VIDEO	A+	STORY	BSR
YOU · Larkfield Labs B0SAMPLE01	$24.99	$0.21	4.3	1,284	6	0	yes	no	#4,812
Calmora B0SAMPLE02	$27.99	$0.16	4.5	38,214	9	1	yes	yes	#312
PureTide B0SAMPLE03	$21.99	$0.18	4.4	19,870	8	1	yes	no	#655
Vellum Health B0SAMPLE04	$32.49	$0.14	4.6	12,450	7	0	yes	yes	#980
Oakridge Nutrition B0SAMPLE05	$15.99	$0.18	4.2	8,120	6	0	no	no	#1,720
Sunvale B0SAMPLE06	$29.99	$0.50	4.3	5,630	7	1	yes	no	#2,400

Price per unit vs rating

Where you sit against the field. Bigger bubble, more ratings.



Across: price per unit · Up: rating · Bubble size: number of ratings

THE OPENING

Three of the five top sellers get the same complaint: capsules too big to swallow comfortably, and two get “smells like sulfur”. Larkfield shares the capsule-size problem today, so the fastest win is the smell (say it, show it) and the biggest win is a smaller capsule, briefed now and shown on image 5 the day it ships.

Complaint heatmap

Which rivals’ buyers raise each complaint, and how your own reviews compare.

	Calmora	PureTide	Vellum Health	Oakridge Nutrition	Sunvale	You
Stomach comfort 36% negative		complaint		complaint		better
Smell 48% negative	complaint		complaint			better
Capsule size 44% negative	complaint	complaint		complaint		same issue

What to do about each complaint

#	COMPLAINT	RIVALS	NEGATIVE	ROUTE	WHAT TO DO
1	**Stomach comfort** "Gave me an upset stomach the first week."	2/5	36%	Say it on the page	You already win here: your reviews praise it. Move it into bullet 1 with the reason (chelated glycinate, not citrate or oxide).
2	**Smell** "Smells like sulfur when you open the bottle."	2/5	48%	Say it on the page	Say it plainly and prove it: odor-controlled bottle with a desiccant, no sulfur smell. Two top sellers get this complaint every week.
3	**Capsule size** "Horse pills. Very hard to swallow."	3/5	44%	Fix the product	Brief the move from size 00 to size 0 capsules at the next production run; until then, show the real size honestly and suggest opening the capsule into a drink.

Where each answer goes on your page

COMPLAINT	BULLET LINE	IMAGE	A+ / ALEXA
Stomach comfort	GENTLE ON THE STOMACH: chelated glycinate, the form least likely to cause the urgency citrate and oxide are known for.	Comparison: glycinate vs citrate vs oxide, stomach comfort row	Comparison chart Alexa: Magnesium glycinate is a chelated form that is generally easier on the stomach than citrate or oxide.
Smell	NO SULFUR SMELL: sealed with a desiccant pack so the capsules stay fresh and odor-free to the last serving.	Open bottle with a nose icon crossed out: "No sulfur smell"	Four images & text: "What you won't notice" Alexa: The bottle includes a desiccant so the capsules don't develop a sulfur smell.
Capsule size	EASY TO SWALLOW: smooth size 0 vegan capsules (about 21mm), or open one into water if you prefer.	Capsule next to a US quarter, with "size 0" once it ships	Comparison chart row "Capsule size" Alexa: Each capsule is size 0, about 21mm long.

What your own buyers complain about

COMPLAINT	NEGATIVE	IN THEIR WORDS
Capsule size	43%	"The capsules are big, I have to cut them."
Value for money	30%	"Two capsules a day means the bottle runs out in two months."

Alexa for Shopping prompt pack

Paste these into Alexa for Shopping in the Amazon app to dig into any rival yourself.

ID	JOB	PROMPT
P1	Category complaints Amazon search bar, Alexa mode	What do customers complain about most when buying magnesium glycinate on Amazon? List the top 8 complaints, how common each one is, and which brands get each complaint most often.

ID	JOB	PROMPT
P2	One best seller's complaints Open Alexa on Calmora's product page	Find every negative theme in this product's reviews. For each theme, tell me how often it comes up, give a typical customer quote, and say whether it is getting more or less common recently.
P3	Returns and regret Same competitor page	Why do customers return this product or regret buying it? What did they expect that it didn't deliver?
P4	Unmet wishes Same competitor page	What do reviewers wish this product did differently? List the changes, features or sizes people ask for, with how often each comes up.
P5	Head-to-head Select Larkfield Labs and the top 2 sellers in search results, then Compare	Compare these products for someone who wants winding down at night without feeling groggy. Which one would you pick and why? What is the biggest weakness of each?
P6	Objection check Open Alexa on your own product page	What should I watch out for before buying this product?
P7	Answerability Your product page, once per question in Module 6	[Paste one shopper question from the list above] Answer only from this product's details and reviews.

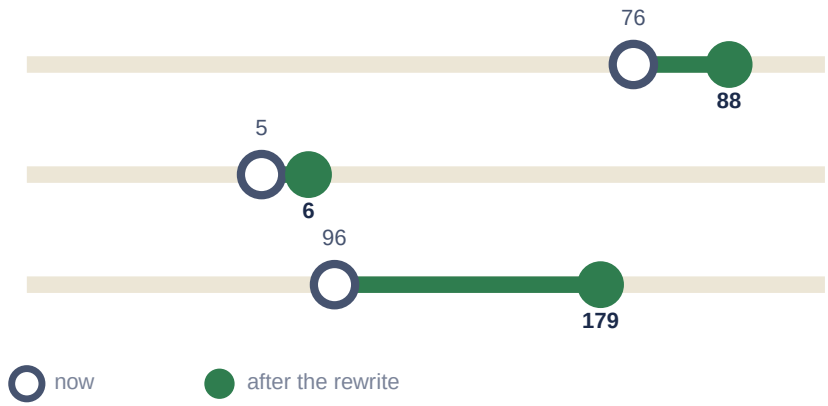
MODULE 04

Listing Rewrite

A new title (top keywords in the first 80 characters), five bullets, a description and backend search terms built to fit 249 bytes, re-scored so you see the keyword score before and after.

