

INTRODUCTION TO LISTING CREATION

What you will learn

To increase your product sales on Amazon, you should create thorough and detailed product listings. Once you register as an Amazon Seller, the next step is to create product listings to start selling. In this document, you will learn how to create listings and the best practices for listings.

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WHAT

IS A PRODUCT LISTING?

Creating a product listing is the process of making your product(s) available on to an Amazon product detail page

After reviewing the [category restrictions](#) for your product category, you can begin creating your listings.

Detail pages are where Buyers discover and purchase your products. You can either Match your products to existing product listings or Create new product listings on Amazon using any of the following methods:

[Add a Product](#) (Single Product Upload)

[Add Products via Upload](#) (Bulk Products Upload)

[Marketplace Web Services \(XML Integration\)](#)¹

TIP

Visit [Quality Detail Page](#) to learn how to boost listing views and sales.

¹ MWS/XML integrations require support from a developer.

AVAILABLE LISTING CATEGORIES



Hardlines

- Home
- Electronics, Wireless.
- Camera
- Kitchen
- Toys
- Personal Computer (PC)
- Home Entertainment
- Office Products
- Home Improvement
- Sports and Outdoors
- Pet Products
- Automotive
- Lawn and Garden
- Furniture
- Business Instruments & Scientific Supplies
- Musical Instruments



Softlines

- Jewelry
- Watches
- Luggage
- Apparel
- Shoes



Media

- Books
- Video Games
- Video DVD
- Music
- Software



Consumables

- Baby
- Beauty
- Health & Personal Care
- Grocery
- PCA
- Beer, Wine and Spirits

TIP

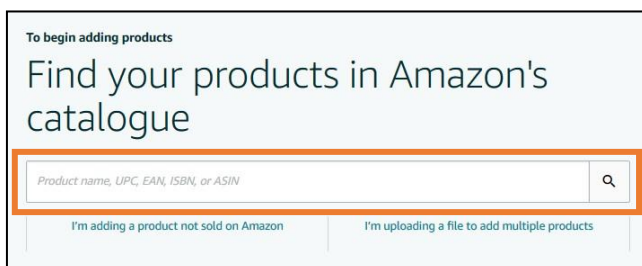
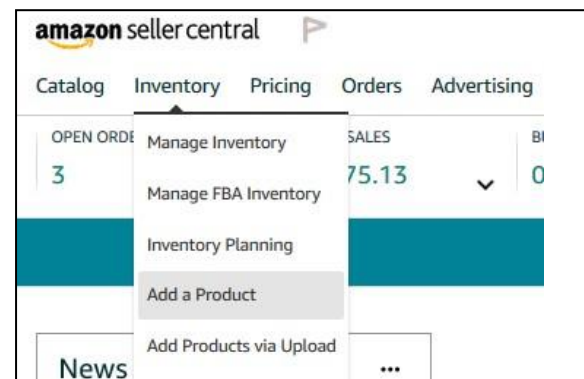
Check listing style guide for Clothing and Accessories [here](#).

ADD A PRODUCT

Add a Product is a web-based interactive interface in Seller Central that can be used to add products one-by-one. If you have a small to moderate product catalogue, it is recommended to use this tool.

Here are the steps to create a listing using Add a Product:

- 1 Select Add a Product from the Inventory drop-down.
- 2 Search for the product you wish to sell on Amazon.
 - If you locate your preferred product, select a condition (if any) and click on Sell this product to match against the existing listing.



- If you do not locate your preferred product, then create a new listing by clicking on I'm adding a product not sold on Amazon.

- 3 You will be able to view the tabs on top of the page that need to be filled in order to create a successful listing. Provide information for all required fields which are highlighted in red and marked in asterisk *.

- 4 Fill in "List Price with Tax for Display" under More Details tab ("Advance View") to optimize listing. This is the [Recommended Retail Price](#) set by the manufacturer or brand owner for applicable local marketplace. If you cannot find this field, you may [upload using an inventory upload file](#).

- 5 Click on Save and finish to submit your listing.

TIP

Results are more accurate if you search for a [product identifier](#) such as UPC, EAN, JAN, or ISBN.

