

"Selling on Amazon" Webinar

Create your product listings and
improve your listing quality



amazon services
Europe

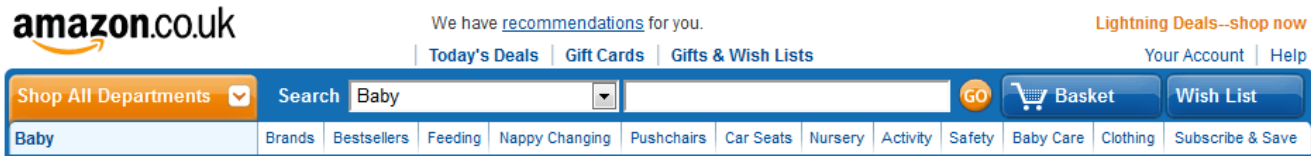
Create your product listings and improve your listing quality

Agenda

- Reminder: Manage product details on Amazon
- Create your product listings
- Help Amazon customers find your products: search & browse
- Make sure your customers choose your products
- Request an update/change on an existing product detail page
- Q&A
- References

Reminder: Manage Products on Amazon

What is on a Product Detail Page?



Lamaze Classic Discovery Book

by Learning Curve

★★★★★ (47 customer reviews) Like (15)

RRP: £7.99

Price: **£6.91** & this item **Delivered FREE in the UK** with Super Saver Delivery. [See details and conditions](#)

You Save: £1.08 (14%)

In stock.

Dispatched from and sold by **Amazon.co.uk**. Gift-wrap available.

Want guaranteed delivery by Wednesday, 22 August? Order it in the next 4 hours and 14 minutes, and choose **Express** delivery at checkout. [See Details](#)

13 new from £6.39

Quantity: 1

Add to Basket

or

[Sign in](#) to turn on 1-Click ordering.

or

Add to Basket with FREE One-Day Delivery

Amazon Prime free trial required. Sign up when you check out. [Learn more](#)

Add to Wish List

More Buying Choices

Buy-For-Les... **Add to Basket**
£6.80 + FREE UK delivery

modelstore **Add to Basket**
£8.69 & this item Delivered FREE in the UK with Super Saver Delivery. [See details and conditions](#)

Mrtoyboxuk (Official Uk Retailer) **Add to Basket**
£8.75 + FREE UK delivery

13 new from £6.39

Have one to sell? [Sell yours here](#)



[Share your own customer images](#)

Technical Detail

Product details

- Lamaze toys g
 - Stimulating col
 - Bright contrast
 - Rattles, squeal
- Product Dimensions:** 15.2 x 5.4 x 15.2 cm ; 68 g
- Boxed-product Weight:** 200 g
- Item model number:** LC27126
- ASIN:** B002WN2AKG
- Date first available at Amazon.co.uk:** 12 Feb 2010

Product Description

Product Description

With eight pages of fun, the Lamaze Classic Discovery book features friendly and cute woodland characters. Full of surprises for baby to touch and feel, the book includes soft textures, bright colours, and sounds to encourage baby's exploration.

- Product name & Brand
- Product image
- Price
- Buy Box
- Product information:
 - Technical Details/Bullet points
 - Product Specifications
 - Product Details
 - Product Description
- Also:
 - Customer reviews
 - Accessories
 - Related products
 - Tags

Reminder: Manage Products on Amazon

What is a Product Detail Page?

- On Amazon.co.uk, each product has its own page with detailed information, customer reviews, and more.
We call this a **Product Detail Page**.

Does the product you want to sell already exist?

YES

NO

You just need to inform your offer details:

- **Price**
- **Quantity in stock**
- **Condition**

You need to **create a new Product Detail Page**:

- **EAN**
- **Image**
- **Title, Description,...**

and inform your offer details

- **Price**
- **Quantity in stock**
- **Condition**

- Your listing is called an *Offer* and all offers associated with one product appear on the **Offer-Listing** page.

Reminder: Manage Products on Amazon

How is a Product Detail Page created by Amazon?

- Multiple sellers often sell the same product on a single product detail page
- The product information displayed can come from multiple sellers

amazon.co.uk Hello Maité Molling. We have [recommendations](#) for you. ([Not Maité?](#))
Maité's Amazon | Today's Deals | Gift Cards | Gifts & Wish Lists | Back to School. Shop now. | Your Account | Help

Shop All Departments Search Baby Basket Wish List

Baby Brands | Bestsellers | Feeding | Nappy Changing | Pushchairs | Car Seats | Nursery | Activity | Safety | Baby Care | Clothing | Sub...

Lamaze Classic Discovery Book
by [Learning Curve](#)
★★★★★ (47 customer reviews)
RRP: ~~£7.99~~
Price: **£6.91** & this item **Delivered FREE in the UK** with Super Saver Delivery. [See details and conditions](#)
You Save: **£1.08 (14%)**

In stock.
Dispatched from and sold by **Amazon.co.uk**. Gift-wrap available.

