Catalog SOP: Update the Title, Bullets, Description, and other attributes

03/17/2025 8:32 am CDT

> ℹ️ **Who is this for?** Individuals who need to update the attributes on their listings.

> ✅ **Objective:** The purpose of this document is to help sellers modify and enhance the attributes of Amazon listings, including the title, bullets, descriptions, and other relevant information, with the goal of improving the visibility, appeal, and sales potential of the product listings.

Note: You can update the title, bullets, and description in two ways. One would be through each listing within the **Manage Inventory** page and the second method would be using **flat files**.

<u>**MANUAL UPDATE**</u>

1. In Seller Central, go to the Inventory then, click "Manage All Inventory" to view the listing you want to modify.
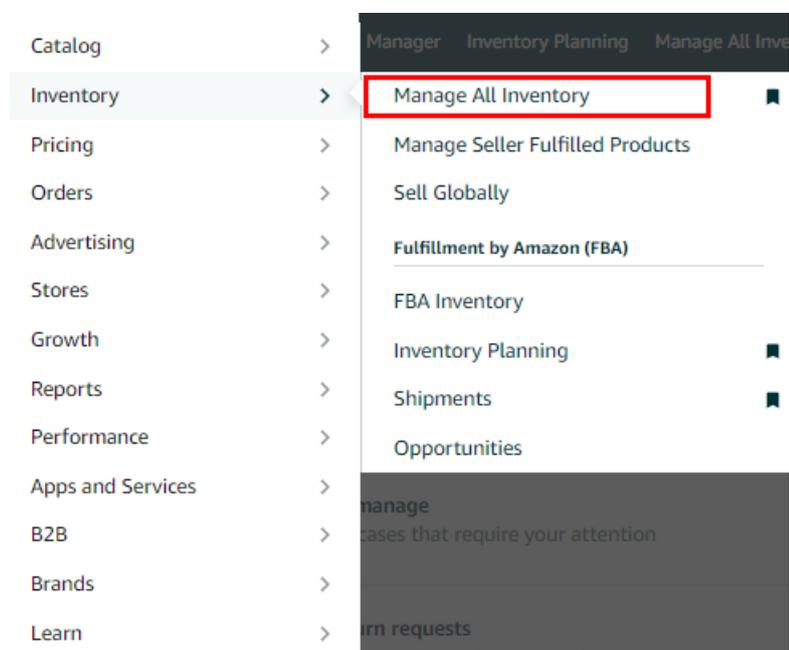
2. The image below is a sample where you can see all of the listings on Amazon, both active and inactive. Just look for the item that you need to edit and click the "Edit" button on the left.

3. Update the General Info

- You should reach the general information page. This is where you can update the **Title, Bullets Description,** and all other information.

- The title can be found under the **Product Details** Tab while Bullets and Description can be found under the **Product Description** Tab

4. When you're done updating all the attributes, click on the "Save and Finish" button.

5. Once everything is all set, you should see it reflect on the product information page. Be advised that other categories will have different information, so just adjust accordingly.

FLAT FILES

1. Before you can upload a flat file, you have to download it first. You can use the **Category Listings Report** or download it from **Download an Inventory File.**