Before and after

Re-scored with the same keyword map.



TITLE	BULLETS	BACKEND	COMPLIANCE NOTES
161	5	179 B	2
characters (max 200)	rewritten	of 249 bytes	to review

Title

Amazon shows about the first 80 characters on mobile. They carry your Tier 1 keywords.

VERSION	TITLE (THE BAR MARKS CHARACTER 80)	CHARS
Now	Larkfield Labs Magnesium Supplement - Magnesium Glycinate Capsules for Adults - | Magnesium for Sleep and Calm, Magnesium Complex	127
New	**Larkfield Labs Magnesium Glycinate 400mg Supplement for Sleep and Calm, Chelated | Bisglycinate Capsules for Muscle Relaxation, Gentle on Stomach, Vegan, 120 Count**	161

“Magnesium glycinate” (412K searches/mo, the hero keyword) sits right after the brand, then the strength (400mg), “supplement” and “for sleep”, so “magnesium glycinate 400mg”, “magnesium supplement” and “magnesium for sleep” all land inside the 80 characters shown on mobile, with “magnesium” written only once.

Bullets, now vs new

#	NOW	NEW
1	HIGH QUALITY MAGNESIUM: Our magnesium glycinate is made with premium ingredients for your daily wellness routine.	FALL ASLEEP EASIER: A magnesium supplement for sleep that works with your body: 400mg of magnesium glycinate per serving helps you wind down at night and wake up without the grogginess some sleep aids leave.

#	NOW	NEW
2	SLEEP SUPPORT: Magnesium helps you relax at night.	GENTLE ON THE STOMACH: Chelated magnesium bisglycinate is the high absorption form least likely to cause the urgency citrate and oxide are known for. Good for sensitive stomachs and an empty stomach.
3	GENTLE FORMULA: Glycinate is a gentle form of magnesium that many people prefer over other types.	NO SULFUR SMELL: Every bottle is sealed with a desiccant pack, so the capsules stay fresh and odor-free to the last serving. Tamper-evident inner seal on every bottle.
4	EASY TO USE: Take 2 capsules a day with water or as directed by your healthcare professional.	HOW TO TAKE IT: Two capsules 30–60 minutes before bed with water. Ideal for adults winding down at night, active people after training, and anyone switching from citrate. 60 servings per bottle.
5	SATISFACTION: We stand behind our product and want you to love it.	TESTED, NOT JUST PROMISED: Third-party tested for purity and heavy metals [ADD: lab name], made in a GMP-certified facility in the USA. Vegan magnesium capsules with no gluten, soy, dairy or artificial colors.

New description

Larkfield Labs Magnesium Glycinate is a chelated bisglycinate made for adults who want a calmer evening routine without a harsh stomach. Each two-capsule serving delivers 400mg of magnesium in the form most people tolerate best. Ideal for: winding down at night, muscle relaxation after training, and anyone who found citrate or oxide hard on the stomach. How to use: take two capsules 30–60 minutes before bed with water. What makes it different: no sulfur smell (a desiccant keeps every bottle fresh), vegan capsules, and third-party testing for purity on every batch. Questions shoppers ask: it does not contain melatonin; most people take it nightly for at least two weeks before judging the difference. These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Backend search terms

179 of 249 bytes. No words from the title or bullets, no brand names, no repeats.

```
complex women cramps magnesio glicinato magnesuim magnisium bedtime restful unwind recovery leg
pms menopause stress nighttime elemental chelate mineral pills tablets caps non gmo
```

What changed and why

#	CHANGE
1	Title: “magnesium” now appears once instead of four times, and the hero keyword, strength and form fit in the first 80 characters.
2	Bullet 1 now leads with the outcome (falling asleep easier) instead of “high quality”.
3	Added the smell and capsule-size answers: the two complaints the top sellers get most.
4	Added amount per serving, servings per bottle and testing, which Alexa needs to answer comparison questions.

Compliance notes

#	CHECK BEFORE YOU PUBLISH
1	“Sleep support” is structure/function wording and fine; never write “treats insomnia” or “cures anxiety”.
2	Keep the FDA disclaimer at the end of the description because the copy makes structure/function statements.

MODULE 05

Image & A+ Blueprint

A wireframe of every gallery image with the exact words on it, the file name and size to upload, the keywords to embed in each file, A+ modules with copy and their 100-character image keywords, a Brand Story, a comparison chart and a 30-second video…

The new gallery at a glance

Upload order, left to right. Each image is drawn in full on the pages that follow.

MAIN | PT01 | PT02 | PT03 | PT04 | PT05 | PT06 | PT07 | PT08

Gallery rules

RULE	WHAT AMAZON REQUIRES
Size	2000 x 2000 px; at least 1600 px on the longest side (enables zoom); max 10,000 px
Format	JPEG (.jpg), sRGB, under 10 MB
Count and names	Up to 9 images: MAIN, then PT01 to PT08. Name each file ASIN.CODE.jpg so bulk upload puts it in its slot.
Main image	Pure white background (RGB 255, 255, 255), product fills about 85% of the frame, no text, logos, badges, props or watermarks, the product as sold