For Step by Step guide on Add a Product, visit [Listing a Product One by One](#).

ADD PRODUCTS

via Upload

Add Products via Upload gives access to excel spreadsheets called [inventory file templates](#) which can be used to upload multiple product listings in bulk.

Here are the steps to create listings using Add Products via Upload:

1. Select Add Products via Upload from the Inventory drop-down and click the Download an Inventory File tab.
2. To select the accurate template for the products you want to sell, you can either use 'Search' tool or you may use the Product Classifier till you reach the most granular category
3. Select the mode (Advanced, or Custom) of the template and select Generate Template.

STEP 1: SELECT THE TYPES OF PRODUCTS YOU WANT TO SELL

Search tool: [Clear Search](#)

OR

Product Classifier:

- Automotive
- Baby Products
- Beauty
- Books
- DIY & Tools
- Electronics
- Grocery
- Health, Household & Personal

STEP 2: SELECT THE TYPE OF TEMPLATE

Please select a mode

The Advanced option contains **all** attributes groups associated with the above selected products. This option includes "Required", "Preferred" and "Optional" attribute groups.

4. Populate the downloaded template with the attribute details of the listings you wish to create/match. Refer to page below for more information on inventory file template.

5. Select Upload your Inventory File tab. Select the File Type most relevant to the file you're listing, then upload your data-filled file in File Upload. Click Upload.

Upload Products and Inventory [Learn more](#) [Seller University](#) [Selling application status](#)

[Download an Inventory File](#) **Upload your Inventory File** [Monitor Upload Status](#)

Upload File

File type

File Upload No file chosen

Email Alert ☐

PURGE AND REPLACE YOUR INVENTORY

6. To detect possible errors in your inventory file, go to Monitor Upload Status tab and click on Download your Processing Report. An excel file will be downloaded, refer to the first tab named "Instructions" for guidance.

7. If your Processing Report contains errors, you can fix these errors in your inventory file and re-upload your inventory file again onto the same Upload your Inventory File tab.

8. If there are no errors, your new listings will appear under Inventory > Manage Inventory

Upload Products and Inventory [Learn more](#) [Seller University](#) [Selling application status](#)

[Download an Inventory File](#) [Upload your Inventory File](#) **Monitor Upload Status**

View the status of your last 100 inventory file uploads. If your processing report shows errors, modify your inventory file and upload it again. [Learn more](#)

Date/Time of Upload	Batch ID	Upload Status	Actions
August 14, 2018 9:57:27 PM PDT	55429012	Status: Complete; processed successfully Total Number of Records Submitted: 3	Download your Processing Report. Download your submission in the updated template version
August 14, 2018 9:48:13 PM PDT	5542801	Status: Complete; processed successfully Total Number of Records Submitted: 3	Download your Processing Report. Download your submission in the updated template version
August 2, 2018 5:33:28 AM PDT	5535001	Status: Complete; processed successfully Total Number of Records Submitted: 1	Download your Processing Report. Download your submission in the updated template version
August 2, 2018 5:33:26 AM PDT	5534901	Status: Complete; processed successfully Total Number of Records Submitted: 1	Download your Processing Report. Download your submission in the updated template version
August 2, 2018 5:33:23 AM PDT	553480	Status: Complete; processed successfully Total Number of Records Submitted: 1	Download your Processing Report. Download your submission in the updated template version
July 24, 2018 12:11:55 PM PDT	5529401	Status: Complete; some records were saved as drafts Total Number of Records Submitted: 1 Records that require further action from you are saved as drafts.	Complete Drafts 85% Download your Processing Report. Download your submission in the updated template version

Inventory File Templates

An Inventory File Template is a Microsoft Excel spreadsheet that contains multiple data columns for describing your products. Sellers use Inventory File Templates to upload listings to Amazon. Each inventory file template in the excel spreadsheet has a set of tabs that provides guidance on how to create listings using the template. Before populating the template, refer to the available tabs to review the requirements:

Instructions

Images

Example

Data Definitions

Template

Browse Data

Valid Values

+

Instructions

Information to create, validate and upload your inventory file to Amazon.