Want guaranteed delivery by Thursday, 23 August? Order it in the next 5 hours and 59 minutes, and choose **Express** delivery at checkout. [See Details](#)
13 new from £6.39

Quantity: 1
Add to Basket
or
[Sign in](#) to turn on 1-Click ordering.
or
Add to Basket with FREE One-Day Delivery
Amazon Prime free trial required. Sign up when you check out. [Learn more](#)
Add to Wish List

More Buying Choices
Buy-For-Les... **Add to Basket**
£6.80 + FREE UK delivery
modelstore **Add to Basket**
£8.69 & this item Delivered FREE in the UK with Super Saver Delivery. [See details and conditions](#)
Mrtoyboxuk (Official UK Retailer) **Add to Basket**
£8.75 + FREE UK delivery
13 new from £6.39
Have one to sell? [Sell yours here](#)
[Share](#) [f](#) [t](#)

Image from Seller B

Title from Seller A

Description from Seller C

Product Description
With eight pages of fun, the Lamaze Classic Discovery book features friendly and cute woodland characters. Full of surprises for baby to touch and feel, the book includes soft textures, bright colours, and sounds to encourage baby's exploration.
The creative force behind hundreds of award-winning toys, Learning Curve created the Lamaze Infant Development System by working in tandem with parents, babies, and childhood experts. Learning Curve understands that what matters most to parents is keeping their children healthy, happy, and safe. The company's goal is to help parents do just that by offering products for every stage of a child's development, from feeding to playing to sleeping. Learning Curve's thoroughly researched developmental toys engage children, and provide parents with peace of mind. And their care, safety, feeding and soothing products give you solutions to day-to-day needs at mealtime, bedtime, at home and on-the-go.

- Automated business logic determines: product description, title, feature, additional details,...
- Which contributors? Sales volume, refund rate, customer feedback, A-Z guarantee claims,...

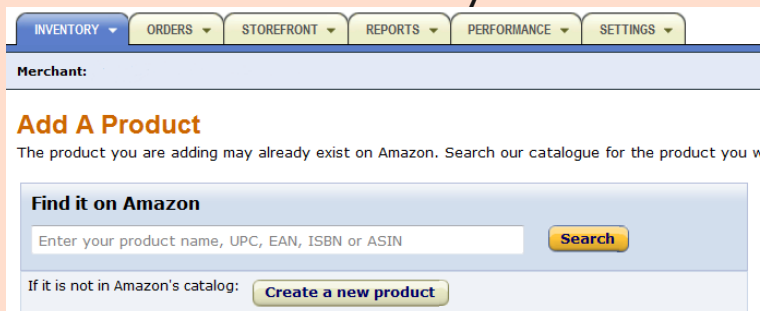
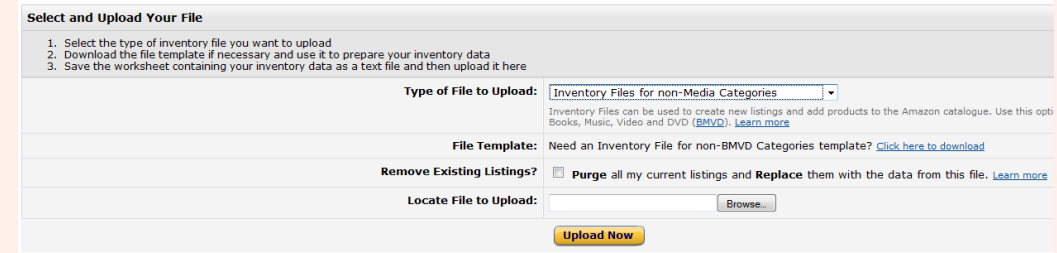
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Create your product listings

What are the different methods to add products?

Your Seller Profile	Recommended Method
Small Inventory (ex: <100 products), basic technical skills	<p>'Add a Product' one by one:</p> 
Medium to large inventory, knowledge of Excel and Text	<p>'Upload Products & Inventory' using inventory files:</p> <p>Upload Products & Inventory</p> <p>Use the tools on this page to upload your listings in bulk. You will need a copy of the appropriate inventory file. You can download a Text File Template from this page once you select an</p> 
Large inventory (ex: >10,000), good knowledge of XML, Java and other programming languages	Automation through 'Marketplace Web Services' APIs: https://developer.amazonservices.co.uk/index.html

Create your product listings

How to add products?

• Adding new products manually

INVENTORY | ORDERS | STOREFRONT | REPORTS | PERFORMANCE | SETTINGS

Search [GO]

Manage Inventory
Manage FBA Inventory
Add a Product
Upload Products & Inventory
Download Inventory File
Manage Promotions
Manage FBA Shipments

Amazon Webstore
From zero to Amazon Webstore in just a few clicks. [Learn more](#)

Advertisement

1

2

3

Other ways to add products: [Upload multiple products](#)

1. Search for your product

- UPC, EAN, ISBN, or ASIN
- Product name
- Keyword

2. Create your offer

- a) Match? **Identify your product** and click **Sell yours**. Enter your price, quantity and other details relevant to your specific offer.
- b) No match? **Create a new product** and classify it into a product category.