Every image, with the words on it

white #FFFFFF · product ~ 85% of frame · no text

B0SAMPLE01.MAIN.jpg

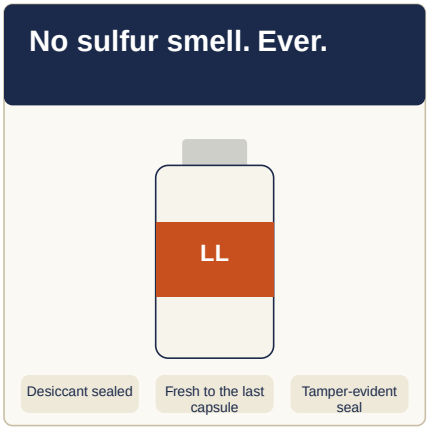
Image 1 · main image

On the image	No text. Product only, on pure white.
Shows	Bottle front-on, pure white background, label enlarged so “Magnesium Glycinate 400mg” reads at thumbnail size; 120 capsules shown in front.
Size	2000 x 2000 px · JPEG (.jpg), sRGB, under 10 MB
File title	Larkfield Labs Magnesium Glycinate 400mg – main image
Alt text	Larkfield Labs magnesium glycinate 400mg bottle, 120 vegan capsules, on white
Keywords	magnesium glycinate 400mg, magnesium glycinate capsules, magnesium supplement, magnesium glycinate, magnesium, magnesium for sleep, larkfield labs

B0SAMPLE01.PT01.jpg

Image 2 · benefits

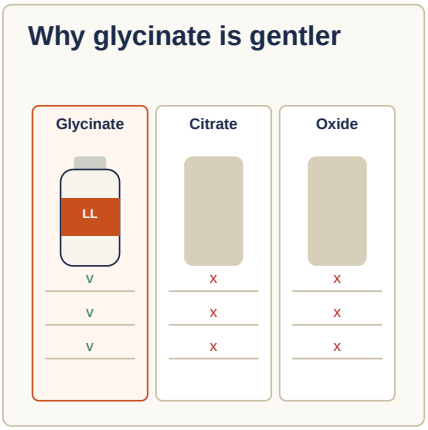
On the image	**“Fall asleep easier. Wake up clear.”**
Callouts	Sleep support · Calm evenings · Muscle relaxation · Gentle on stomach
Shows	Bottle at left; four outcome icons at right: moon, calm wave, muscle, stomach.
Size	2000 x 2000 px · JPEG (.jpg), sRGB, under 10 MB
File title	Larkfield Labs Magnesium Glycinate 400mg – benefits
Alt text	Magnesium glycinate for sleep: four benefits, calm evenings, muscle relaxation, gentle on stomach
Keywords	magnesium for sleep, magnesium for relaxation, magnesium glycinate, magnesium, magnesium supplement, larkfield labs



B0SAMPLE01.PT02.jpg

Image 3 · pain point

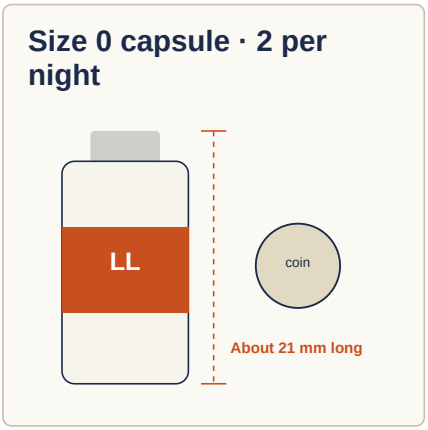
On the image	**“No sulfur smell. Ever.”**
Callouts	Desiccant sealed · Fresh to the last capsule · Tamper-evident seal
Shows	Open bottle, fresh capsules, desiccant pack visible; nose icon crossed out.
Answers	Competitor complaint: Smell
Size	2000 x 2000 px · JPEG (.jpg), sRGB, under 10 MB
File title	Larkfield Labs Magnesium Glycinate 400mg – pain point
Alt text	Open bottle of odor-free magnesium glycinate capsules with a desiccant pack
Keywords	odorless magnesium, magnesium glycinate capsules, magnesium glycinate, magnesium, magnesium supplement, magnesium for sleep, larkfield labs



B0SAMPLE01.PT03.jpg

Image 4 · comparison

On the image	"Why glycinate is gentler"
Callouts	Glycinate · Citrate · Oxide
Shows	Three columns: glycinate vs citrate vs oxide; rows for stomach comfort, absorption, best time to take.
Answers	Competitor complaint: Stomach comfort
Size	2000 x 2000 px · JPEG (.jpg), sRGB, under 10 MB
File title	Larkfield Labs Magnesium Glycinate 400mg – comparison
Alt text	Magnesium glycinate vs citrate vs oxide: stomach comfort, absorption and timing compared
Keywords	magnesium glycinate vs citrate, chelated magnesium, high absorption magnesium, magnesium glycinate, magnesium, magnesium supplement, magnesium for sleep, larkfield labs



B0SAMPLE01.PT04.jpg

Image 5 · scale

On the image	"Size 0 capsule · 2 per night"
Callouts	About 21 mm long
Shows	One capsule beside a US quarter; 2-capsule serving in a palm.
Answers	Competitor complaint: Capsule size
Size	2000 x 2000 px · JPEG (.jpg), sRGB, under 10 MB
File title	Larkfield Labs Magnesium Glycinate 400mg – scale
Alt text	Size 0 magnesium glycinate capsule next to a US quarter, about 21 mm long
Keywords	easy to swallow magnesium, magnesium capsules, magnesium glycinate, magnesium, magnesium supplement, magnesium for sleep, larkfield labs

B0SAMPLE01.PT05.jpg

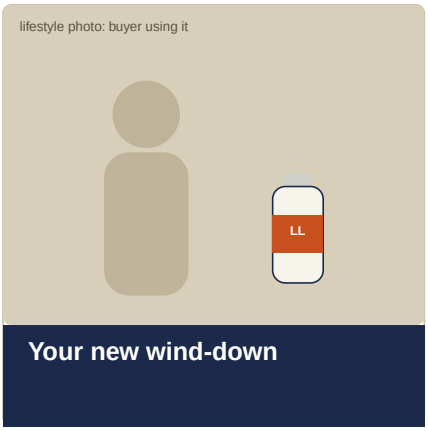
Image 6 · what's inside

On the image	**"400mg per serving. That's it."**
Callouts	400mg magnesium (as bisglycinate) · Vegan capsule · No gluten, soy or dairy
Shows	Supplement facts panel enlarged with three callouts: 400mg, vegan capsule, no fillers.
Size	2000 x 2000 px · JPEG (.jpg), sRGB, under 10 MB
File title	Larkfield Labs Magnesium Glycinate 400mg – what's inside
Alt text	Supplement facts: 400mg magnesium bisglycinate per serving in a vegan capsule
Keywords	magnesium bisglycinate, vegan magnesium, magnesium glycinate 400mg, magnesium glycinate, magnesium, magnesium supplement, magnesium for sleep, larkfield labs

