

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

03/17/2025 8:32 am CDT



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

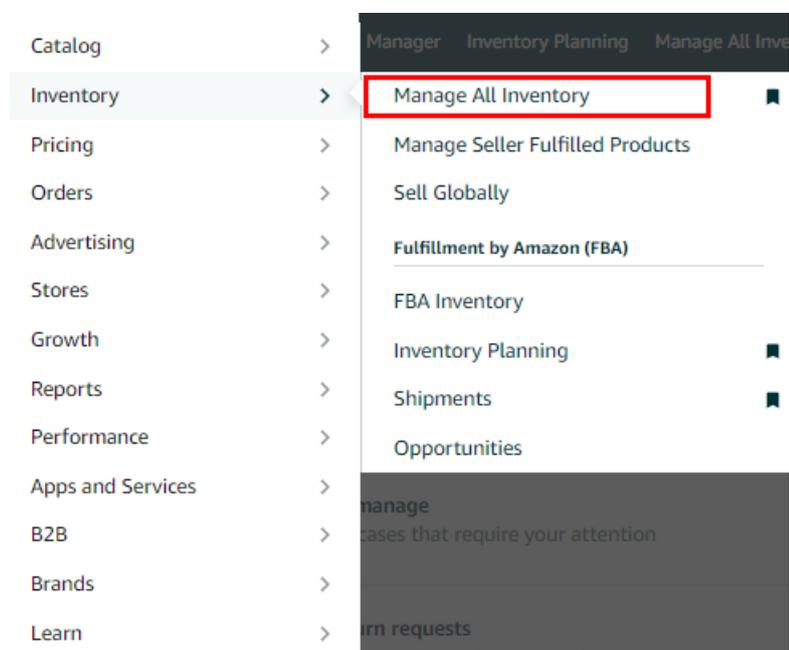


Objective: The purpose of this document is to help sellers modify and enhance the attributes of Amazon listings, including the title, bullets, descriptions, and other relevant information, with the goal of improving the visibility, appeal, and sales potential of the product listings.

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**.

MANUAL UPDATE

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.

Business Reports Campaign Manager Inventory Planning Manage All Inventory A-to-z Guarantee Claims Account Health Manage Orders Brand Analytics Feedback Performance Notifications Voice of the Customer Edit

Listing Tools: All Inventory | Search Suppressed and Inactive Listings (947) | Listing Quality Dashboard (227) | Potential Duplicates | Manage Pricing | Custom Products | Brand Health (0)

FBA Inventory Tools: FBA Dashboard | FBA Inventory | Remove Unfulfillable Inventory (22) | Shipments | FBA Opportunities | FBA Analytics

Manage Inventory [Learn more](#) | [Take the tour](#) Add a Variation Add a product Preferences: 6 columns hidden NEW

Action on 0 selected 2 product(s)

Filters: Status All Active Inactive Incomplete Listing Removed Search Suppressed Fulfilled By: All Amazon Merchant Search: Title/Keyword SKU ASIN UPC, EAN FNSKU Additional filters

<input type="checkbox"/>	<input type="button" value="Save all"/>	Status	Image	SKU Condition	Listing ID	Custom	Product Name ASIN	Date Created Status Changed Date	Available	Estimated fee per unit sold	Price and shipping cost Pricing status (·)	Business Price + Shipping	Sales Rank	FNSKU	Fulfilled By	UPC/EAN
<input type="checkbox"/>	<input type="button" value="Edit"/>	Active		ARI TM EZ Nel	0405	Disabled	Ag 18 St BC	04/05/2023 14:40:03 04/19/2023 11:31:38	1000	\$4.50	\$ 29.99 + \$0.00 Migrated Template Featured Offer: \$29.99 + \$0.00 ✓ Lowest price View more	\$ + \$0.00 Add quantity discounts	-		Merchant	BOC
<input type="checkbox"/>	<input type="button" value="Edit"/>	Inactive (Out of Stock)		ARI TM EZ Nel	0405	Disabled	Ag 18 St BC	04/05/2023 14:32:43 04/05/2023 15:36:03	0	--	\$ 29.99 + -- Featured Offer: \$29.99 + \$0.00 Lowest price: \$29.99 + \$0.00 View more	\$ + -- Add quantity discounts	-	X00351TUKF	Amazon	BOC

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

Product Details Images Variations Offer Safety & Compliance

Listing Language: English

Attributes: Required Recommended All attributes

All Experiments: [New](#)

When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience. Show content currently live on the detail page.

You are currently viewing a new version of the Add a Product tool, with updated product information requirements. For more information, go to our help page.