3. List your product information

Listing Assistant

The more information you supply, the easier it is for buyers to make educated decisions.

Fields are required

Don't have all the required information? [Show alternatives...](#)

All Product Categories > Baby Product

3

Item Name (aka Title):
(An alphanumeric string up to 200 characters)
Example: Black, Small cap

Manufacturer:
(An alphanumeric string up to 100 characters)
Example: Everyday Manufacturing Company

Brand Name:
(An alphanumeric string up to 100 characters)
Example: ACME, Coca-Cola

Model Number:
(Product code assigned by the manufacturer; can be numbers, letters, or both)
Example: C-50

Manufacturer Part Number:
(An alphanumeric string up to 100 characters)
Example: ACMEPartNo1000

Package Quantity:
(How many items are in the packaging?)
Example: 2

EU Toy Safety Directive Age-specific warning:
(Age-specific warning in accordance with the EU Toy Safety Directive 2009/48/EC)

EU Toy Safety Directive Non-Age-specific warning:
(Non-Age-specific warning in accordance with the EU Toy Safety Directive 2009/48/EC)

EU Toy Safety Directive language warning:
(Language warning in accordance with the EU Toy Safety Directive 2009/48/EC)

Recommended Browse Nodes:
(An alphanumeric string up to 100 characters)

Product's current browse nodes:
No node selected.
No node selected.

Variation Themes:
(From your products vary.)

Cancel Save and finish

Create your product listings

How to add products – LIVE demo



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

INVENTORY | ORDERS | STOREFRONT | REPORTS | PERFORMANCE | SETTINGS

Search [GO]

- Manage Inventory
- Manage FBA Inventory
- Add a Product**
- Upload Products & Inventory
- Download Inventory File
- Manage Promotions
- Manage FBA Shipments

Return requests: 0

Fulfilled by Amazon

In last day: 0

In last 7 days: 0

View your Orders

Performance (New)

Seller Rating NEW [?]

Not Yet Rated

0.00

Fair Excellent

Account Health

Good

Customer Feedback

Just Launched (No feedback yet.)

Amazon Selling Coach

1 Listings to Fix Complete listings are easier for customers to find, evaluate and purchase. [Show](#)

[Tell us what you think of this feature](#) [Business Reports](#) [\(see all\)](#)

Headlines

New Features Available for FBA Sellers on the Manage Inventory page
6 Mar 2013
Amazon is pleased to announce new features for Fulfillment by Amazon (FBA) Sellers. Since January the 30th of this year it has been possible to view all available inventory balances in near real-time, enabling enhanced support of orders on Amazon.Bala... [Learn more](#)

Previous Headlines

- 5 Mar 2013 -- [Check out your new Amazon Selling Coach!](#)
- 5 Mar 2013 -- [Reminder: Changes to the fees schedule on 4 April 2013](#)
- 4 Mar 2013 -- [New Automotive store on Amazon.it, Amazon.fr, and Amazon.es](#)
- 1 Mar 2013 -- [Buyer-Seller Messaging Service Adds "Cancel Order" Link To Emails](#)
- 26 Feb 2013 -- [Email Templates for Buyer-Seller Messages](#)

Light Up Your Listings

How a bike supply company increased sales and reduced returns by improving their listing quality

Notifications

No new notifications.

Payments Summary

Bank account information is missing or invalid for your seller account. [Verify Bank Account Information](#)

Balance

£0.00

Manage Your Case Log

[View your case log](#)

Unshipped Orders

Amazon.co.uk:	0
Amazon.de:	0
Amazon.es:	0
Amazon.fr:	0
Amazon.it:	0
All:	0

Create your product listings

How to edit existing product information?

The screenshot shows the Amazon Seller Central interface. At the top, there's a navigation bar with 'amazon services europe seller central', a dropdown menu for 'www.amazon.co.uk', and links for 'HOME | MESSAGES | HELP | LOGOUT'. Below this is a main navigation bar with tabs for 'INVENTORY', 'ORDERS', 'STOREFRONT', 'REPORTS', 'PERFORMANCE', and 'SETTINGS'. The 'INVENTORY' tab is selected, and a dropdown menu is open, showing options like 'Manage Inventory', 'Manage FBA Inventory', 'Add a Product', etc. The 'Manage Inventory' option is highlighted with a red box. Below the navigation bar, there's a table of inventory items. The table has columns for 'Actions', 'Status', 'Merchant SKU', 'ASIN/ISBN', 'Product Name', 'Date Created', 'Quantity', 'Condition', 'Your Price', and 'Low Price'. One product is visible: 'Lamaze Classic Discovery Book' with a price of £ 2.00. The 'Actions' dropdown for this product is open, and the 'Edit Details' option is highlighted with a red box. Below the table, there's a 'Vital Info' section with various fields for product information, including 'Item Name (aka Title)', 'Manufacturer', 'Brand Name', 'Model Number', 'Manufacturer Part Number', 'Package Quantity', 'EU Toys Safety Directive Age-specific warning', 'EU Toys Safety Directive Non-Age-specific warning', 'EU Toys Safety Directive language warning', and 'Recommended Browse Nodes'. The 'Edit Details' option is highlighted with a red box.