Images

Overview of Amazon's image requirements and examples of acceptable and unacceptable images.

Example

This spreadsheet provides you with examples of how to effectively populate the template. Use this tab as a reference only.

Data Definitions

Examples of acceptable values for the attributes; and defines which fields are **Required**, Preferred, and Optional.

Template

Populate this spreadsheet with your product information. Once *Product Type* is selected, the sheet automatically highlights **Required** fields with a red outline.

Valid Values

This tab identifies which attributes require a pre-defined value and provides a list of those values.

TIP

Under Template Tab, fill in "List Price with Tax for Display" to optimize listing. This is the [Recommended Retail Price](#) set by the manufacturer or brand owner for applicable local marketplace.

GQ
List Price with Tax for Display
list_price_with_tax

TIP

For more information on Bulk Inventory Uploads, visit [here](#).

For more information on Inventory File Templates, visit [here](#).

Frequently Asked Questions

1. My products do not have barcodes on them

We understand that some products do not have standard [Product Identifier \(GTIN\)](#) such as a UPC, EAN, JAN or ISBN.

If your product is already listed on Amazon by other sellers, you can list your offer on the existing product detail page and need not provide a GTIN.

If your product is not listed on Amazon, request a [GTIN Exemption](#). Click [here](#) for detailed instructions.

ELIGIBLE CASES FOR GTIN EXEMPTION:

- If the brand, manufacturer, or publisher does not provide a GTIN for the products (e.g. private label products or handmade products).
- For non-branded products that do not have GTINs (e.g. wholesale products)
- If the parts do not have a GTIN (e.g. some car automotive parts do not have a GTIN)

Note: GTIN exemptions are not available for brands that already provides a GS1 approved barcode on their products.

For GTIN Exemption request, please ensure you have:

- Product name and a minimum of two (and maximum of nine) images showing all sides of your product and the packaging of the product. Ensure below mentioned guidelines are met:
 - Brand name entered during application process should be an **exact match** to brand name available on the product and/or packaging
 - Images should be **real-world pictures** of the products and packaging, meaning the product and packaging need to be held in hand, or placed on a table while clicking the picture
 - Branding is permanently affixed on the packaging and/or product
 - Products should not have GS1 approved barcode available on the product and/or packaging of the product. If a GS1 approved barcode is available, you can make use of same to list products instead of applying for GTIN Exemption.

2. What should I do when I encounter Error 5665?

Error!



Amazon must approve your brand before you can use it to list products. Brands should be registered through Brand Registry, but if your brand is not eligible for Brand Registry, you can obtain an exception by contacting Seller Support and mentioning error code 5665.

When contacting Seller Support, provide the following information:

- The brand name used when creating the listing.
- Images of the product and packaging, showing branding on either. The images can show the product and packaging held in hand, or placed on a table. The branding must be permanently affixed.
- If using inventory file templates, please also provide the Batch ID of the inventory file process report.

For more information, please review our [Brand Name Policy](#).

If you chance upon Error 5665 during the product listing process, this is because Amazon has not approved the brand you have entered during listing. Refer to this [help page](#) for more information.

If you are a brand owner:

Click on [Brand Registry](#) and enrol in Brand Registry with your registered trademark. You will have increased control over product information, access to A+ content and report violations

If you are not a brand owner:

Click [here](#) to contact Seller Support and create a case to obtain exception.

Select Products and inventory > Issue with listing products > Difficulty adding or viewing a product

Contact Reason: *Difficulty adding or viewing a product – Error 5665*

Important: Please ensure the following when creating your case

- 1) Provide screenshot of error message
- 2) Product images must be a [live/real-world photo](#) of your product either [held in hand or placed on a table](#). Stock images or computer generated images will not be accepted.
- 3) The [branding must be permanently affixed](#). A brand name printed on packaging would be considered permanently affixed. A sticker would not be considered permanently affixed branding as it can be added after production. If a product or packaging does not have any branding, the brand value should be Generic. Some products cannot be permanently affixed, like furniture or jewellery. In these cases, the packaging must show evidence of the brand being permanently affixed upon it. Other products, like phone cases or clothing, can have branding on the products themselves.
- 4) State the brand name used when trying to create the listing, it must be an [exact match](#) to the branding on the product and/or packaging