Product Name

* Item Name

* Brand Name

* External Product ID

* Item Type Keyword

Model Number

Model Name

* Manufacturer

Product Description

* Product Description

Add More

* Bullet Point

Add More

Generic Keyword

Material

Add More

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

Supplier Description Product Identity Offer Product Details Variations Safety & Compliance Images Shipping

Manage offers in other marketplaces

You may be able to sell this product in other marketplaces. Provide a price and quantity for each. If the detail page does not yet exist, Amazon will attempt to translate your local content automatically, for free. You can modify translated content later. The same SKU and condition will be used globally. [Learn more](#)

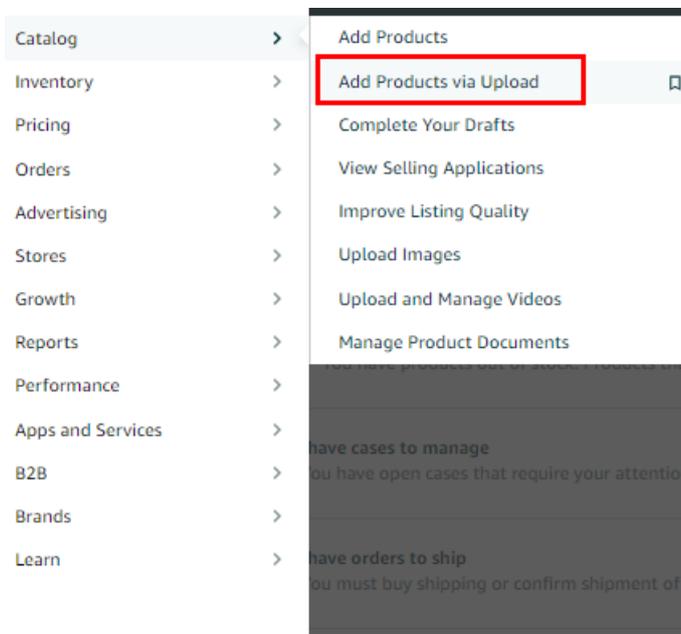
Marketplace	Status	Quantity	Your price (local currency)	Lowest price
Americas				
<input checked="" type="checkbox"/> United States	Inactive (Out of Stock)	0 ▾	US Dollar (USDS) 29.99	✓ Lowest price
<input type="checkbox"/> Canada	—	-	Canadian Dollar (CDNS) Ex: 50.00	
<input type="checkbox"/> Mexico	—	-	Mexican Peso (MXNS) Ex: 50.00	

Cancel **Save and finish**

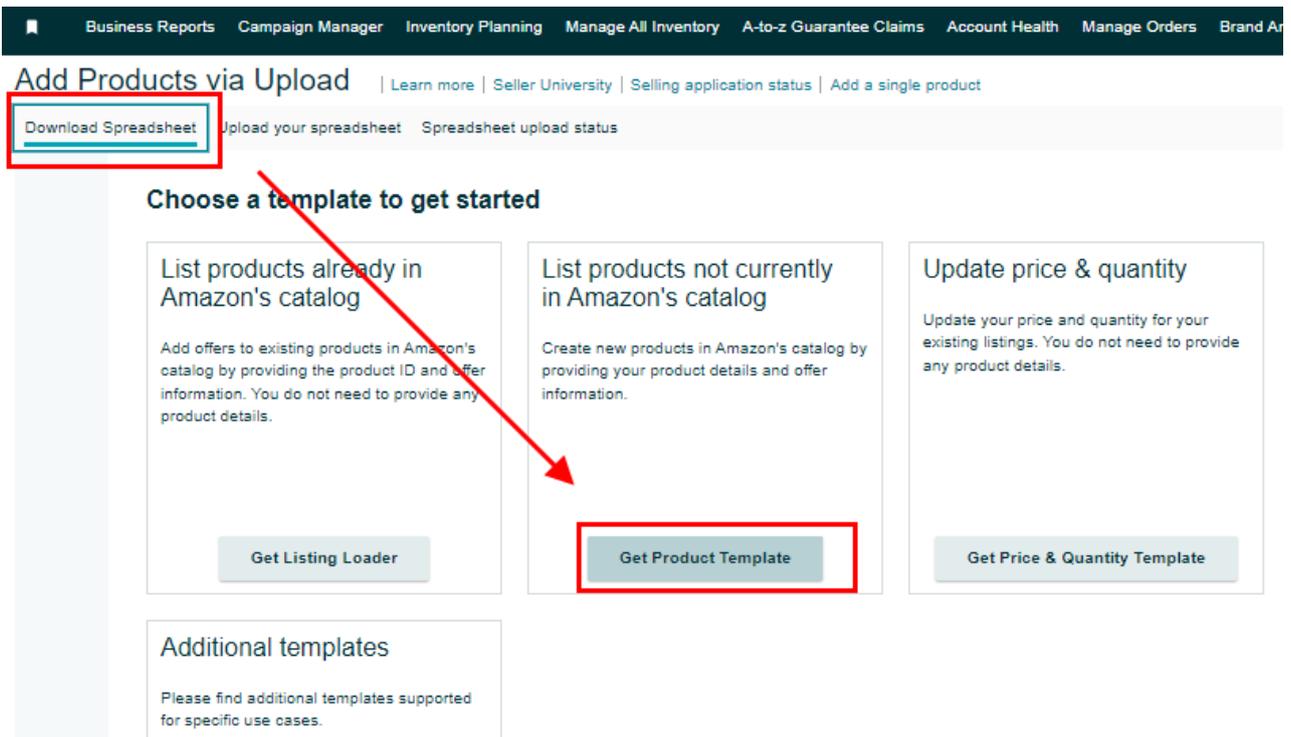
5. Once everything is all set, you should see it reflect on the product information page. Be advised that other categories will have different information, so just adjust accordingly.

