Brand Registry SOP: Fix Brand/Store Byline

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> **Who is this for?** This guide is for Amazon sellers who encounter issues related to the Store Byline and want to learn how to fix them. It is also helpful for those who want to understand what the Store Byline is and how it works.

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> **Objective:** In this guide, we will be discussing what Store Byline is and how to fix issues related to it.

What is Store Byline?

Store Byline is the brand name link displayed under or above product names on a product's detail page which routes to the brand store. See the example below:
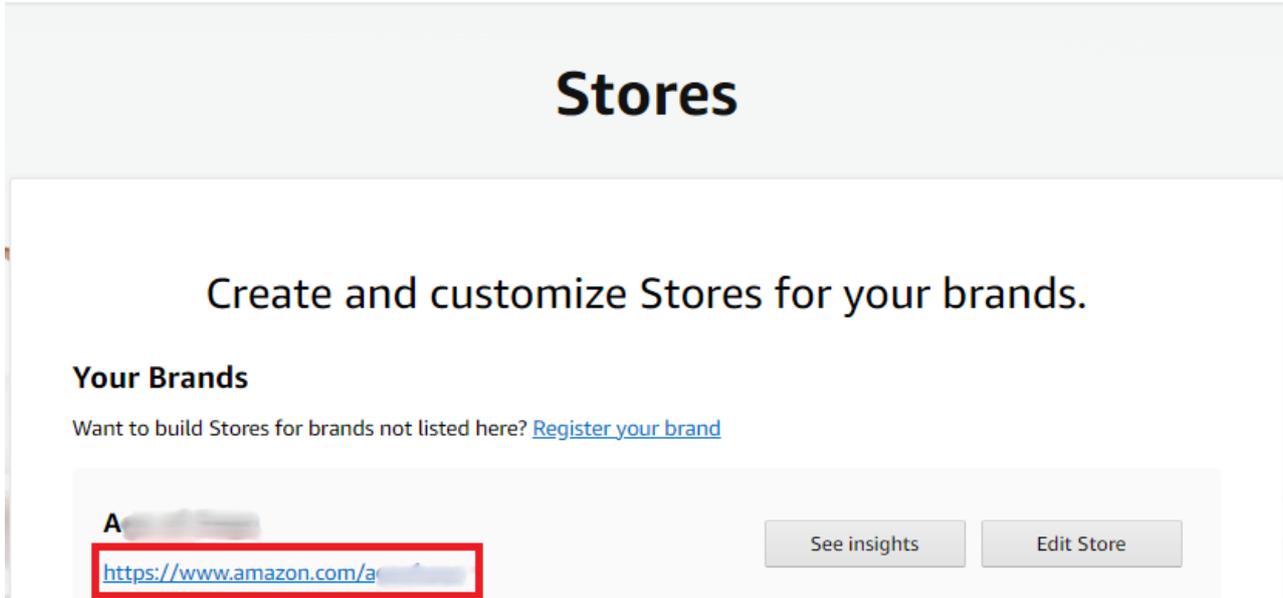

Byline Issues:

1. Missing Byline - instead of the displayed Visit the 'Brand Name' Store underneath/above the title, the page will only say "Brand: Brand Name".
Access "STORE" in Seller Central and click the store link.
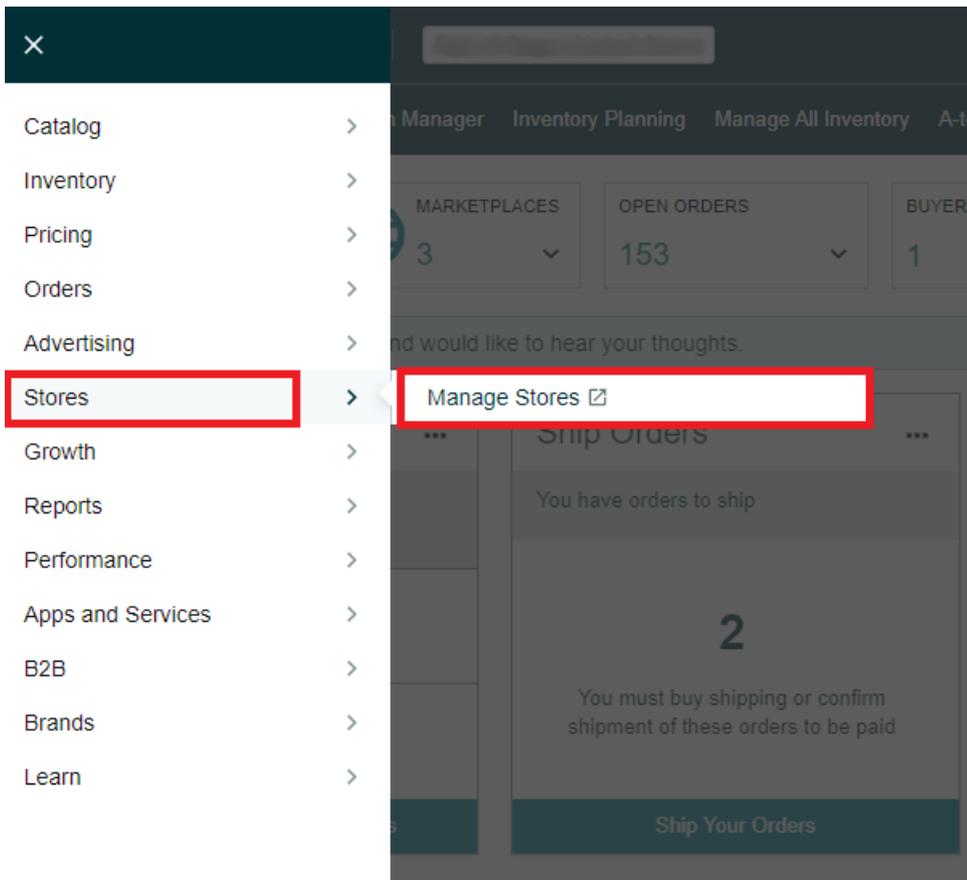
2. Byline Links to Another/Wrong store - you can identify this by comparing the **STORE** created for the brand vs the store the byline routes you.