1. Click on **Inventory** and choose **Manage Inventory** from the drop-down menu.

2. Select the product you want to edit, click on **Actions** and choose **Edit Details** in the drop-down menu.

3. Edit your product information and **Save** your changes.

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Help your customers to find your products: search & browse

Use detailed product names

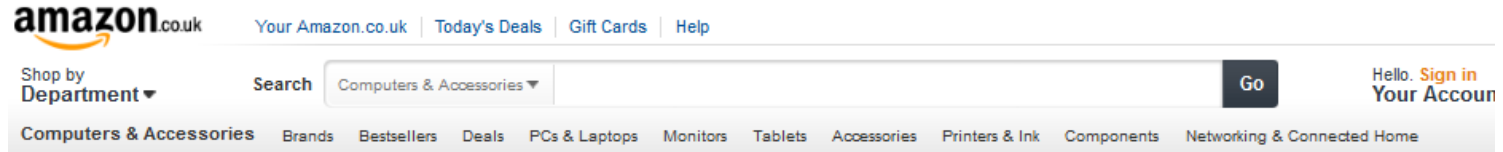
- Product titles should be **clear, concise and accurate**
- Each individual **word in the product name is searchable** by itself.
- Add as much **information** to your product name as you can that comprises the following:
 - Brand and product description (*for example, a mahogany table or Godiva chocolates*)
 - Product line (*for example, Windsor Collection or Saxony*)
 - Material or key ingredient (*for example, 300-threadcount cotton, milk chocolate, or oak*)
 - Colour (*for example, walnut or red*)
 - Size
 - Quantity (*Chocolate Cookies - One Dozen*)
- Do **not include offer-related information** in the product title (pricing, promotion etc.)

You can add/edit your product title by going into **Actions>Edit Details>Vital Info** in [Manage Inventory](#)

Vital Info	Offer	Images	Description	Keywords	More Details
Next					
Item Name (aka Title): <input type="text"/> <small>(An alphanumeric string up to 500 characters.)</small> Example: Black, Small cup					
Manufacturer: <input type="text"/> <small>(An alphanumeric string up to 100 characters.)</small> Example: Everyday Manufacturing Company					
Brand Name: <input type="text"/> <small>(An alphanumeric string up to 100 characters.)</small> Example: ACME, Coca-Cola,					
Model Number: <input type="text"/> <small>(Product code assigned by the manufacturer; can be numbers, letters, or both)</small> Example: C-50					
Manufacturer Part Number: <input type="text"/> <small>(An alphanumeric string up to 100 characters.)</small> Example: ACMEPartNo1000					
Package Quantity: 1					

Help your customers to find your products: search & browse

Examples of product names



amazon.co.uk Your Amazon.co.uk Today's Deals Gift Cards Help

Shop by Department Search Computers & Accessories Go Hello. Sign in Your Account

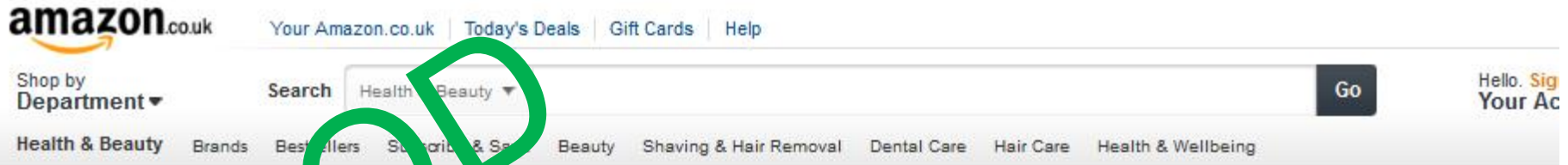
Computers & Accessories Brands Bestsellers Deals PCs & Laptops Monitors Tablets Accessories Printers & Ink Components Networking & Connected Home



10.8V, 4400mAh, Li-ion, Replacement Laptop Battery for ACER Aspire Aspire 5910G, 5715, 5730, 5739, 5739G-6132, 5739G-6959, 5935, 7535, 7735, 7735Z, 7738, Extensa 7230, Extensa 7630, TravelMate 7330, ACER Aspire 5230, 5235, 5310, 5315, 5520, 5520G, 5710, 5715Z, 5720, 5330, 5530, 5530G, 5730Z, 5730ZG, 5920, 5920G, 5930, 5930G, 6530, 6530G, 6920, 6920G, 6930, 6930G, 6935, 6935G, 7220, 7230, 7330, 7520, 7520G, 7530, 7530G, 7720, 7720G, 7720Z, 7730, 7730G, 7730Z, 7730ZG, 8730, 8730G, 8730Z, 8730ZG, 8920, 8920G, 8930, 8930G Series, TravelMate 7230, 7530, 7530G, 7730, 7730G Series, Extensa 7630G Series, Aspire 6935G-644G50Mn, (Fits selected models only), GATEWAY MD7801u, Compatible Part Numbers: AS07B31, AS07B32, AS07B41, AS07B51, AS07B71, AS07B72, LC.BTP00.008, LC.BTP00.014

by [Memorycapital](#)