FLAT FILES

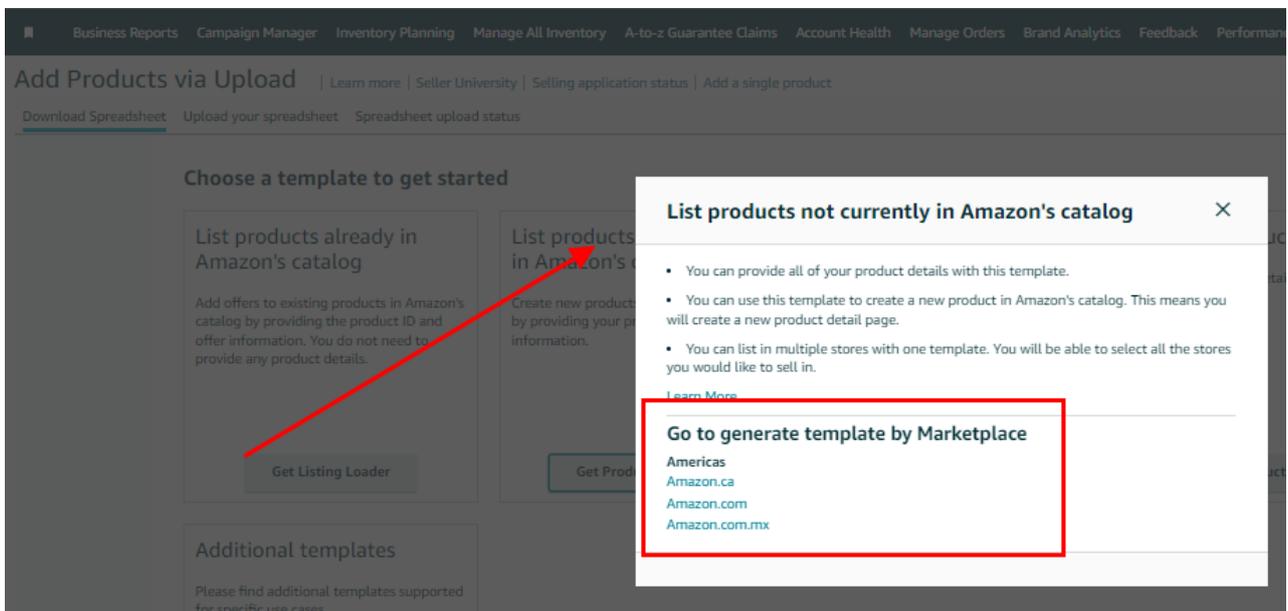
1. Before you can upload a flat file, you have to download it first. You can use the **Category Listings Report** or download it from **Download an Inventory File**.
2. Once you've logged in to your Amazon Seller Central account, click on **'Add Products via Upload**.



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**:

Step 1: Select the types of products you want to sell

Search tool: [What is a Product Type?](#) [Variation Wizard](#)

OR

Product Classifier:
 Baby Products > **Baby & Toddler Toys**

Appliances	Activity & Entertainment	Activity Centers	<input type="button" value="Select"/>
Arts, Crafts & Sewing	Apparel & Accessories	Balls	<input type="button" value="Select"/>
Automotive	Baby & Toddler Toys	Bath Toys	<input type="button" value="Select"/>
Baby Products	Baby Care	Car Seat & Stroller Toys	<input type="button" value="Select"/>
Beauty & Personal Care	Baby Stationery	Early Development & Activity Toys	>
Books	Car Seats & Accessories	Mirrors	<input type="button" value="Select"/>
CDs & Vinyl	Diapering	Rattles & Plush Rings	<input type="button" value="Select"/>
Cell Phones & Accessories	Feeding	Riding Toys & Animals	<input type="button" value="Select"/>

Summary of your selected products

Remove All	Selected classifications	Product Type	Field Name	Valid Values
<input type="button" value="X"/>	Bath Toys	BATH TOY	item_type_keyword	bathub-toys

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

PREVIOUSLY GENERATED TEMPLATES

Step 3: Select the type of template

Template Language

To enter product information in languages other than **English**, you must only select **Amazon.com** above.