3. How do I sell in categories that require approval?

Some categories require [Amazon's approval](#) before you can list the products. To determine which categories require approval:

1. Go to [Add a Product](#) and search for the item you want to sell in the search box
2. Find the product that matches what you want to sell
3. If approval is required, you will see Show Limitations next to the product
4. Click on Apply to Sell > Request Approval



4. I have other listing errors.

If you are facing an error code, refer to this [help page](#) for more information. You may also use our [Listing Error Guide](#) for troubleshooting. You may [interactive tool](#) for more information.

If you require further assistance, kindly contact [Seller Support](#) by raising a case. Please follow these best practices when contacting SPS:

- Provide screenshots of the error you are facing (close up + full page view)
- Detailed descriptions of the issue including ASIN number / barcode affected if any

Optimize Product Detail Page

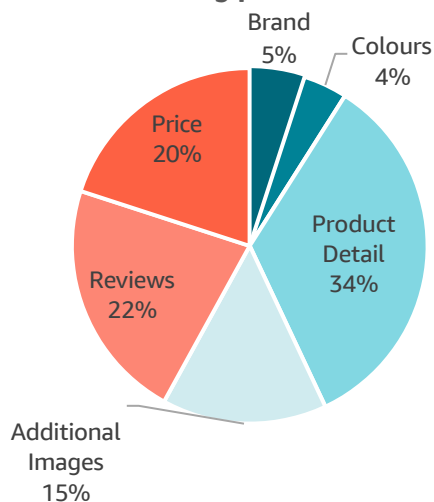
The quality of a product detail page is one of the main factors impacting a customer's buying decision. Increase the discoverability and sales of your product by following these guidelines closely to create an effective and informative listing.

Key Detail Page Attributes

The next page displays an example of a product detail page.

Your inputs in completing the attributes will directly influence how the product appears to customers on Amazon. Having product detail pages with full information and high quality images clearly showing the product's features and benefits to the customer will maximize your sales.

Factors affecting purchase decisions



QUALITY DETAIL PAGE CHECKLIST

- ✓ Optimized Product Title
- ✓ Add 4+ Bullet Points
- ✓ Add Product Description
- ✓ Add 3+ High Res Images
- ✓ Assigned Correct Product Category
- ✓ Create Variation Families
- ✓ Add Brand & A+ Content
- ✓ Add 5+ Hidden Search Keywords

5. Product Category

Home › Kitchen & Dining › Kitchen Storage & Organisation › Food Storage



4. Images

Rubbermaid Brilliance Pantry Airtight Food Storage Container, BPA-free Plastic, 10-Piece set with Lids

by Rubbermaid
★★★★★ 9 ratings
#1 Best Seller in Food Storage

1. Product Title

Available from these sellers.

10 new from S\$124.09

Style Name: With Lids

6-Piece Set Brown Sugar Cereal Flour
Grains (6.6 Cup) Set Spaghetti With Lids

6. Variations

- 100% Airtight and Leak-proof Guaranteed - airtight leak-proof seal and innovative latches to help prevent spills and keep food fresh
- Modular design stacks perfectly to one another to save space and stay organized in pantries and cabinets
- Crystal-clear, BPA-free Tritan lids and bases feature 360-degree clarity
- Stain resistant material keeps plastic food container looking like-new and resists odors; Bases and lids are dishwasher safe
- 20-piece set includes (1) 19.9 Cup, (1) 16 Cup, (1) 12 Cup, (1) 8.1 Cup, (1) 7.8 Cup, (1) 6.6 Cup, (1) 3.2 Cup, (1) 1.3 Cup, and (2) 0.5 Cup mini containers

2. Bullet Points

[Report incorrect product information.](#)

Product description

Style Name:With Lids

Keep pantry food items fresh with the Rubbermaid brilliance pantry airtight food storage container. Guaranteed not to leak, this intelligently crafted and beautifully designed BPA-free plastic container is built with an airtight leak-proof seal and secure latches. Crystal-clear lids and bases make it easy to see what's inside and are stain- and odor-resistant, which helps them stay looking like-new. Made for storing dry foods like grains, pasta, sugar, cereal, dried fruit, and even Dog food, these food storage containers feature a modular design to save space in your cabinet or pantry. 20-Piece set includes (1) 19.9 cup, (1) 16 cup, (1) 12 cup, (1) 8.1 cup, (1) 7.8 cup, (1) 6.6 cup, (1) 3.2 cup, (1) 1.3 cup, and (2) bonus 0.5 cup mini containers. The 0.5 cup mini food storage containers are perfect for storing spices, sauces, baby food, and more.

