



What's new in Seller Central ?

Introduction: The essential steps for selling on Amazon

List your offers on Amazon

Manage your inventory and your offerings

Monitor your sales for future business decisions



New product listing guides

Low price comparison by fulfilment method

Business reports sales dashboard

Product classifier tool

Amazon sales rank

Deliver the best **customer experience**

Notification preferences

Improved Amazon seller forums

Introduction: The essential steps for selling on Amazon

List your offers on Amazon

Manage your inventory and your offerings

Monitor your sales for future business decisions



New product listing guides

Low price comparison by fulfilment method

Business reports sales dashboard

Product classifier tool

Amazon sales rank

Deliver the best **customer experience**

Notification preferences

Improved Amazon seller forums

List your offers on Amazon

New product listing guides

- Two new product listing guides are now available for download in your seller account.
- Benefits
These guides have been created to help you **create product listings that are discoverable, attractive, accurate and, most importantly, sellable.**
- Click [here](#) to download the new guide for Computers & Office, Home, Garden & Pets, Toys & Baby, DIY, Tools, Auto, Grocery and Health & Beauty.
- Click [here](#) to download the new guide for Electronics.

extract

Contents

A. [Detail page content](#)

1. [Product title](#)
2. [Images](#)
3. [Bullet points](#)
4. [Product description](#)

5. [Brand and manufacturer](#)

6. [Model number and part number](#)
7. [What's in the Box](#)

B. [Discoverability](#)

8. [Variations](#)
9. [Search terms](#)
10. [Browse](#)
11. [Refinements](#)

List your offers on Amazon

The product classifier tool

- **Benefit**
The [product classifier tool](#) enables you to search and **browse for the appropriate classification** for your listings, and then **transfer the results to your inventory files or feeds**.
- The product classifier helps replace the “Browse Tree Guides” for identifying browse paths for your listings.

1

Select the classifications for the products in your catalog, and then download an Excel file with the values. [Learn more](#)

HDMI cable

Search results [Browse All](#)
51 results found for 'HDMI cable'

Add all

Found in:	Classification Path
Electronics & Photo > Accessories > Home Audio & Video Accessories > Cables > HDMI	Electronics & Photo/Accessories/Cables/HDMI
Electronics & Photo > Hi-Fi & Home Audio > Accessories > Cables > HDMI Cables	Electronics & Photo/Hi-Fi & Home Audio/Accessories/Cables/HDMI Cables
Electronics & Photo > Camera & Photo > Accessories > Camcorder & Video Accessories > HDMI Cable	Electronics & Photo/Camera & Photo/Accessories/Camcorder & Video Accessories/HDMI Cable
Electronics & Photo > Accessories > Camera & Photo Accessories > Camcorder & Video Accessories >	Electronics & Photo/Accessories/Camera & Photo Accessories/Camcorder & Video Accessories
Electronics & Photo > Home Cinema, TV & Video > Accessories > Cables > HDMI Cables	Electronics & Photo/Home Cinema, TV & Video/Accessories/Cables/HDMI Cables
PC & Video Games > Accessories > Cables, Batteries & Adapters > Cables	PC & Video Games/Accessories/Cables, Batteries & Adapters/Cables
PC & Video Games > Accessories > Cables, Batteries & Adapters > Battery Chargers	PC & Video Games/Accessories/Cables, Batteries & Adapters/Battery Chargers
Computers & Accessories > Accessories > Cables > DVI Cables	Computers & Accessories/Accessories/Cables/DVI Cables
Electronics & Photo > Computers, Components & Accessories > Accessories > Cables > DVI Cables	Electronics & Photo/Computers, Components & Accessories/Accessories/Cables/DVI Cables

Having trouble finding the right classification for your product?
Check the [Browse tree guides](#) for this category or [send us your feedback](#).