★★★★☆ (44 customer reviews) Like (4)



amazon.co.uk Your Amazon.co.uk Today's Deals Gift Cards Help

Shop by Department Search Health & Beauty Go Hello. Sign in Your Account

Health & Beauty Brands Bestsellers Subscriptions & Savings Beauty Shaving & Hair Removal Dental Care Hair Care Health & Wellbeing

Pampers Baby-Dry Size 4 (15-44 lbs/7-18 kg) Nappies - Giga Pack of 152 Nappies

by [Pampers](#)

★★★★☆ (58 customer reviews) Like (12)

Size Name: Size 4

First Select Size Name

Unit Count: 152

Then Select Unit Count



Help your customers to find your products: search & browse

Optimize your keywords

Search terms (keywords) are the **primary method** customers use to locate products on Amazon.co.uk. and are the important levers for increased **product visibility** and **sales**.

- **Use terms once:** The words of the product name are already searchable, do not use search terms that are words also contained in the title.
For example: For the product name "Allison's Gourmet Organic Chocolate Chip Pecan Cookies - One Dozen", each word from the title is already a search term. Good search terms for Allison's Cookies, therefore, might be "natural," "baked," and "dessert."
- **Use single keywords:** Single words work better as search terms than phrases.
For example: If your product is a "natural baked dessert" then you should still provide single keywords such as "natural", "baked" and "dessert" as only single keywords are taken into account in the search function.

You can add/edit your product keywords by going into **Actions>Edit Details>Keywords** in [Manage inventory](#)

The screenshot shows the 'Keywords' tab selected in the 'Edit Details' section. The 'Search Terms' field is highlighted with a red box. The field contains a text input area with a placeholder '(Provide specific search terms to help customers find your product.)' and a 'Next' button. An example 'Example: Dark Chocolate, Apples, Cookies' is shown below the input area.

Help your customers to find your products: search & browse

Assign each of your products a browse node

Having a correct **Browse Node** makes it easier for buyers to find your products when they browse through the Amazon navigation tree structure:

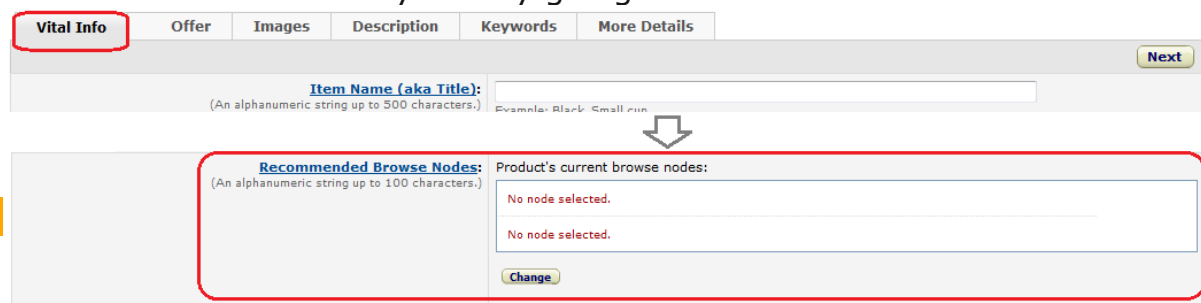


No browse node or a very high level browse node means your product might get lost in the crowd



A precise browse node means people looking for your type of products are more likely to see your item in their search results

You can add/edit browse nodes one by one by going into **Actions > Edit Details > Vital Info** in **Manage inventory**



Create your product listings and improve your listing quality

And also...

- **Price, availability, selection,** and **sales history** all influence the location of your product in the search results.
- **Better selling products** tend to be towards the beginning of the list, so as your sales increase, you can expect your products to appear more frequently towards the beginning of the search results.

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- Make sure your customers choose your products
- Request an update/change on an existing product detail page
- New – List your products easily on other European Marketplaces
- Q&A
- References

Make your customers choose your products

Inspiring product images

Effective product images stimulate a customer's imagination and inspire them to buy your product.

- In addition to providing quality product images, **provide as many different images as possible**.
- Note: Before uploading a product image, please review the [Image Requirements](#) topic.