3. Product Description

Rubbermaid Brilliance Fridge and Pantry Food Storage Containers

Rubbermaid Brilliance airtight food storage containers are built with secure latches on each piece, so you can transport your favorite foods mess-free—even soups, stews, and sauces. The crystal-clear, durable Tritan plastic container makes it easy to see what's inside, plus it's stain- and odor-resistant, so it stays looking like new. The food container has built-in vents that allow steam to escape, so you can conveniently microwave food without removing the lid. Brilliance containers stack neatly in the fridge and cabinets for efficient food storage, and are freezer- and dishwasher-safe. This starter set includes containers for both the fridge and pantry.

Key Features




- Designed to be leak-proof and airtight
- Stain- and odor-resistant
- Modular, stackable, portable
- Crystal clear
- BPA-free
- Microwave-, freezer-, and dishwasher-safe

7. A+ Content

1. Optimized Product Title

- ✓ Concise and informative titles allow your product to be searched indexed and appear in a customer's search results. Adopt the following structure:

	Model	Product Type	Size	Colour
✓	Starbucks Samsung ASUS	Veranda Blend Galaxy S21 Elonde Roast Ground Coffee Ultra 5G Mobile Phone L410 Ultra Thin Laptop	200g G9980 512GB 16GB RAM International Version L410MA-DB02	Phantom Black Star Black
✗	Similac .EGO Meiji	2'-FL Stage 3 80106, Story of Nian Yan Yan, Hazelnut	1.8kg Hazelnut, 44g	