B0SAMPLE01.PT06.jpg

Image 7 · proof

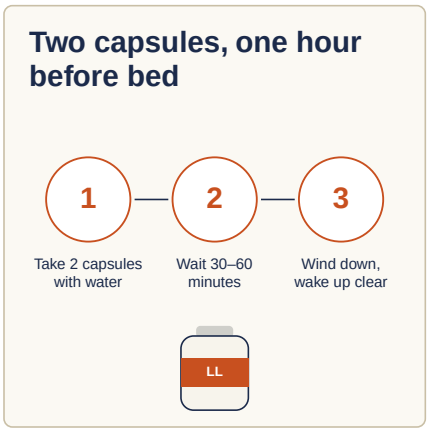
On the image	**"Third-party tested every batch"**
Callouts	3rd-party tested · GMP facility · Made in USA
Shows	Bottle center; lab certificate thumbnail, GMP badge and made-in-USA mark below.
Size	2000 x 2000 px · JPEG (.jpg), sRGB, under 10 MB
File title	Larkfield Labs Magnesium Glycinate 400mg – proof
Alt text	Third-party tested magnesium glycinate made in a GMP facility in the USA
Keywords	third party tested magnesium, magnesium supplement, magnesium glycinate, magnesium, magnesium for sleep, larkfield labs



B0SAMPLE01.PT07.jpg

Image 8 · lifestyle

On the image	**"Your new wind-down"**
Shows	Adult at a nightstand at dusk, bottle beside a book and a glass of water.
Size	2000 x 2000 px · JPEG (.jpg), sRGB, under 10 MB
File title	Larkfield Labs Magnesium Glycinate 400mg – lifestyle
Alt text	Woman taking magnesium glycinate at her nightstand before bed
Keywords	magnesium for sleep, nighttime magnesium, magnesium glycinate, magnesium, magnesium supplement, larkfield labs



B0SAMPLE01.PT08.jpg

Image 9 · how it works

On the image	**“Two capsules, one hour before bed”**
Callouts	Take 2 capsules with water · Wait 30–60 minutes · Wind down, wake up clear
Shows	Three-step timeline: 2 capsules -> 30–60 minutes -> calmer evening.
Size	2000 x 2000 px · JPEG (.jpg), sRGB, under 10 MB
File title	Larkfield Labs Magnesium Glycinate 400mg – how it works
Alt text	How to take magnesium glycinate: two capsules 30 to 60 minutes before bed
Keywords	how to take magnesium glycinate, magnesium for sleep, magnesium glycinate, magnesium, magnesium supplement, larkfield labs

Upload it so every image lands in the right slot

STEP	WHERE IN SELLER CENTRAL	WHAT TO DO
1	**Seller Central -> Catalog -> Upload Images (Image Manager)**	drag the files named ASIN.MAIN.jpg, ASIN.PT01.jpg … ASIN.PT08.jpg; the variant code puts each image in its slot.
2	**One at a time instead**	Catalog -> Manage All Inventory -> Edit on the ASIN -> Images tab -> drop each file into its slot, in the order shown above.
3	**Video**	Catalog -> Upload & Manage Videos -> link it to the ASIN.
4	**A+**	Advertising -> A+ Content Manager -> Start creating A+ content -> add the modules in the order below; on every image fill “Image keywords” (max 100 characters) with the line given here.
5	**Brand Story**	A+ Content Manager -> Create Brand Story -> background, cards and logo at the sizes below, with image keywords on each.
6	**Before uploading, embed the metadata (title, description, keywords) in each file**	exiftool commands below, or Windows: right-click -> Properties -> Details; Mac: Adobe Bridge or Photoshop -> File Info.

WHY EMBED KEYWORDS IN THE FILES?

Amazon doesn’t say its search reads embedded image metadata, so treat it as free insurance, not a ranking lever: it takes two minutes a batch, keeps your files findable, and the keywords travel with the image to your website, Google Images and retail partners. What Amazon does read: the variant code in the file name (slot), the A+ “Image keywords” field, and shoppers read the words on the image.

Video: 30 seconds

A 30-second “real night” routine: open the bottle (no smell), show the capsule size honestly, take two, show the label and lab seal, end on a calm bedroom.

TIME	SHOT	ON-SCREEN TEXT
0-3s	Close-up: cap twists off, desiccant visible	**No sulfur smell**
3-8s	One capsule next to a quarter	**Size 0, easy to swallow**
8-14s	Two capsules in a palm, glass of water	**400mg, 1 hour before bed**
14-22s	Label macro, then the lab certificate	**Third-party tested**
22-30s	Lights dim, person settles into bed	**Larkfield Labs Magnesium Glycinate**

A+ content, top to bottom

#	MODULE	IMAGE SIZE	HEADLINE	IMAGE KEYWORDS (MAX 100)
1	**Standard image header with text**	970 x 600 px	The gentle magnesium for calmer nights	Magnesium glycinate 400mg bottle on a nightstand at bedtime, gentle magnesium for sleep
2	**Standard comparison chart**	150 x 300 px per product	Glycinate vs the forms you’ve tried	Magnesium glycinate vs citrate vs oxide compared for stomach comfort and absorption
3	**Standard four image & text**	220 x 220 px (x4)	What you won’t notice	Odor-free magnesium capsules: no sulfur smell, no aftertaste, no grogginess
4	**Standard single image & sidebar**	300 x 400 px main + 350 x 175 px sidebar	How to take it	Two magnesium glycinate capsules in a hand over a glass of water
5	**Standard image & dark text overlay**	970 x 300 px	Tested, not just promised	Third-party lab testing of magnesium glycinate capsules for purity
6	**Standard text**	no image (text module)	Questions people ask	–

1. The gentle magnesium for calmer nights

`Standard image header with text · 970 x 600 px`

Chelated magnesium glycinate, 400mg per serving, in a capsule that doesn't smell and doesn't upset your stomach.