- Pure white background
- No text or watermarks
- Show the entire product
- At least 500x500 pixels

You can manage product images by going into **Actions > Manage product images** in [Manage Inventory](#)

Manage Images

[Hide Instruction](#)

Choose images that are clear, information-rich, and attractive. Upload up to nine images with different angles and details. We reserve the right to remove images that do not meet these standards. [Learn More](#)

- Products must fill at least 85% of the image, and images must show only the product that's for sale, with few or no props, and no logos or watermarks
- MAIN images must have a pure white background, must be a photo (not a drawing), and must not contain excluded accessories, text not part of the product, or inset images
- Images must be at least 1000 pixels on the longest side to be zoom-able (proven to enhance sales)—should always be at least 500 pixels on the longest side
- Amazon prefers JPEG (.jpg) file format, but does accept PNG (.png), or GIF (.gif)

SKU: KO-B6OX-V0M1 Upload image(s)

MAIN			
NO IMAGE	NO IMAGE	NO IMAGE	
UPLOADED	UPLOADED	UPLOADED	
Browse File	Browse File	Browse File	

Make your customers choose your products

Imaginative product descriptions

Go beyond a simple to-the-point description. Well-written product descriptions help the customer imagine the experience of owning or handling your product.

- Avoid overly simplistic descriptions such as this:
“Washable canvas pants with faux suede trim on the back.”
- Provide **enticing descriptions** such as these:

Product Description

With eight pages of fun, the Lamaze Classic Discovery book features friendly and cute woodland characters. Full of surprises for baby to touch and feel, the book includes soft textures, bright colours, and sounds to encourage baby's exploration.

The creative force behind hundreds of award-winning toys, Learning Curve created the Lamaze Infant Development System by working in tandem with parents, babies, and childhood experts. Learning Curve understands that what matters most to parents is keeping their children healthy, happy, and safe. The company's goal is to help parents do just that by offering products for every stage of a child's development, from feeding to playing to sleeping. Learning Curve's thoroughly researched developmental toys engage children, and provide parents with peace of mind. And their care, safety, feeding and soothing products give you solutions to day-to-day needs at mealtime, bedtime, at home and on-the-go.

The Lamaze Infant Development System guides you through three key stages of your baby's development. Lamaze toys grow with babies. Toys are enjoyed in new ways as the months go by.

With every Lamaze Play & Grow toy you give, you help baby to see: bright contrasting colours and patterns stimulate vision, hear: rattles, squeaks and crinkles develop auditory senses, touch: different textures to grip and grab refine motor skills, imagine: Lovable characters inspire pretend play and enhance social skills.

Box Contains

- 1 x Discovery Book

[13 new](#) from **£6.39**

Have one to sell? [Sell yours here](#)

[Share](#)   

You can add/edit your product description by going into **Actions>Edit Details>Description** in [Manage Inventory](#)

Make your customers choose your products

Style guidelines

The information you provide will be uploaded to our site and will be displayed to our customers on the detail page of each product. This is why we created these [**Style guidelines for each category:**](#)

You'll find useful tips about **title formats**, **image quality**, **content type** and **product classification**.

Style Guidelines	Updated
Electronics	09-11-2012
Computers & Office, Home, Garden & Pets, Toys & Baby, DIY, Tools, Auto, Grocery and Health & Beauty	09-11-2012
Clothing	30-01-2009
Alcoholic beverages	06-07-2010
Jewellery	30-01-2009
Lighting	10-08-2009
Pet Supplies	04011-2010
Sports and Leisure	30-01-2009
Watches	09-02-2012

Make your customers choose your products

Listing Quality alerts

Use the [Listing Quality Alerts](#), which highlight opportunities for you to improve the quality of your listings by adding or changing information.

You can access the '[Listings with Missing Information](#)' report by going into [Manage Inventory](#) > [Improve Listing Quality](#). More info [here](#).

Show: ⚠ Improve listing quality [Listing Quality Alerts](#) highlight opportunities for you to improve the quality of your listings by adding or changing information. Fix an alert now by selecting Edit Details from the Actions dropdown next to the SKU or learn more about fixing alerts using an [inventory file or XML](#). You can also [download a report](#) showing listing quality alerts. X

▶ My Inventory ✔ = Low Price for all listings

▼ Improve Listing Quality

- All Quality Alerts
- Image
- Description and Bullets
- Brand Name
- Camera Details
- Computer Details
- DVD Details

	Actions	Status	Merchant SKU	ASIN/ISBN	Product Name	Date Created	Quantity	Condition	Your Price	Low Price	Fulfilled By
<input type="checkbox"/>	▼		▼		▼	▼	▼		▼		
<input type="checkbox"/>	Actions ▼	Inactive	UM-UAD7	B000NY	The Da Vinci [Jan 01, 20	20/07/2012 12:26:08	AFN	Used - Good	£5	£0.01	Amazon
<input type="checkbox"/>	Actions ▼	Inactive	32-NZ70-	842163	El traje de Suit: Juega with J (El Z the Zoo of 2009) Dour	20/07/2012 12:25:17	AFN	New	£5	£0.01	Amazon
<input type="checkbox"/>	Actions ▼	Inactive (Out of Stock)	FD-4G9C-	B008FK	Lamy Clear	28/06/2012 08:47:00	<input type="text" value="0"/>	New	£ <input type="text" value="1,"/>	✔	Merchant
<input type="checkbox"/>	Actions ▼	Inactive (Out of Stock)	RZ-HWJC	B0081G	Love to dre Pink Large f	27/06/2012 09:26:46	<input type="text" value="0"/>	New	£ <input type="text" value="1,"/>	✔	Merchant
<input type="checkbox"/>	Actions ▼	Inactive (Out of Stock)	6B-SGBN-	B0081G	Love to dre Pink Mediu	27/06/2012 09:26:01	<input type="text" value="0"/>	New	£ <input type="text" value="1,"/>	✔	Merchant
<input type="checkbox"/>	Actions ▼	Inactive	J1-OYWL-	B001B1	Tim Vine - I This Bloke I	06/06/2012 01:00:01	AFN	New	£:	£2.11	Amazon
<input type="checkbox"/>	Actions ▼	Active (with quality alert)	LR-9BD6-	B000OZ	Tartan Not: 76 mm	21/05/2012 10:52:14	AFN	New	£ <input type="text" value="10"/>	£8.14	Amazon