2. Once you've logged in to your Amazon Seller Central account, click on **'Add Products via Upload.**
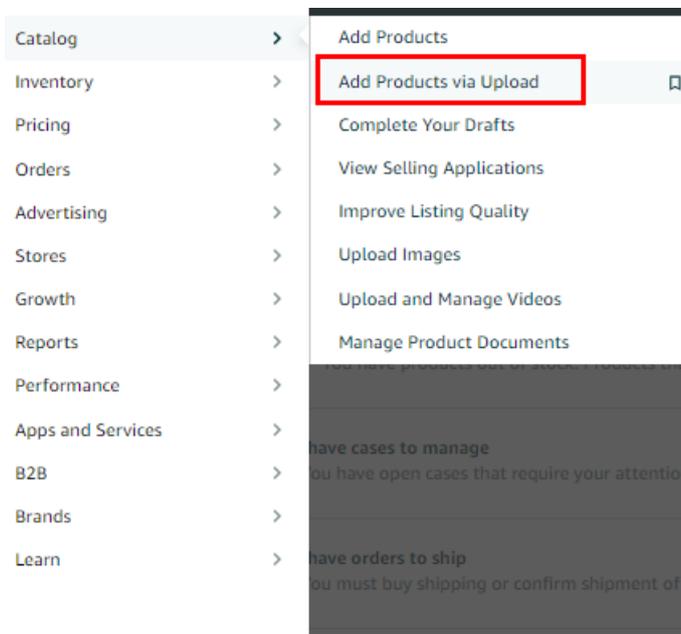
3. When you are on the 'Add a Products via Upload' page, navigate to the 'Download Spreadsheet' option and select 'Get Product Template.'
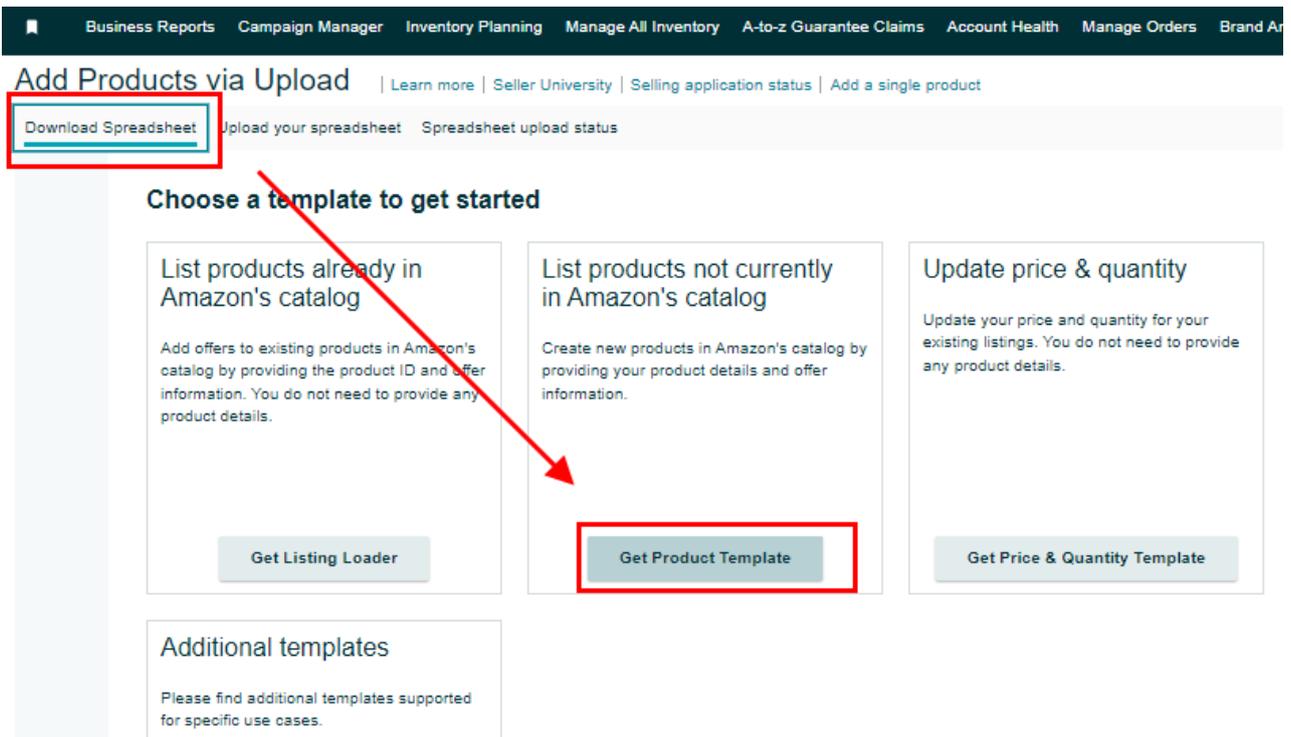
4. A pop-up page will appear where you need to specify the appropriate marketplace template. Ensure that you obtain the template corresponding to the **marketplace** you wish to update your listing on.
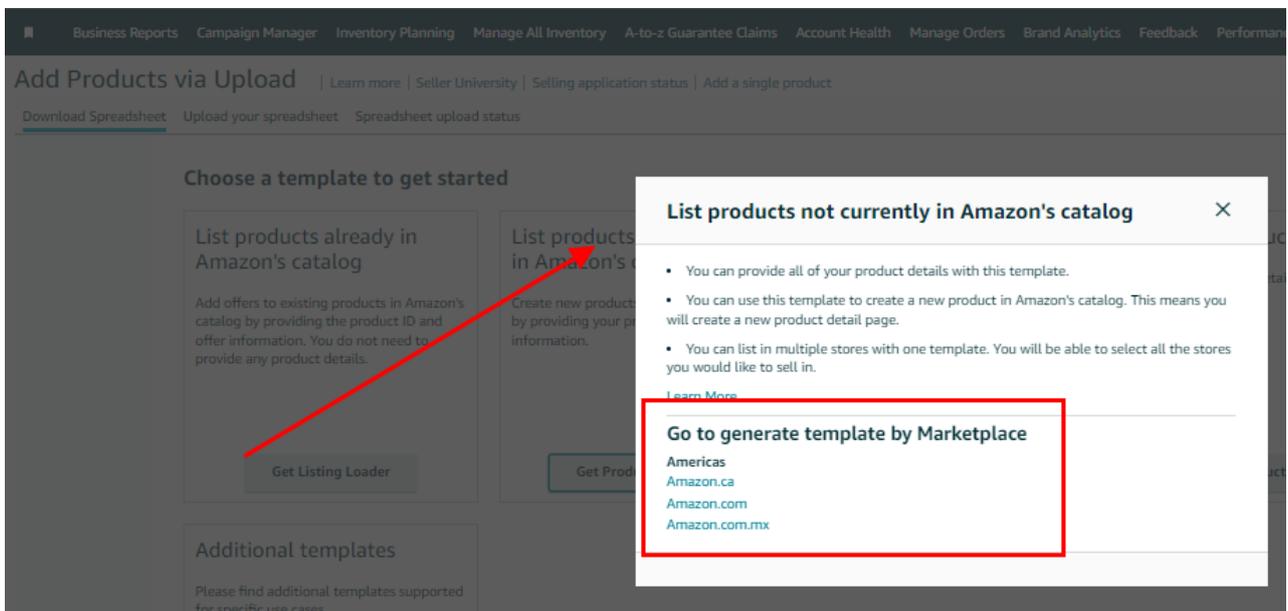
5. Now you've got to find the inventory file that's relevant to the product, there are lots of different flat files depending on what category the product falls in. If, for example, the category is baby products, type that into the search field and click on 'Search':