PREVIOUSLY GENERATED TEMPLATES

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

Using your Inventory File Template	
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. 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.
14	
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 center, 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	
type	Seller SKU	Title		Update Delete	Mod
uct	item_sku	item_name		update_delete	mod
	PH	Air		PartialUpdate	

JW		LD		LL	
Fulfillment					
e	Fulfillment Center ID	Is this product a battery or does it utilize batteries?	Applicable Dangerous Goods Regulations		
e	fulfillment_center_id	batteries_required	supplier_declared_dg_hz_regulation1		
	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**

Inventory Reports

You can use your inventory reports to see a snapshot of your items. [Learn more](#)

Request an Inventory Report

Select Report Type:

- Inventory Report
- Active Listings Report
- Open Listings Report Lite
- Open Listings Report Liter
- Open Listings Report
- Cancelled Listings Report
- Inactive Listings Report
- All Listings Report
- Sold Listings Report
- Category Listings Report
- Listing Quality and Suppressed Listing Report (NEW)
- Referral Fee Preview Report
- Amazon-fulfilled Inventory Report
- High Volume Listings Report
- Referral Fee Discounts Report

Check Report Status & Download

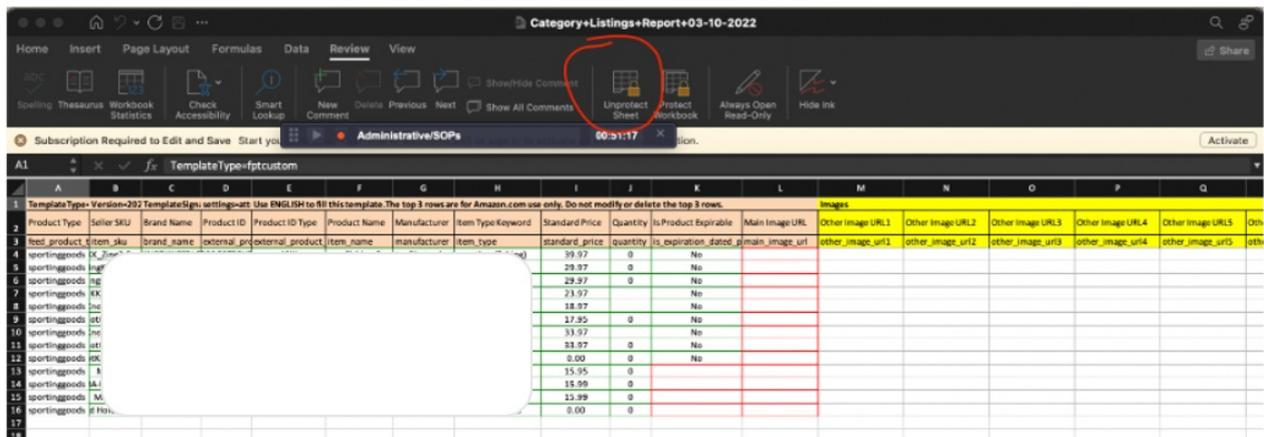
Report Type	Batch ID	Date & Time Re	Time Completed	Report Status	Download
Active Listings Report	50143018702	3/16/2021 09:47:26 GMT-0400	-0400 (Eastern Daylight Time)	Ready	Download
Category Listings Report (All)	50133018674	2/16/2021 13:20:20 GMT-0500	0500 (Eastern Standard Time)	Ready	Download
Category Listings Report (All)	50132018674	2/16/2021 13:06:11 GMT-0500	0500 (Eastern Standard Time)	Ready	Download

Help Program Policies English

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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:

Business Reports Campaign Manager Inventory Planning Manage All Inventory A-to-z Guarantee Claims Account Health Manage Orders Brand Analytics Feedback

Add Products via Upload

Learn more | Seller University | Selling application status | Add a single product

Download Spreadsheets **Upload your spreadsheet** Spreadsheet upload status

Upload your spreadsheet



Drag and drop file or
[Browse files](#)

Accepted file formats: Excel, TSV

Email alert Remember my email address for future alerts

Send an email alert when the upload is complete.

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

Business Reports Campaign Manager Inventory Planning Manage All Inventory A-to-z Guarantee Claims Account Health Manage Orders Brand Analytics Feedback Edit

Add Products via Upload

Learn more | Seller University | Selling application status | Add a single product

Download Spreadsheets Upload your spreadsheet **Spreadsheet upload status**

Spreadsheet upload status

Filter by: All File Types All Status

File name / Submitted on	File type	Records successful/submitted	Status	Batch ID
Ao 11:39 PM 4/24/23	Inventory Files for Specific Categories/ Listing Loader File	2 / 2	✓ Done	613 <input type="text"/>