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Request an update/change on an existing product detail page

Wrong information on product pages

If you see incorrect information shown on an existing product page, **request a correction** by contacting our [***Seller Support***](#) (in Seller Central):

amazon services europe
seller central

www.amazon.co.uk

INVENTORY ▾ ORDERS ▾ STOREFRONT ▾ REPORTS ▾ PERFORMANCE ▾ SETTINGS ▾

Send us a question or comment about selling on Amazon.

1 What is the problem?

Seller Account Settings ▾

Inventory ▾

Wrong information on product pages

Permission to sell new products >

Winning the buy box >

Feed or upload issues >

Issues creating products >

Other inventory issues >

Orders ▾

Shipping ▾

Payments ▾

Fulfilment by Amazon ▾

Report a violation ▾

Make a suggestion ▾

Frequent questions:

- [Why isn't my product information being displayed on Amazon?](#)

Or, ask your question here:

Subject

ASIN/ISBN *

Field(s) currently containing wrong information *

i.e., title, product description, shipping weight, image, etc.

What is wrong with the information? *

Your suggested change? *

How can we verify the suggested change is correct? (URL to product details on the manufacturer's website or attached scan of product manual or photo) *

Fields marked with * are compulsory.

Additional Information

- Click on ***Inventory > Wrong information on product pages***
- *Fill out the relevant fields and submit your request*

Request an update/change on an existing product detail page

Report a product detail page violation

Send us a question or comment about selling on Amazon. To get help from other sellers, visit our [Seller Discussion Forums](#).

1 What is the problem?

Seller Account Settings	▼
Inventory	▼
Orders	▼
Shipping	▼
Payments	▼
Fulfilment by Amazon	▼
Report a violation	▼
Report a product detail page violation	▶
Report a listing violation	▶
Make a suggestion	▼

Ask your question here:

Subject

Additional Information

Seller/violator's nickname:

ASIN/ISBN:

Violation:

Please enter all relevant details and provide as much information as possible. Remember to avoid entering credit card, bank account or other private information.

📎 Attach a file (supported for emails only)

Recent Cases

[View all cases](#)

- Click on **Report a violation** > **Report a product detail page violation**
- *Fill out the relevant fields and submit your request*

2 How do you want to contact us?

Contact method: E-mail Phone

E-mail address:

CC: Optional CC list (separate e-mail addresses with commas).

To ensure that you receive our messages, set any spam/e-mail filters to accept e-mails from Amazon.co.uk and Amazon.com.

Send message

Request an update/change on an existing product detail page

Report a listing violation

Send us a question or comment about selling on Amazon. To get help from other sellers, visit our [Seller Discussion Forums](#).

1 What is the problem?

Seller Account Settings	▼
Inventory	▼
Orders	▼
Shipping	▼
Payments	▼
Fulfilment by Amazon	▼
Report a violation	▼
Report a product detail page violation	>
Report a listing violation	>
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Send message

Click on **Report a violation**>**Report a listing violation**

Fill out the relevant fields and submit your request

Create your product listings and improve your listing quality

Agenda

- Reminder: Manage product details on Amazon
 - Help Amazon customers find your products: search & browse
 - Make sure your customers choose your products: product information
 - Request an update/change on an existing product detail page
- Q&A
- References

- **Are EAN barcodes mandatory?**

Yes. You can purchase barcodes if your products don't have any from organizations such as GS1. Under special conditions, for example if you manufacture your own products, you might be able to apply to the [Amazon Brand Registry](#) to get Amazon-issued product IDs in place of EANs.

- **Can I change the category in which an existing product is currently located?**

No. If you think there is an error, like other catalogue errors, you should contact Seller Support and ask them if it would be possible to make a correction.

- **What are restricted categories and where can I find them?**

For some categories like Apparel, Shoes, Health and Beauty, or Watches, you will need to request prior approval before you are allowed to sell/before your listings are enabled. Check for more info [here](#).

- **Can Amazon create listings for me?**

If you have more than 100 products to list, then you might want to use our [Jumpstart](#) service so we help you prepare and upload your data.