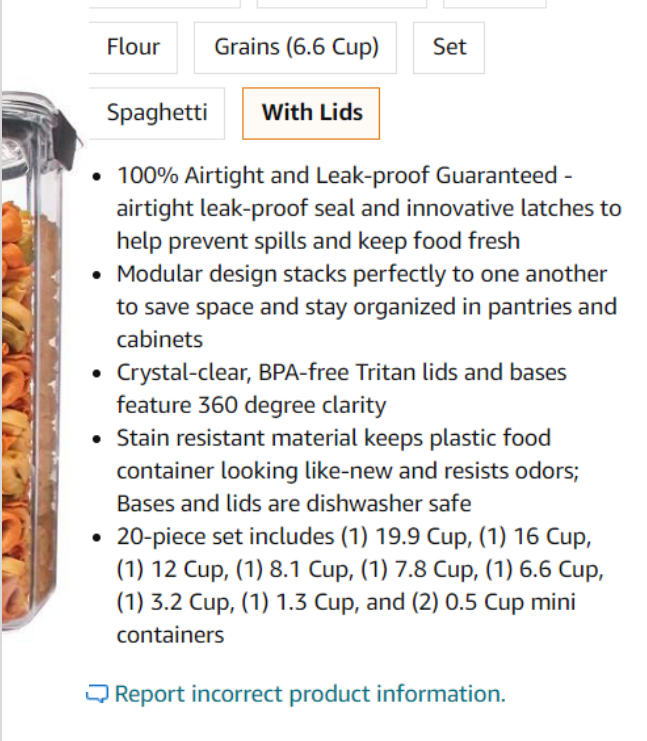
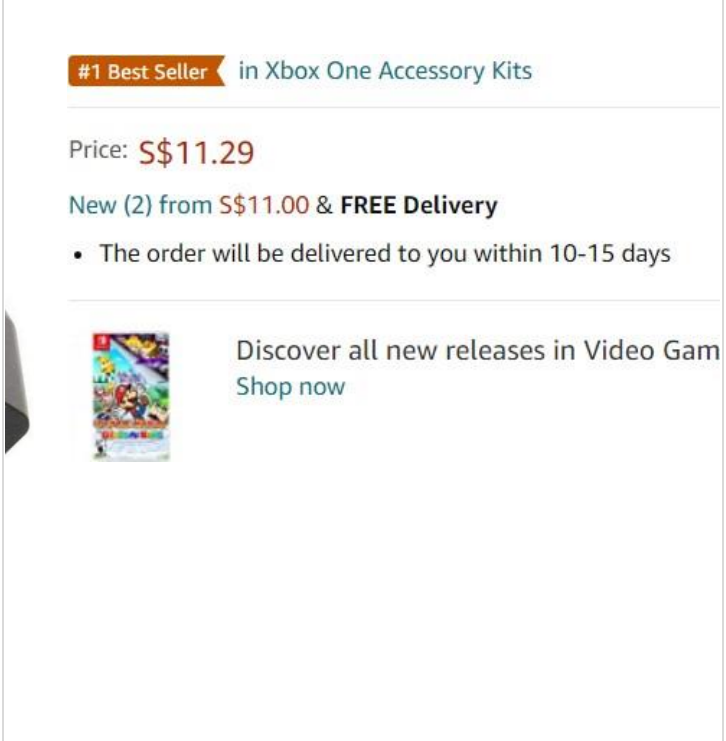
Do's	Don'ts
<ul style="list-style-type: none"> ✓ Include Brand Name, Model, Product Type and Size in the Product Title ✓ If bundled product, state quantity in brackets e.g. (Pack of 16) 	<ul style="list-style-type: none"> ✗ Missing out crucial product information ✗ Adding extra keywords to the title ✗ Use of HTML tags or special characters (eg. ®, ©, TM or other Type 1 High ASCII characters)
 <p>Starbucks Veranda Blend - Blonde Roast Ground Coffee, 200g by STARBUCKS</p> <p>Price: S\$10.95 (S\$54.75 / kilogram)</p> <ul style="list-style-type: none"> • In Latin America, coffee farms are often run by families, with their own homes on the same land where their coffee grows. • - Ground - 100% Arabica - Mellow, Soft Notes • Most times it was a lightly roasted coffee like this one. It took us more than 80 tries to get it right—mellow and 	 <p>Similac 2'-FL Stage 3 1.8kg by Abbott Similac</p> <p>Price: S\$89.60</p> <ul style="list-style-type: none"> • Lutein is an integral part of the eye's retina. • Taurine helps support overall mental and physical development. • Choline supports overall mental function. • A unique vegetable fat blend. <p>Report incorrect product information.</p> <p> Amazon Outlet Store Shop discounts on thousands of products</p> <p>Missing: Crucial product information – Product type (baby milk formula)</p> <p>Recommended Naming: Similac 2'-FL Stage 3 Baby Milk Formula, 1.8kg</p>

To add, complete the field "Product Name" in the listing template or fields

To edit, in Seller Central, go to Inventory > Manage Inventory > Edit > Vital Info > Product Name

2. 4+ Bullet Points

- ✓ This will be one of the customer's first touchpoints when they arrive on your product detail page. The customer should have a good understanding of the product's key features after reading the bullet points.
- ✓ Click [here](#) for more information

Do's	Don'ts
<ul style="list-style-type: none"> ✓ Clear & concise bullet points indicating <u>features</u> & <u>benefits</u> of your product and what the product will include. ✓ Keep the bullet points section to less than 1,000 characters in total 	<ul style="list-style-type: none"> ✗ Having only one bullet point ✗ Missing key product information ✗ Overloading the bullet points. Keep them clear and concise ✗ Exceeding 150 characters per point 

To add, include at least 4+ bullet points in the listing template or fields, under "Key Product Features"

To edit, in Seller Central, go to Inventory > Manage Inventory > Edit > Description > Key Product Features

- ## Do's

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4. 3+ High Res Images

- ✓ Images have a direct impact on a customer's purchasing decisions. They can inspire customer confidence and boost sales.
- ✓ Should the main image of any ASIN not meet the best practice & imaging requirements, the ASIN may be suppressed and not appear in search results for customers.