Selected classifications	Node ID	Classification Path
Clear all		
× HDMI Cables	418466031	Electronics & Photo/Home Cinema, TV & Video/Accessories/Cables/HDMI Cables

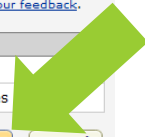
2

Classification	Node ID	Node Path	Inventory Template Name
HDMI Cables	418466031	Electronics & Photo/Home Cinema, TV & Video/Accessories/Cables/HDMI Cables	Electronics & Photo

3

Flat.File.CE.uk_TTH_xls

	L	M	N	O
1				
2	bullet-point5	recommended-browse-node	product-type	box-contents
3	bullet-point5	recommended-browse-node	product-type	box-contents
4				



Introduction: The essential steps for selling on Amazon

List your offers on Amazon

Manage your inventory and your offerings

Monitor your sales for future business decisions



New product listing guides

Low price comparison by fulfilment method

Business reports sales dashboard

Product classifier tool

Amazon sales rank

Deliver the best **customer experience**

Notification preferences

Improved Amazon seller forums

Manage your inventory and your offerings

The low price comparison by fulfilment method

- **Benefit**
The match low price feature helps you **quickly and easily match the current lowest prices on Amazon.co.uk** for the products you offer.
- Match low price now allows you to compare listings based on **fulfilment method and condition type**.

Page 1 of 5

Low Price Settings NEW

Show shipping charge

Show low price for: Listings in all conditions

AND

Listings with all fulfillment methods

This icon, when displayed in the Low Price column, indicates that your listing has the current low price as defined by your preferences.

Cancel Save

All Inventory View | Inven... Amazon Fulfills | Shipping Queue

109 product(s)

Search product title, SKU, ISBN, ASIN Advanced Actions Add a product Save Preferences NEW

Show: My Inventory All My Inventory Active Inactive Improve Listing Quality

ASIN/ISBN	Product Name	Date Created	Quantity	Condition	Your Price + Shipping	Low Price	Buy Box Price	Fulfilled By
32-ZAX B007RL	Lucky Star EX Figu Summer Wedding I	21/04/2012 12:51:34	0	New	£1,000.00	£32.90 + £0.00	£32.90 + £0.00	Merchant

Low Price Settings NEW

Manage your inventory and your offerings

The Amazon sales rank

- **Benefit**
You can now **view the Amazon sales rank for products you offer** in “[Manage Inventory](#)”, which enables you to see best selling products.

amazon services europe seller central | www.amazon.co.uk | HOME | MESSAGES | HELP | LOGOUT

INVENTORY | ORDERS | STOREFRONT | REPORTS | PERFORMANCE | SETTINGS

All Inventory View | Inventory Amazon Fulfillment | Shipping Queue

109 product(s) | Page 1 of 5

Search product title, SKU, ISBN, ASIN | Advanced | Actions | Add a product | Save | Preferences NEW

Actions	Status	Merchant SKU	ASIN/ISBN	Product Name	Date Created	Quantity	Condition	Your Price + Shipping	Low Price	Buy Box Price	Sales Rank NEW	Fulfilled By
Actions	Blocked	32-ZAXQ-	B007RLZ	Luck Kagi	21/04/2012 12:51:34	0	New	£1,000.00	£32.90 + £0.00	£32.90 + £0.00	10,454 Electronics	Merchant

Set your display preferences

The values that you set here will be used as the defaults for viewing your inventory listings in the future. You can edit these settings at any time. [Learn more](#)

Low Price Comparison: Condition: Listings in all conditions AND Fulfillment Method: Listings with all fulfillment methods NEW

This icon, when displayed in the Low Price column, indicates that your listing has the current low price as defined by your preferences.

Show: 25 results per page Show shipping charges in Low Price and Your Price columns NEW

By checking this box, you are choosing to display shipping charges in the Low Price and Your Price columns in Manage Inventory.

Initially sort by: Start Date: New to Old

Column Display:

Select: Default	Actions: Default	Status: Default
Merchant SKU: Default	Listing ID: Default	ASIN/ISBN: Default
Product Name: Default	Date Created: Default	Date Opened: Default
Date Closed: Default	Quantity: Default	Condition: Default
Your Price: Default	Low Price: Default	Buy Box Price: Show when available
Sales Rank: Show when available NEW	Fulfilled By: Default	

The values you select here are used with search filters to customize your Manage Inventory column display.