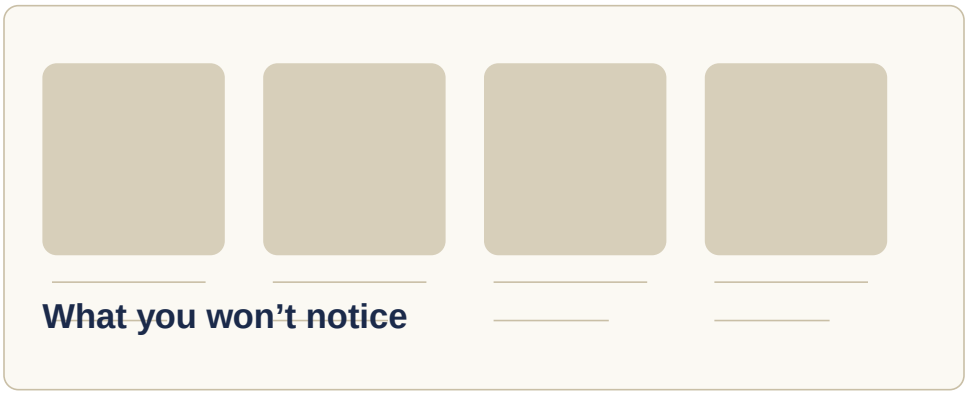
Image: Wide bedroom-at-dusk lifestyle shot, bottle on the nightstand.

2. Glycinate vs the forms you've tried

`Standard comparison chart · 150 x 300 px per product`

Glycinate: gentle, good for evenings. Citrate: can cause urgency. Oxide: poorly absorbed. Choose the form built for your night routine.

Image: Three bottles in neutral packaging, Larkfield highlighted.



3. What you won’t notice

`Standard four image & text · 220 x 220 px (x4)`

No sulfur smell. No chalky aftertaste. No stomach urgency. No morning grogginess.

Image: Four minimal icons on cream.

4. How to take it

`Standard single image & sidebar · 300 x 400 px main + 350 x 175 px sidebar`

Two capsules 30–60 minutes before bed with water. Give it two weeks of nightly use. Ask your doctor if you’re pregnant, nursing or on medication.

Image: Hand holding two capsules over a glass of water.

5. Tested, not just promised

`Standard image & dark text overlay · 970 x 300 px`

Every batch is tested by an independent lab for purity and heavy metals [ADD: lab name], and made in a GMP-certified facility in the USA.

Image: Lab setting in soft focus, certificate overlay.

Questions people ask

6. Questions people ask

`Standard text · no image (text module)`

Does it contain melatonin? No. Is it vegan? Yes. How long does a bottle last? 60 nights. Can I open the capsule? Yes, into water or juice.

Image: None (text module).

Brand Story: Supplements we'd give our own families

Larkfield Labs started when our founder couldn't find a magnesium that didn't smell, didn't upset her stomach and said exactly what was inside. So we made one: chelated, tested by an independent lab, and labelled in plain numbers.

ELEMENT	SIZE	WHAT GOES ON IT
Background	1464 x 625 px	Image keywords: Larkfield Labs founder with magnesium glycinate bottles in the lab
Card 1	362 x 453 px	Why we test every batch
Card 2	362 x 453 px	Where our magnesium comes from
Card 3	362 x 453 px	Our 60-night promise
Logo	315 x 145 px	Your brand logo on white or transparent

Comparison chart

	LARKFIELD LABS MAGNESIUM GLYCINATE	TYPICAL MAGNESIUM SUPPLEMENTS
Form	**Chelated glycinate**	Often oxide or citrate blends
Per serving	**400mg, stated on the front**	Often unclear on the front label
Smell	**Desiccant-sealed, no sulfur smell**	Common complaint in reviews
Capsule	**Vegan, size 0**	Often size 00 gelatin
Testing	**Third-party tested every batch**	Rarely stated

Metadata commands (copy, paste, done)

Install exiftool (free, exiftool.org), put the finished images in one folder named as above, open a terminal there and paste these.