Do's	Don'ts
<ul style="list-style-type: none"> ✗ Add at least 3 or more high-res images ✗ Main image should allow Zoom – at least 1000px or higher in either height or width ✗ Main image must have a pure white background (RGB colour: 255,255,255) ✗ Include different angles of the image, including front, back, side views ✗ Include lifestyle images that show the product in use, or images that show a product's size/usage instructions ✗ Main image should represent what the customer is receiving ✗ Product should fill at least 85% of the image <p>Example 1: Multipack with all sizes that customer will receive featured</p>  <p>Example 2: Zoom-able back/ side of pack images showing Product Nutritional Info</p> 	<ul style="list-style-type: none"> ✗ Missing images ✗ Images that do not represent what the customer will receive ✗ Logo, text or badging on main image ✗ Small images less than 1000px in height or width ✗ Only showing 1 product in main image when product is a multipack ✗ Product too small within image ✗ Blurry/ pixelated images <p>Example 1: Text on main image</p>  <p>Example 2: Images not representing product customer is receiving (5 images instead of 1)</p> 

Example 3:
Lifestyle image
showing product in
use



Example 4:
Image showing relative size
of the product

HOW TO BREW

Example 5:
Image showing
usage instructions of
the product



2 TBSP. OF COFFEE
for every 6 fl. oz. of water

Example 3: Product too small within image



Example 4: Blurry/ pixelated image



View Amazon's product image requirement [here](#). If you are using Bulk Upload, view how to Name Your Image Files [here](#).

To add, upload images when listing under "Images". More instructions can be found [here](#).

To edit, in Seller Central, go to Inventory > Manage Inventory > Edit > Images > Upload

5. Assign Correct Product Category

- ✓ A product category is an input that affects navigation, product classification, and website content. It's important to get it right to ensure that customers can find your product when browsing Amazon.
- ✓ If you're bulk listing, you can use the [Product Classifier](#) tool to select your product classification and generate the Browse Node ID for use within the inventory file template




Do's	Don'ts
<p>✗ Always select the lowest subcategory associated with your product to ensure your product appear in the right set of search results</p> <p>Beauty › Makeup › Eyes › Eyeliners</p> 	<p>✗ Wrong sub-category selection</p> <p>✗ Avoid selecting "Others" when a more relevant subcategory is available for selection. E.g.:</p> <p>Beauty > Other ✗</p> <p>Beauty > Makeup > Makeup Palettes ✓</p> 

To add, select the lowest subcategory when you Add a Product or Add Products via Upload

To edit, refer to this [help page](#).

6. Create Variation Families

- ✓ [Variations](#) allow you to link identical products (by colour, size or style etc). The overall ASIN which appears to the customer is called the Parent ASIN. The different variations in colour/size are called child ASINs. All the products together on one listing are known as a variation family.
- ✓ Setting up variations can help drive traffic each individual product and allows the customer to compare various options.

Best Practice	Avoid
<ul style="list-style-type: none"> ✓ Group similar products together as a variation to allow customers to discover your products more easily  <p>Spigen Liquid Air Armor Designed for iPhone 12 / Designed for iPhone 12 Pro Case (2020) - Navy Blue</p> <p>by Spigen ★★★★★ 16 ratings</p> <p>Price: S\$19.99</p> <p>Colour: Navy Blue</p>  <ul style="list-style-type: none"> • Slim, form-fitted and lightweight • Form-fitted to maintain a slim profile and pocket-friendly • Anti-slip matte surface gives fingerprint-resistance and comfort in every grip • Mil-Grade protection and Air Cushion Technology for anti-shock protection 	<ul style="list-style-type: none"> ✗ Separate listings for similar products with only colour variations ✗ Adding unrelated products as variations <p>Price and other details may vary based on size and colour</p>  <div> <p>Nespresso VertuoPlus Coffee Machine, Cherry Red ★★★★★ 1 S\$331²⁰ S\$368.00 Get it as soon as Tomorrow, 29 Mar FREE Delivery by Amazon Only 3 left in stock (more on the way).</p> </div> <div> <p>Nespresso VertuoPlus Premium Coffee Machine, Titan S\$398⁰⁰ Get it as soon as Tomorrow, 29 Mar FREE Delivery by Amazon Only 4 left in stock (more on the way).</p> </div> <div> <p>Nespresso VertuoPlus Coffee Machine, White S\$368⁰⁰ Get it as soon as Tomorrow, 29 Mar FREE Delivery by Amazon Only 4 left in stock (more on the way).</p> </div>

To add, when listing one by one, refer to [here](#) or [here](#) for instructions. For bulk listing, refer to [here](#).

