

The Listings Starter Guide

Have you completed your Seller Identity Verification?

To help us maintain a trusted marketplace for buyers and sellers, we will need some additional proof for the information that you provided during registration.

If you've already submitted your documents, the review process can take up to two working days from the time that we receive your documents. We will email you the result.

If you haven't submitted your documents, Go to the [Seller identity verification page](#). Under 'Please select your country/region', choose your country or region from the drop-down option. In the Submit required documents section, upload your documents (Note: Document requirements might change based on your country). Under Provide contact information, enter your Email address and Phone number.



Listing your first product

To sell a product on Amazon, you must first create a product listing. Either match an existing listing (if somebody else is already selling the same product on Amazon), or create a new listing (if you are the first or only seller).

There are different ways to list products on Amazon. Sellers using a Professional seller account have the option of listing their products in large batches using bulk uploading or inventory management with third-party systems, while Individual sellers list products one at a time.

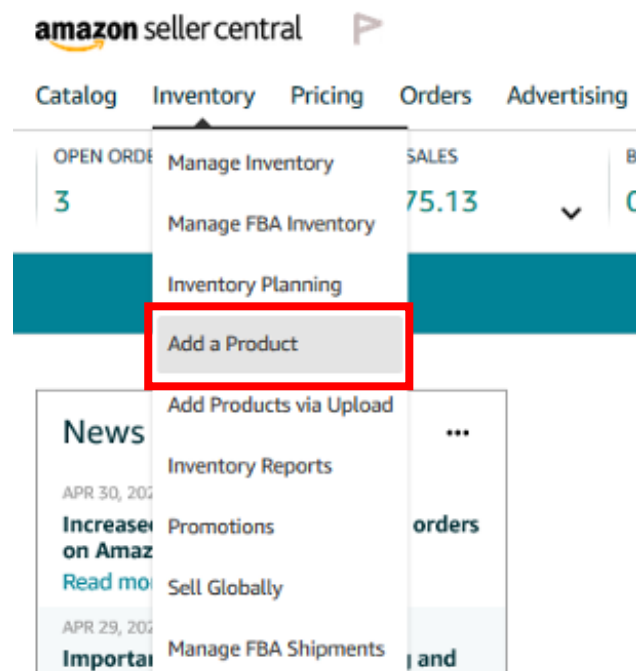


How to list products

Add one product at a time

Add a Product is an interactive web-based interface used to list a small number of products, one at a time. This tool is available in the drop-down of Inventory menu of your seller account. The Add a Product tool can be used to:

- **Match to an existing product listing:** If you have a product that you want to sell which already exists on Amazon, you must match to the existing product detail page. When matching to an existing product listing, always review the product detail page to ensure that it accurately describes your product.
- **Create a new product listing:** If the product that you want to sell does not exist on Amazon, you can list a new product and Amazon will create a new product detail page. To ensure customers can make informed purchasing decisions, make sure that an international version of a product is not listed on the same ASIN as the local version of the same product.



The 'Add a Product' selection under the 'Inventory' tab allows you to list your product(s).

To begin adding products

Find your products in Amazon's catalogue

Product name, UPC, EAN, ISBN, or ASIN



I'm adding a product not sold on Amazon

You will be taken to this page. Enter in product details to find your products.

Click the below buttons for video instructions to make your first listings on Amazon:

Add a Product

Match to an
Existing Listing



How to list products

What you need to start listing products

In most cases, products must have a Global Trade Item Number (GTIN), such as a UPC, an ISBN, or an EAN. Amazon uses these product IDs to identify the exact item you're selling. If you match a listing, you won't need to provide a product ID since it already exists. If you're adding a product that's new to Amazon, you may need to purchase a UPC code or request an exemption.

ISBN: 10 digits or 13 digits. Include the letter X if the ISBN ends with that letter.	
UPC: 12 digits. Include the digits on the left and right sides of the bar code.	
EAN, JAN: 13 digits	
GTIN-14: 14 digits	

To find a product ID you will need to Look for ISBNs, UPCs, EANs or JANs above or below the bar code on the packaging (or cover) of your product. GTIN-14s appear on the shipping container.

Key Information for Each Product Listing

In addition to a product ID, here's some of the important information that goes into each product listing:

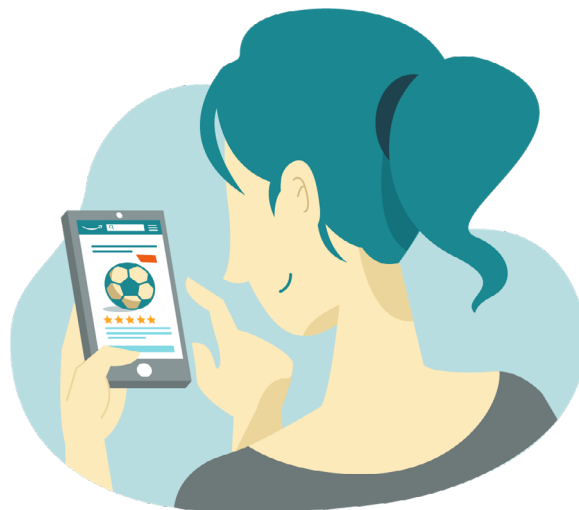
- SKU
- Product title
- Product description and bullet points
- Product images
- Search terms and relevant keywords