FILE	COMMAND
B0SAMPLE01.MAIN.jpg	exiftool -overwrite_original -sep ", " -Title="Larkfield Labs Magnesium Glycinate 400mg – main image" -ObjectName="Larkfield Labs Magnesium Glycinate 400mg – main image" -Description="Larkfield Labs magnesium glycinate 400mg bottle, 120 vegan capsules, on white" -Caption-Abstract="Larkfield Labs magnesium glycinate 400mg bottle, 120 vegan capsules, on white" -Keywords="magnesium glycinate 400mg, magnesium glycinate capsules, magnesium supplement, magnesium glycinate, magnesium, magnesium for sleep, larkfield labs" -Subject="magnesium glycinate 400mg, magnesium glycinate capsules, magnesium supplement, magnesium glycinate, magnesium, magnesium for sleep, larkfield labs" B0SAMPLE01.MAIN.jpg
B0SAMPLE01.PT01.jpg	exiftool -overwrite_original -sep ", " -Title="Larkfield Labs Magnesium Glycinate 400mg – benefits" -ObjectName="Larkfield Labs Magnesium Glycinate 400mg – benefits" -Description="Magnesium glycinate for sleep: four benefits, calm evenings, muscle relaxation, gentle on stomach" -Caption-Abstract="Magnesium glycinate for sleep: four benefits, calm evenings, muscle relaxation, gentle on stomach" -Keywords="magnesium for sleep, magnesium for relaxation, magnesium glycinate, magnesium, magnesium supplement, larkfield labs" -Subject="magnesium for sleep, magnesium for relaxation, magnesium glycinate, magnesium, magnesium supplement, larkfield labs" B0SAMPLE01.PT01.jpg
B0SAMPLE01.PT02.jpg	exiftool -overwrite_original -sep ", " -Title="Larkfield Labs Magnesium Glycinate 400mg – pain point" -ObjectName="Larkfield Labs Magnesium Glycinate 400mg – pain point" -Description="Open bottle of odor-free magnesium glycinate capsules with a desiccant pack" -Caption-Abstract="Open bottle of odor-free magnesium glycinate capsules with a desiccant pack" -Keywords="odorless magnesium, magnesium glycinate capsules, magnesium glycinate, magnesium, magnesium supplement, magnesium for sleep, larkfield labs" -Subject="odorless magnesium, magnesium glycinate capsules, magnesium glycinate, magnesium, magnesium supplement, magnesium for sleep, larkfield labs" B0SAMPLE01.PT02.jpg
B0SAMPLE01.PT03.jpg	exiftool -overwrite_original -sep ", " -Title="Larkfield Labs Magnesium Glycinate 400mg – comparison" -ObjectName="Larkfield Labs Magnesium Glycinate 400mg – comparison" -Description="Magnesium glycinate vs citrate vs oxide: stomach comfort, absorption and timing compared" -Caption-Abstract="Magnesium glycinate vs citrate vs oxide: stomach comfort, absorption and timing compared" -Keywords="magnesium glycinate vs citrate, chelated magnesium, high absorption magnesium, magnesium glycinate, magnesium, magnesium supplement, magnesium for sleep, larkfield labs" -Subject="magnesium glycinate vs citrate, chelated magnesium, high absorption magnesium, magnesium glycinate, magnesium, magnesium supplement, magnesium for sleep, larkfield labs" B0SAMPLE01.PT03.jpg
B0SAMPLE01.PT04.jpg	exiftool -overwrite_original -sep ", " -Title="Larkfield Labs Magnesium Glycinate 400mg – scale" -ObjectName="Larkfield Labs Magnesium Glycinate 400mg – scale" -Description="Size 0 magnesium glycinate capsule next to a US quarter, about 21 mm long" -Caption-Abstract="Size 0 magnesium glycinate capsule next to a US quarter, about 21 mm long" -Keywords="easy to swallow magnesium, magnesium capsules, magnesium glycinate, magnesium, magnesium supplement, magnesium for sleep, larkfield labs" -Subject="easy to swallow magnesium, magnesium capsules, magnesium glycinate, magnesium, magnesium supplement, magnesium for sleep, larkfield labs" B0SAMPLE01.PT04.jpg
B0SAMPLE01.PT05.jpg	exiftool -overwrite_original -sep ", " -Title="Larkfield Labs Magnesium Glycinate 400mg – what's inside" -ObjectName="Larkfield Labs Magnesium Glycinate 400mg – what's inside" -Description="Supplement facts: 400mg magnesium bisglycinate per serving in a vegan capsule" -Caption-Abstract="Supplement facts: 400mg magnesium bisglycinate per serving in a vegan capsule" -Keywords="magnesium bisglycinate, vegan magnesium, magnesium glycinate 400mg, magnesium glycinate, magnesium, magnesium supplement, magnesium for sleep, larkfield labs" -Subject="magnesium bisglycinate, vegan magnesium, magnesium glycinate 400mg, magnesium glycinate, magnesium, magnesium supplement, magnesium for sleep, larkfield labs" B0SAMPLE01.PT05.jpg
B0SAMPLE01.PT06.jpg	exiftool -overwrite_original -sep ", " -Title="Larkfield Labs Magnesium Glycinate 400mg – proof" -ObjectName="Larkfield Labs Magnesium Glycinate 400mg – proof" -Description="Third-party tested magnesium glycinate made in a GMP facility in the USA" -Caption-Abstract="Third-party tested magnesium glycinate made in a GMP facility in the USA" -Keywords="third party tested magnesium, magnesium supplement, magnesium glycinate, magnesium, magnesium for sleep, larkfield labs" -Subject="third party tested magnesium, magnesium supplement, magnesium glycinate, magnesium, magnesium for sleep, larkfield labs" B0SAMPLE01.PT06.jpg
B0SAMPLE01.PT07.jpg	exiftool -overwrite_original -sep ", " -Title="Larkfield Labs Magnesium Glycinate 400mg – lifestyle" -ObjectName="Larkfield Labs Magnesium Glycinate 400mg – lifestyle" -Description="Woman taking magnesium glycinate at her nightstand before bed" -Caption-Abstract="Woman taking magnesium glycinate at her nightstand before bed" -Keywords="magnesium for sleep, nighttime magnesium, magnesium glycinate, magnesium, magnesium supplement, larkfield labs" -Subject="magnesium for sleep, nighttime magnesium, magnesium glycinate, magnesium, magnesium supplement, larkfield labs" B0SAMPLE01.PT07.jpg
B0SAMPLE01.PT08.jpg	exiftool -overwrite_original -sep ", " -Title="Larkfield Labs Magnesium Glycinate 400mg – how it works" -ObjectName="Larkfield Labs Magnesium Glycinate 400mg – how it works" -Description="How to take magnesium glycinate: two capsules 30 to 60 minutes before bed" -Caption-Abstract="How to take magnesium glycinate: two capsules 30 to 60 minutes before bed" -Keywords="how to take magnesium glycinate, magnesium for sleep, magnesium glycinate, magnesium, magnesium supplement, larkfield labs" -Subject="how to take magnesium glycinate, magnesium for sleep, magnesium glycinate, magnesium, magnesium supplement, larkfield labs" B0SAMPLE01.PT08.jpg

MODULE 06

Alexa, Tests & 30-Day Plan

The questions shoppers ask Alexa for Shopping about your product and the answers to add, Manage Your Experiments tests to run, and a week-by-week plan ending with your free re-audit.