To edit, use Variation Wizard [here](#). More information can be found [here](#).

7. Add Brand & A+ Content

- ✓ Add product Brand name when listing to improve searchability of your product
- ✓ If you are a Brand Owner, [register](#) your Brand in [Brand Registry](#) with your trademark and tell your brand story directly to customers via [A+ Enhanced Brand Content](#)

Why is A+ valuable?

- More opportunities for Search Engine Optimization (SEO) from image keywords, text fields, and dwell time
- Compare other products in the range to drive customers to other relevant products within your portfolio
- Reduce customer confusion, returns or poor reviews by addressing purchase barriers and sharing key information

<u>Best Practice</u>	<u>Avoid</u>
<ul style="list-style-type: none"> ✓ Write text in third person & aim for between 300 – 1200 words ✓ Include key product features and USP ✓ Show different features of your product in detail ✓ RGB colourspace, with >72dpi resolution & file sizes under 2MB each ✓ Fill out all image keywords 	<ul style="list-style-type: none"> ✗ Boastful claims e.g. 'best-selling', 'top-rated' 'highly' ✗ Warranty or guarantee information ✗ Time-sensitive information e.g.. now/ new/ latest ✗ Contact information e.g.. phone number, email address, social media handles ✗ Avoid text in images. It's better to include text separately to ensure it can be indexed for SEO

8. 5+ Hidden Search Keywords

- ✓ Use the generic keywords field to accurately classify products and help the customers find them. Think of these attributes in the same way as making sure your products are on the correct shelf in a shop, and add at least five generic keywords.
- ✓ For examples on good Search Terms to use, click [here](#).
- ✓ For more information on Search Listing Optimisation, click [here](#).

Do's	Don'ts
<ul style="list-style-type: none"> ✓ Include keywords that describe the purpose, details, & trends associated with your product (e.g. "comfort", "vintage", "formal" for a pair of heels) ✗ Include synonyms (eg. "earphone", "earbuds" if you are selling headphones) and hypernyms (e.g. 'colour' for 'red') for your products ✗ Include spelling variations (not misspellings) ✗ Include abbreviations and alternate names ✗ All lowercase ✗ No punctuation ✗ Separate words with spaces ✗ Use singular or plural ✗ Less than 250 bytes* <p>(*If an ASIN's generic keywords have over 250 bytes the generic keywords will not enable the product to be searchable. You can check the number of bytes by combining all of the generic keywords and adding them into a byte checker.)</p>	<ul style="list-style-type: none"> ✗ Repeat words already captured in other fields such as Title, Brand etc. ✗ Mention of your Brand or other brands ✗ Stop words (e.g. 'a', 'an', 'the') ✗ Temporary statements (new, on sale now) ✗ Subjective claims (e.g. cheap, best)
<p>"ASUS L410 Ultra Thin Laptop L410MA-DB02 Star Black"</p> <p><u>Keywords:</u> Computer, slim laptop</p> <p><u>Reason:</u> Customers may use alternate names to search for products</p>	<p>"adidas Ultraboost running shoes, Men, Grey"</p> <p><u>Keywords:</u> Nike, Puma</p> <p><u>Reason:</u> Keywords should not contain mentions of brand names</p> <p>"Colours of India"</p> <p><u>Keywords:</u> color, Color, colors</p> <p><u>Reason:</u> Search engine automatically accounts for different word forms</p>

To add, include **"Search Terms"** in the listing template or fields

To edit, in Seller Central, go to Inventory > Manage Inventory > Edit > Keywords > Search Terms