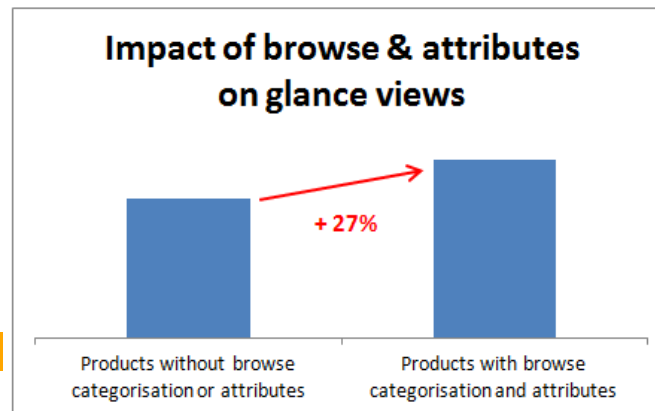
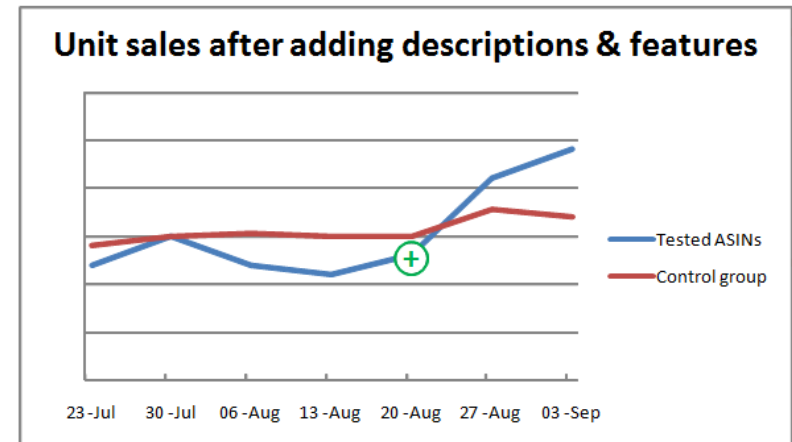
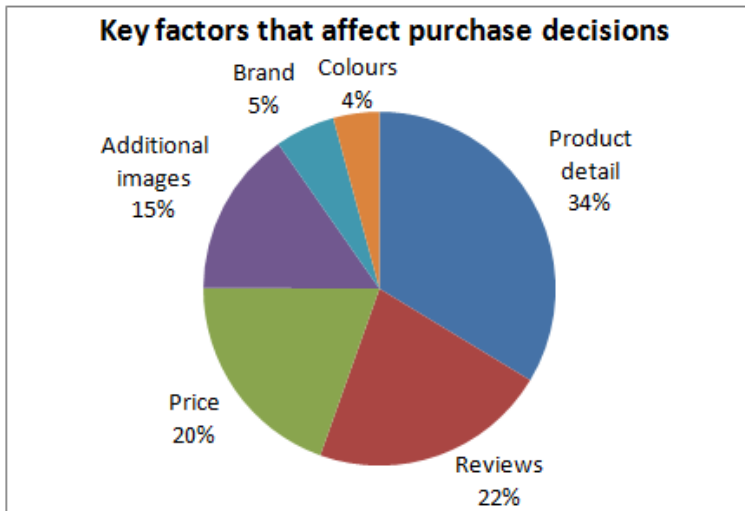
- **Can I list my products in English on other Amazon marketplaces and you'll translate them?**

No, when selling on other marketplaces, you have to respect the local language, in particular for product details. Please check our webinar regarding the [European Account](#) for more details.



- **What is the interest for me to spend time on product details? Price is the only thing that matters, right?**

The quality of product details can have a significant impact on the visibility and sales conversion of products on Amazon. Here are a few motivating numbers:



Create your product listings and improve your listing quality

Agenda

- Reminder: Manage product details on Amazon
- Help Amazon customers find your products: search & browse
- Make sure your customers choose your products: product information
- Request an update/change on an existing product detail page
- New – List your products easily on other European Marketplaces
- Q&A
- References

References

Some useful references

- [Tutorial for creating a product page](#)
- [Use search & browse](#)
- [Adding products](#)
- [Listing products](#)
- [Manage product details](#)
- [Webinar on how to upload listings with Inventory Files](#)
- [Product Classifier/Browse Tree Guides](#)
- [Amazon Brand Registry](#)
- [Restricted product categories](#)
- [Cross-selling](#)
- [Overview of promotions](#)
- [Success factors](#)
- [Webinars invitations and recordings page](#)
- [Seller Support Blog post: Key factors that affect purchase decisions on Amazon](#)

Please note that this presentation is for informational purposes only. If you need additional help, or would like to check that the information presented is still up to date and accurate, we recommend for you to contact [Seller Support](#).

Thank you for attending!

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

Check also:

 Seller Support **BLOG** Strategies & Best Practices for Selling on  **amazon.co.uk**

 **amazon services**^{eu} seller forums

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