Successful Listing = Successful Launch

Listing Best Practices

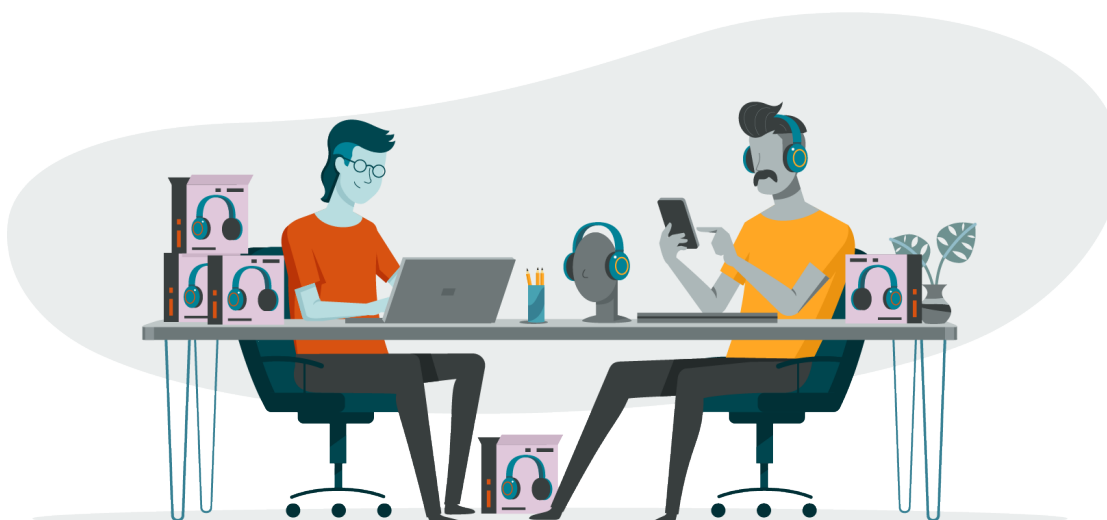
Following best practices for adding listings can have a big impact on their success. Make it easy for shoppers to find your offers by adding descriptive titles, clear images, and concise feature bullets to your items.



Things to Avoid When Listing

Avoid these things that could negatively impact your launch:

- **Variation issues:** Products that vary only by colour, scent, or size might be a good candidate for listing as variations. Ask yourself if the customer would expect to find the products together on the same page. If not, list them separately.
- **Image compliance:** Your images must be at least 500 x 500 pixels (increase the size to 1,000 x 1,000 for high quality listings) and set against a plain white background. The product should fill at least 80% of the image area.
- **Product IDs:** Make sure you're meeting the requirements for product UPCs and GTINs (Global Trade Item Number). Consistency in these codes helps promote confidence in the range of products shown in the Amazon catalogue.



The Product Detail Page

The product detail page: what's what?

A product detail page is where customers view a product sold on Amazon. If you've shopped on the Amazon store, you'll recognise the product detail page. It's where customers can find all the relevant information about a particular item. When multiple sellers offer the same product, Amazon combines data from all the offers into one product detail page (so we can present customers with the best experience). You can propose product information on a product detail page, along with other sellers and manufacturers, and request detail page reviews if you think the information is not correct.

As you're building your product detail pages, think about what will best help customers find your products, discover answers to their questions, and make a purchasing decision. Aim for the ultimate customer experience by making your listings concise, accurate, and easy to understand.



Amazon Brand Registry

If you sell your products under a registered trademark, consider enrolling in [Amazon Brand Registry](#), a free service that gives you increased control over product detail pages that use your brand name.

Amazon Service Quick Start Style Guide:

Review the [Amazon Services Quick Start Style Guide](#) to learn the basic style guidelines that apply to all categories. Categories may also have style requirements in addition to the Quick Start Style Guide, so be sure to review any guides that specifically apply to the categories you sell in.



Requirements To Be Aware Of

What are restricted product categories?

It's important that customers are able to shop with confidence on Amazon, which is why some product categories (like certain grocery or personal care products) are known as "restricted product categories." Amazon might require performance checks and other qualifications in order for you to sell certain brands or list items within restricted categories. You'll be able to request approval from within Seller Central.



Please click [here](#) to view the different categories and requirements.

What are listings suppressions?

Our research shows that listings with complete product information, including images, category (item-type), and titles (parent titles) with less than 80 characters improve the shopping experience by making it easier for customers to find, evaluate, and purchase products. As a result, we will hide (or suppress) from search and browse non-media listings that do not meet certain standards. This basically means that a customer will not be able to find your listing in search if your listing is suppressed.

You may click [here](#) to view the reasons for listings suppression and how to fix it.



The Listings Tool

Prepare your listings tool

This tool will help you create your listings on Amazon by converting a file with information on the products you want to list into an Amazon listing file. If you have your own e-commerce store or use another system to manage product information, you can export your product details into a file (Excel, text, or csv format).



This tool can be accessed from your Seller Central account under:
Catalogue > Add Products > Convert to Amazon Template tab

If you do not have an existing file

If you do not have a file, you can download our [sample catalogue file](#) and add your product information to it or you can create your own catalogue file. We recommend that you add as much product information as possible to make your products easier to find for customers.

You can learn more about the process [here](#).