3. Brand name on the byline is different from the registered trademark/brand - in some cases, the brand of the ASIN in the backend is already correct but the brand in the byline is not exactly the same as the registered brand. Make sure that the Catalog Brand name is the same as the brand registry record (spaces, special characters, uppercase, and lowercase letters).

** For example the brand above is "Age of Sage" however, the ASIN's brand name in the byline is "AGEOFSAGE".**

NOTE: If the brand name in the byline is incorrect but the byline routes to the correct store that don't mean that the issue is fixed. Sooner or later the ASIN will be linked to a different store due to inconsistency or synchronization

issues.

HOW TO FIX THE BYLINE ISSUE:

**REMINDER:** ALWAYS CHECK THE "STORE" TAB TO CONFIRM THE EXACT BRAND/TRADEMARK THAT IS REGISTERED WITH AMAZON.

1. Check if the brand name in the backend is correct. If there is a need to update the brand name, follow the How To Update Brand Name SOP to correct the brand.

2. Once you have confirmed that the brand in the backend is correct, review the detail page if the brand is displayed correctly, if not create a case with the **brand registry team** so they can fix the detail page.
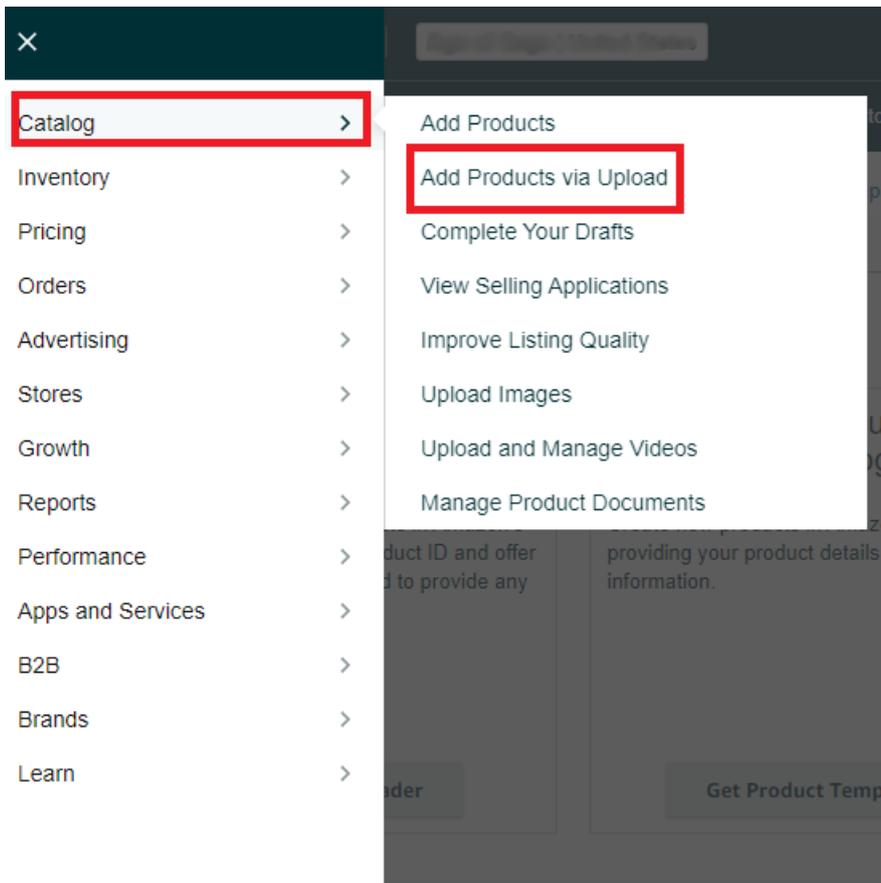
Include a **screenshot** of the website with the brand byline highlighted so they would better understand the issue.