SHOPPER QUESTIONS	ANSWERED TODAY	A/B TESTS	PLAN
10	0/10	3	4 weeks
Alexa for Shopping	3 partly	Manage Your Experiments	24 tasks

Can your page answer what shoppers ask Alexa?

3 | 7

3 Partial 7 Fail

QUESTION	TODAY	THE ANSWER TO ADD	ADD TO
How much elemental magnesium is in a serving?	NOT ANSWERED	400mg of magnesium (as magnesium bisglycinate) per two-capsule serving.	title
Will it make me groggy in the morning?	NOT ANSWERED	It contains no melatonin or sedatives; most people don't report morning grogginess.	bullet 1
Is it gentle on the stomach?	PARTLY	Yes: glycinate is the form least likely to cause the urgency citrate and oxide are known for.	bullet 2
Are the capsules big?	NOT ANSWERED	Size 0, about 21mm. You can also open one into water or juice.	bullet 4
Does it smell?	NOT ANSWERED	No. A desiccant pack keeps the capsules fresh and odor-free.	bullet 3
Can I take it with melatonin?	NOT ANSWERED	It contains no melatonin. Ask your doctor before combining supplements. [ADD: confirm wording with compliance]	description
How long until I notice a difference?	NOT ANSWERED	Most people take it nightly for at least two weeks before judging the difference.	description
Is it vegan?	PARTLY	Yes: vegan capsules, no gluten, soy, dairy or artificial colors.	bullet 5
Is it third-party tested?	NOT ANSWERED	Yes, every batch is tested by an independent lab [ADD: lab name].	bullet 5
How long does a bottle last?	PARTLY	120 capsules, 60 nights at two capsules a night.	attribute: Number of servings

“Best for” lines for your description

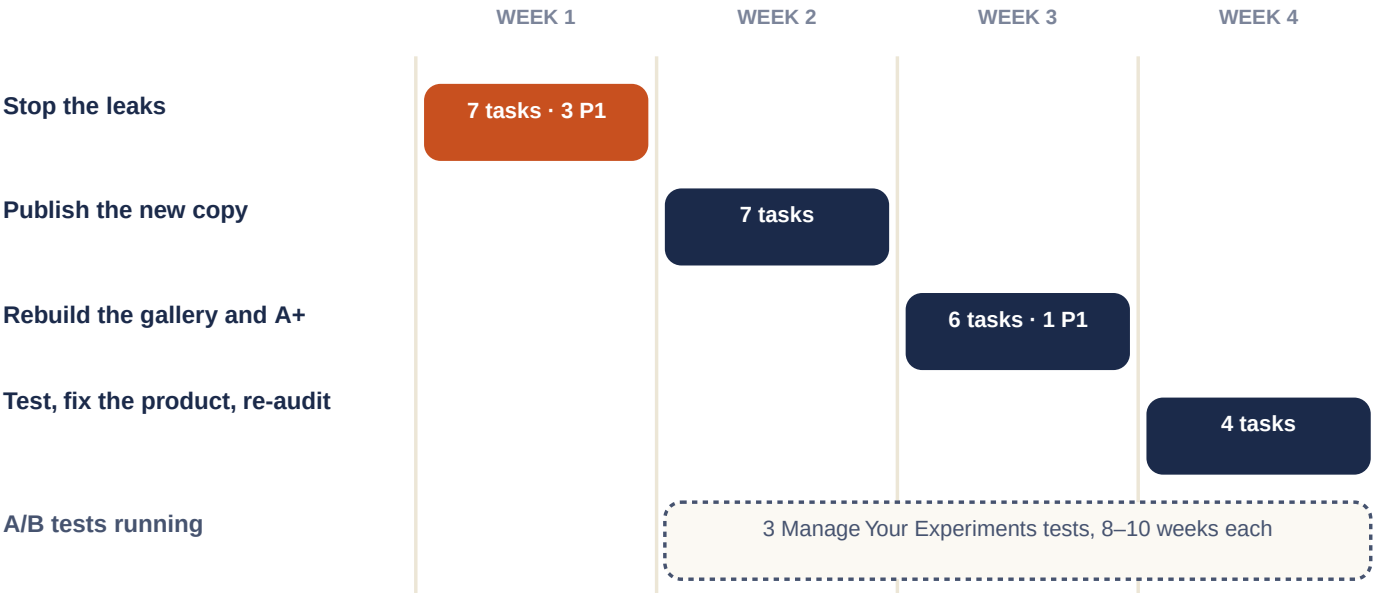
#	LINE
1	Ideal for adults winding down at night who want to wake up clear
2	Ideal if citrate or oxide upset your stomach
3	Ideal after training, as part of a muscle-recovery routine

Manage Your Experiments: tests to run

TEST	HYPOTHESIS	VERSION A	VERSION B	METRIC
1. Main image 8-10 weeks	If the main image label shows “400mg” large and 120 capsules in front, then click share rises, because the current label is unreadable at thumbnail size while impression share is double click share on “magnesium for sleep”.	Current main image	**Enlarged label with 400mg, capsules in front, white background**	Units sold per unique visitor
2. Title 8-10 weeks	If the title leads with “Magnesium Glycinate 400mg” and drops the repeated “magnesium”, then click share and conversion rise, because the strength answers the first comparison question shoppers ask.	Current title	**The Module 4 title**	Units sold per unique visitor
3. A+ content 8-10 weeks	If A+ opens with the glycinate-vs-citrate comparison and the no-smell module, then conversion rises, because those are the top two complaints buyers have about the competitors.	Current 4-module A+	**The Module 5 A+ (6 modules)**	Units sold per unique visitor

Your 30-day plan

25 lower-priority fixes from Module 1 sit in your backlog after these four weeks.