Cancel Save

Introduction: The essential steps for selling on Amazon

List your offers on Amazon

Manage your inventory and your offerings

Monitor your sales for future business decisions



New product listing guides

Low price comparison by fulfilment method

Business reports sales dashboard

Product classifier tool

Amazon sales rank

Deliver the best **customer experience**

Notification preferences

Improved Amazon seller forums

Monitor your sales for future business decisions

The business reports sales dashboard

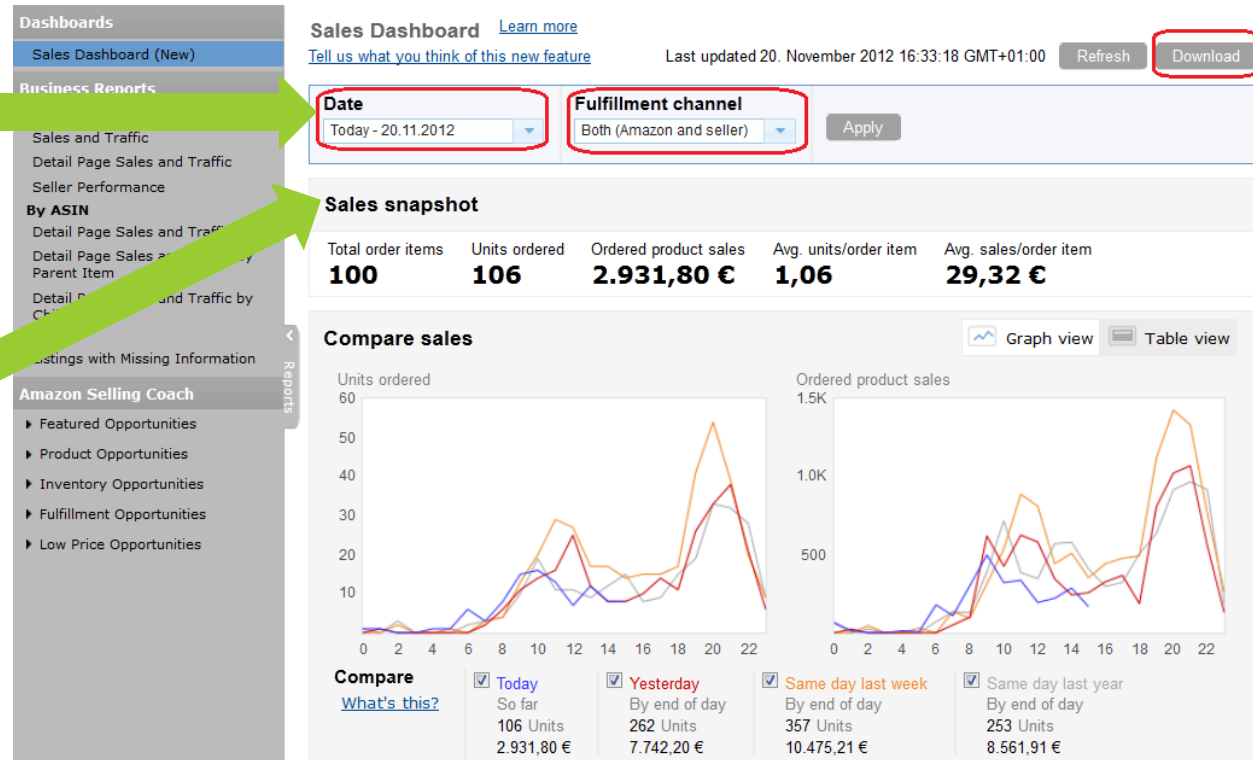
- Benefit

The new sales dashboard, an enhancement to "[Business Reports](#)", provides sellers with an **hourly snapshot of the day's sales**.

- We also added side-by-side graphs, which allow you to compare your sales activities over time.

The date selector lets you select **various default time frames**, as well as **custom ranges**.

The data in the Sales snapshot portion is as fresh as the time-stamp, which is driven off **the latest order data** we have and may be even **more up to date than every hour**.



