SwiftStart

Amazon Listing Creation

For Whom
Individuals seeking guidance on creating new listings on their Amazon Seller Central account.

Objective
This document provides a detailed, step-by-step process for creating new product listings on Amazon.

Instructions
PREREQUISITE 1: GS1 Certification Verification

Important Reminder! Amazon has been conducting listing takedowns when the brand is not the owner of the barcode, and/or when the barcode is not GS1 certified.

To verify if the brand owns the barcode, follow the steps below:

Method 1: Quick Search
1. Visit gs1.org.
2. Hover your mouse over Services > Verified by GS1.
3. Enter the barcode and click "Search".

Method 2: Detailed Search
1. Navigate to GS1 Link at https://gepir.gs1.org/index.php/search-by-gtin.
2. Hover over Services and select "Who owns this barcode?" > "Search by GTIN."
3. Enter the UPC in the search box.
4. From the dropdown, choose "Ownership."
5. Click the "Search" button.

Next Steps
To prevent Amazon from taking down your listings, it is advisable to purchase barcodes from GS1 if you are not the registered owner in the GS1 database.

Proceed with the following steps if there are no issues with barcode ownership.
PRE-REQUISITE 2: Amazon Barcodes or Manufacturer Barcodes Settings.

Before creating any FBA listing, verify the Barcode Preferences:

1. Go to Settings > Fulfillment by Amazon.
2. Check FBA Product Barcode Preference. Change to Amazon barcode for FNSKUs/Amazon barcodes. Amazon barcodes generate an FNSKU starting with X00, while the manufacturer barcode displays the ASIN.
3. Go to Settings > Fulfillment by Amazon > Optional Service.
4. Check Default - Who Labels? Change to Amazon for FNSKUs, or "Merchant" for Manufacturer Barcodes.
5. Check Default - Who Preps? Leave as is or update based on your preferences for prepping.

Steps To Create the Flat File

1. Download the correct flat file template.
2. Fill out the product type column. Required information is highlighted in red, varying by category.
   - Important Notes:
   - Seller SKUs are unchangeable after listing creation.
   - Standard Price and Quantity cells, though not highlighted, are required.
   - For FBA, Quantity is unnecessary; for FBM, input the accurate number.
   - Add images by uploading to imgur.com and pasting the direct image URL into the flat file cell.
3. In the "Update Delete" column, use Update.
4. Use AMAZON_NA (NA for North America, CA for Canada, MX for Mexico, etc.) for Fulfilled by Amazon; use DEFAULT for Fulfilled by Merchant. Leave it blank for FBM default.
   - Important Note: For FBA, fill out columns: "batteries_required," "supplier_declared_dg_hz_regulation1," pesticide marking, and pesticide regulation status under Compliance.
5. Add "New" to the Item Condition column.
6. Set the offer start date to the day of product launch.
7. Save and upload the flat file on Seller Central (Inventory > Add Products via Upload > Upload your Inventory File).
8. After uploading, wait 15 minutes for processing. It may take up to 24 hours for all info/images to reflect. Verify on the Manage Your Inventory page.

Important Note: Monitor the Upload Status. If it says "Complete Drafts," download the Processing Report for error details. Errors don't necessarily mean non-processing; verify on the Manage Inventory Page.