Ship the quick wins and the critical (P1) fixes that don't need new creative.

WEEK 1 · STOP THE LEAKS	OWNER	PRIORITY
☐ Add each Tier 1 copy-gap keyword to the title or first bullet (see the copy-gap list in Module 2). 2 Tier 1 keywords are in the copy gap: "magnesium for sleep", "magnesium glycinate 400mg".	Copywriter	P1
☐ Open each bullet with the outcome a buyer wants: falling asleep easier, calmer evenings, no stomach upset. Bullets open with "High quality", "Gentle formula" and "Satisfaction": claims, not outcomes.	Copywriter	P1
☐ Fill the backend to 240+ bytes with the Module 4 set: misspellings, synonyms and uses not in the visible copy. Backend search terms use 96 of 249 bytes.	Copywriter	P2
☐ Use each Tier 2 keyword once, naturally, in the title or bullets. 2 of 12 Tier 2 keywords are placed well.	Copywriter	P2
☐ Rewrite the title and bullets to place every Tier 1 keyword in the first 80 characters and every Tier 2 keyword in the title or bullets (Module 4 has the copy). Keyword Implementation Score 76/100 (partly optimized).	Copywriter	P2
☐ Create a Brand Store and make sure "Visit the [brand] Store" links to it. No Brand Store link in the byline.	Listing manager	P2

WEEK 1 · STOP THE LEAKS	OWNER	PRIORITY
☐ Close the review gap: turn on Request a Review for every order, add an insert that points to the review page, and enroll the new 240-count size in Vine. 1,284 ratings vs a top-seller median of 12,450.	Founder	P1

Upload the Module 4 title, bullets, description and backend search terms, then fill every missing attribute.

WEEK 2 · PUBLISH THE NEW COPY	OWNER	PRIORITY
☐ Paste the new title, 5 bullets and description from Module 4 (Seller Central -> Edit listing). Keep the old copy in a doc for the experiment.	Listing manager	–
☐ Replace the backend search terms with the Module 4 set (179 bytes).	Listing manager	–
☐ Add the Alexa answers from Module 6 to the bullets, description and attributes.	Copywriter	–
☐ Use “magnesium” once or twice: “Larkfield Labs Magnesium Glycinate 400mg, Chelated Bisglycinate Capsules for Sleep…”. Repeated: “magnesium” x4.	Copywriter	P2
☐ Badges follow conversion and ranking on a keyword: fix the P1 items, then push the hero keyword with exact-match ads. No badge, while 3 of the top sellers have one.	Founder	P2
☐ Expand each bullet to 150–250 characters: outcome first, then the amount, form or proof. 0 of 5 bullets are 120–250 characters (lengths: 113, 50, 97, 93, 66).	Copywriter	P2
☐ State 400mg elemental magnesium per serving and the third-party lab that tests each batch. No testing, certification or amount per serving is given anywhere in the bullets.	Copywriter	P2

Produce the Module 5 images, video and A+ modules; answer the top competitor complaints with proof.

WEEK 3 · REBUILD THE GALLERY AND A+	OWNER	PRIORITY
☐ Brief the designer on the 7-slot gallery from Module 5 and the 30-second video.	Designer	–
☐ Build the A+ modules and Brand Story from Module 5 in A+ Content Manager.	Designer	–
☐ Make “120 capsules · 60 servings” legible on the main image label. The count is on the label but too small to read in search results.	Designer	P3
☐ Increase label contrast and the size of “Magnesium Glycinate”. The label text is thin and low-contrast at thumbnail size.	Designer	P3

WEEK 3 · REBUILD THE GALLERY AND A+	OWNER	PRIORITY
☐ Your listing is seen but not clicked: test a new main image and title (Module 6 experiments), and check price per unit against the top sellers. Impression share 2%, click share 1% across your search queries.	Designer	P1
☐ Add the scale, lifestyle and comparison images so the gallery has 9 images (Module 5 has the brief). 6 images in the gallery.	Designer	P2

Start the Manage Your Experiments tests, brief the product fixes, then re-run the audit.

WEEK 4 · TEST, FIX THE PRODUCT, RE-AUDIT	OWNER	PRIORITY
☐ Start a Manage Your Experiments test: Main image. If the main image label shows “400mg” large and 120 capsules in front, then click share rises, because the current label is unreadable at thumbnail size while impression share is double click share on “magnesium for sleep”.	Listing manager	–
☐ Start a Manage Your Experiments test: Title. If the title leads with “Magnesium Glycinate 400mg” and drops the repeated “magnesium”, then click share and conversion rise, because the strength answers the first comparison question shoppers ask.	Listing manager	–
☐ Product brief: Switch to size 0 capsules (2 per serving still gives 400mg) and add a desiccant to stop the smell some glycinate develops.	Founder	–
☐ Run your free re-audit to confirm the fixes landed and see the new score and keyword score.	You	–

NEXT STEP

Want a second pair of eyes on it?

Book a free 20-minute call with our Amazon team. Bring this report; we'll tell you which three fixes to ship first and whether the rest is worth doing yourself or with help.

Book a free call: https://tidycal.com/jamil/discovery-call

exclusiva inc.

eCommerce growth agency for Amazon, TikTok Shop & DTC. AMZ PDP Audits is built by Exclusiva Inc, the team behind 250+ Amazon product launches for health, wellness and supplement brands. Want us to ship these fixes for you? Book a call from your report page or visit exclusivainc.com.

714 Hertford Dr, Hatfield, PA 19440 · (267) 498-7406 · exclusivainc.com

Amazon, Alexa and Seller Central are trademarks of Amazon.com, Inc. or its affiliates. This report is an independent analysis by Exclusiva Inc and is not affiliated with or endorsed by Amazon.