Introduction: The essential steps for selling on Amazon

List your offers on Amazon

Manage your inventory and your offerings

Monitor your sales for future business decisions



New product listing guides

Low price comparison by fulfilment method

Business reports sales dashboard

Product classifier tool

Amazon sales rank

Deliver the best **customer experience**

Notification preferences

Improved Amazon seller forums

Other helpful tools

The notification preferences page

- The "[notification preferences](#)" page has been reorganized and more notification types have been added. You can now opt in to receive order reports and listing notifications and reports, sent to **multiple email addresses** that you specify.

Order Notifications		Edit
Merchant Order Notifications (Sold, Ship Now):	Email Disabled (amazc	
Claims Notifications:	amazonmerchant@mc	
Amazon Fulfillment Order Notifications:	Disabled (amazonmerc	
Multi-Channel Fulfillment Order Notifications:	Disabled (amazonmerc	
Inbound Shipment Notifications:	Disabled (amazonmerc	
Inbound Shipment Problem Notifications:	Enabled (amazonmerc	

Listing Notifications		Edit
My listing has been created:	Disabled (amazonmerc	
My listing has closed:	Disabled (amazonmerc	

Report Notifications		Edit
Open Listings Report:	Disabled (amazonmerc	
Order Fulfillment Report:	Disabled (amazonmerc	
Sold Listings Report:	Disabled (amazonmerc	
Cancelled Listings Report:	Disabled (amazonmerc	



Amazon Selling Coach Notifications		Edit
Amazon Selling Coach Notifications:	amazonmerchant@mc	

Other Notifications		Edit
Business Updates:	amazonmerchant@mc	
Technical Notifications:	amazonmerchant@mc	

Other helpful tools



The improved Amazon seller forums

- These forums provide a venue in which Amazon sellers can exchange ideas, knowledge, and opinions about anything related to Selling on Amazon or other Amazon Services.
- Some of the notable features include:
 - **Ask Amazon Services Europe forum**
 - **Question/Answer points system**
 - **Thread watch and RSS**

Martin  Posted on: 11 Nov, 2012 4:21 PM in response to: thefozshop   Reply




Posts: 108
Registered: 07 Nov, 12 11:25 AM

Use new EANs.

thefozshop Posted on: 11 Nov, 2012 4:31 PM in response to: Martin   Reply

Posts: 3
Registered: 11 Nov, 12 3:45 PM

Thanks for your reply.
How do i do that?

Seller Forums Admin  Posted on: 19 Nov, 2012 11:58 AM in response to: thefozshop   Reply

Posts: 19
Registered: 25 Oct, 12 12:39 PM

Hi thefozshop!

In a variation all the child items need to have unique EANs. It is not possible to list items using the same EAN.
The parent item is not assigned an EAN as it is not a saleable item. The information provided regarding EANs from Inspirations Gift Shop and Martin is correct.

If another seller has listed an item but the item is not in a variation it is possible for you to create the variation. You need to establish if a variation is available in the particular category. The easiest way for you to do this would be to use an upload file for the category the item is in.

We would recommend that you view the help pages for extra detail.

For adding images to an existing variation you will need to add the images through your seller account for each child item. Either manually or through an upload file.

We would also recommend that you contact Seller Support for further clarification and advice in creating variations, adding to existing variations and changing an existing listing into a variation.

We hope this helps!

Edited by: Seller Forums Admin on Nov 19, 2012 4:48 PM

[Explore the forums](#)

and threads to find lively discussions and information about Selling on Amazon and other Amazon Services.

Other helpful tools

Useful references

- ❑ [Product Listing Guides](#)
- ❑ [Product Classifier tool](#)
- ❑ [Match low price](#)
- ❑ [Business Reports](#)
- ❑ [Setting your Notification Preferences](#)
- ❑ [Amazon Seller Forums](#)

Thank You!



See all the upcoming and previous "Sell on Amazon" webinars:

<http://services.amazon.co.uk/resources/events-webinars/>

Please note that this presentation is an overview. If you have further questions, need additional information, or would like to check that the information presented is still up to date, we recommend for you to contact [Seller Support](#).