NOTE: Bear in mind you've got to select the correct category from the search by clicking on **Select**:

6. In this case, you have to scroll down the page you will see this selected, then proceed to click the 'Generate Template' button:

7. It then creates an Excel flat file that you can download.

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1 Using your Inventory File Template
2 Print this page
3 This page contains information you need to create, validate and upload your inventory file to Amazon. We recommend that you print this page so you can refer to it as you go.
4 Save a copy of this file as an Excel worksheet on your hard drive. Then proceed to enter your product data into the Template tab, using the guidelines below.
5 Data Definitions Tab
6 The Data Definitions tab contains the acceptable values that can be used as you fill out the Template tab. We recommend printing the Data Definitions sheet for reference.
7 The Data Definitions tab also indicates whether a field is Required, Preferred or Optional:
8 **Required**: Required fields are the minimum values necessary to create your product in the Amazon catalog. Required columns have **bold** headings in the template. Failure to enter a valid value in a required field will prevent your product from being added to the catalog. Other data may be required as well, depending on the values you enter elsewhere. (For example, you must provide a sale date if you provide a sale price.)
9 **Preferred:** Preferred fields give customers the basic information they need to make an informed purchasing decision. We recommend that you provide product data for all fields in the Preferred column. Not providing this data can result in inadequate product descriptions or make it difficult for customers to find your listing. For example, you can create a page in the catalog for your product without providing Price and Quantity, but your offer for it will not appear on the site until you provide that data.
10 **Optional**: Optional fields give customers product information that is useful, but not critical, when making purchasing decisions. We recommend that you provide as much Optional product data as possible for your product. In some cases, fields we have labeled Optional may be important to your product or business or required per your seller agreement.
11
12 Valid Values and BTGs
13 As indicated in the Data Definitions tab, some fields require that you use terms from the Valid Values tab. These terms are specific to the product attribute and are used for product discoverability and categorization.
14 Some cells require that you use valid codes from the Browse Tree Guide (BTG). The BTG is a separate Excel file that can be downloaded from seller Help. BTGs are category-specific and contain the rules that Amazon uses to assign products to categories on our site. In it you will find mappings between browse nodes and Amazon's controlled terms which allow products to surface in those categories. In the BTG for your category, find the category most appropriate for your product, then use the corresponding query to determine what field and value you need to put in your template to place your product in that category.
15 Image Tab
16 Refer to the Image Info tab for Amazon's image standards. Images you upload to Amazon must conform to these standards.