3. Considering that the brand is accurate both in the backend and on the website, the byline issue may also be due to the **INCORRECT Product Type** and **Item Type Keyword** assigned on the listing. Download CLR and check if the assigned **Product Type** and **Item Type Keyword** on the listing are synchronized with the **Product Type** and **Item Type Keyword** of the category of the ASIN on the website.

3.1 Check the category of the listing on the detail page.
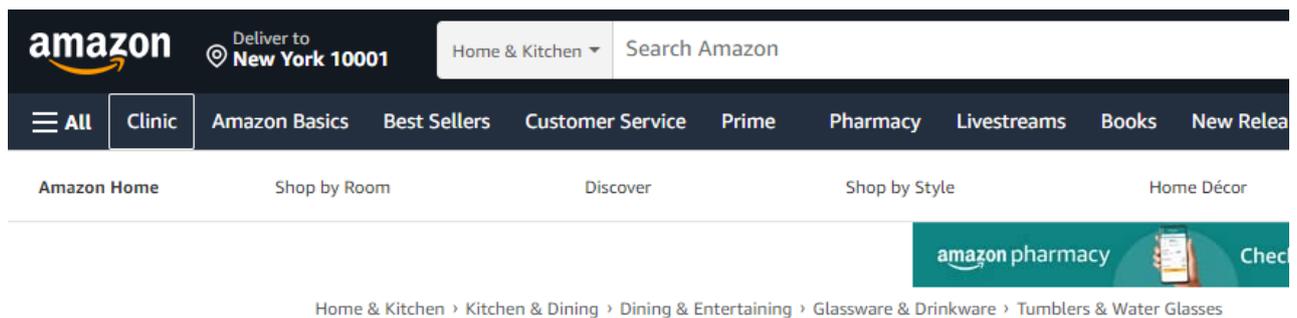
3.2 Obtain the correct Product Type and Item Type Keyword of the said category through Catalog> Add Product via Upload> Download Spreadsheet> Get Product Template. On the page, select the exact Browse node/category as shown on the detail page.

3.3 Check the **Product Type** and **Item Type Keyword** in CLR if it is accurate, otherwise upload a partial/full update feed file to correct the attributes.

NOTE: ALWAYS review each ASIN if there is a set sale price in the manage inventory and add the sale price, start, and end date on the template. CLR doesn't capture this information from the ASIN.

4. Once you have established the above steps, open a case to the Advertising team through

Help>Get Support> Sponsored Ads and Store. This should take you to the Advertising Support Center.

MAKE SURE THAT YOU ARE LOGGED INTO THE SAME ACCOUNT OTHERWISE, CHANGE THE ACCOUNT USING THE ACCOUNT SWITCHER.
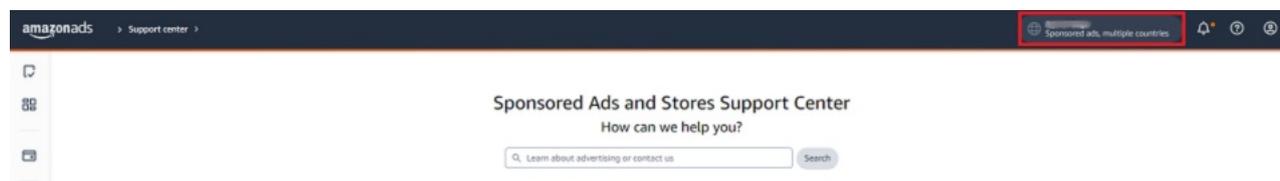
On the Support Center page, select Store> Contact Us> Select Category (Stores) > Specific Topic (Store Byline) .
- Explain the Issue
- Provide the ASINs
- Provide the Exact brand

Monitor the case and follow up with Amazon if the byline is still not fixed.

NOTES:

1. Always check if the brand in the backend and the detail page are accurate.

2. Fixing the brand both in the backend and the website always comes first.

3. To fix the brand contact the **brand registry** from Seller Central

4. To fix the byline contact the **Advertising team**.