Rule of thumb! If you are only told to update a certain attribute, only fill in the **SKU**, **the attribute that you need to change**, the **fulfillment cente**r, and only use **a partial update**.

In the sample below, we are only updating the **title** of a product which is an **FBA** listing in **Partial Update**.

B	F	BK	
Type: Version=2022.0324		Basic	
ype Seller SKU	Title	Update Delete	Mod
uct_ item_sku	item_name	update_delete	moc
PH	Air	PartialUpdate	

JW	LD	LL	
Fulfillment			
Fulfillment Center ID	Is this product a battery or does it utilize batteries?	Applicable Dangerous Goods Regulations	
fulfillment_center_id	batteries_required	supplier_declared_dg_hz_regulation1	s
AMAZON_NA	No	Not Applicable	

However, if you are going to do a **Full Update**, it is recommended to download the flat file through the **Category Listings Report** and double-check each piece of information before proceeding with the upload. Unlike with

the **Partial Update**, it is important that all required columns are filled in with the information.

For Full Update

1. Go to **Inventory** > **Inventory Reports** and Download the **Category Listings Report**

2. Once **Category Listing Report** is downloaded, open the downloaded file then go to the "Review" section and click "Unprotect sheet". Turn on the filter and locate the listing that you are going to update (SKU) by searching it through the **Seller SKU** column.

Note: Make sure not to include other listings that are not part of your task
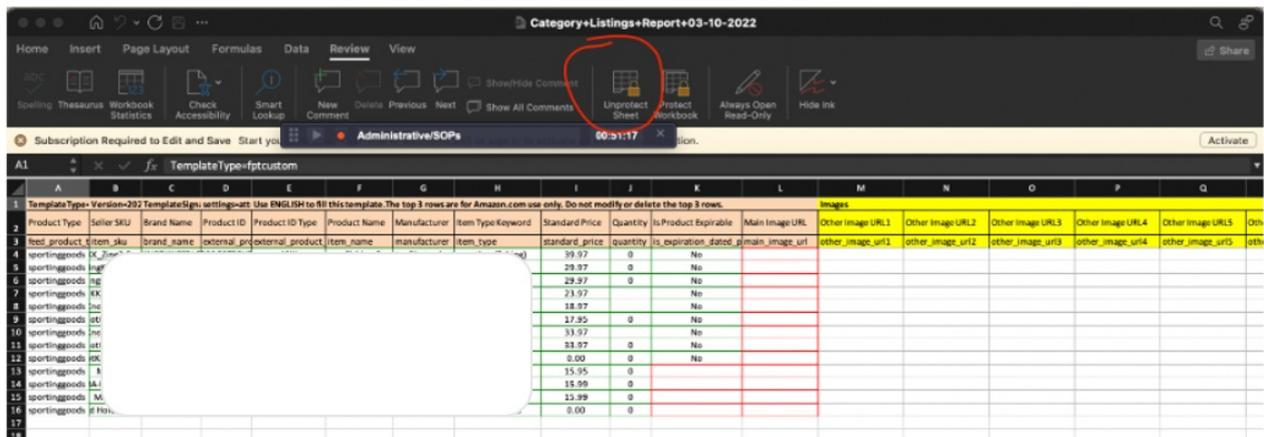
3. Double-check each piece of information before proceeding with the upload.

4. Once your file is complete, **save** it and upload it to Amazon, by clicking on **'Upload your spreadsheet.'** You will then see the following screen:

5. Wait until the inventory file is processed +15 mins and make sure it is uploaded successfully and keep the **BATCH ID**